

ABSTRACT

The development of technology and the internet has created social media as an effective marketing tool. Social media enables two-way communication, reviews, campaigns, and relevant content to interact with consumers. Data from SimilarWeb indicates a global decline in customer value for Skintific.

This study aims to test the effects of predetermined variables and seek solutions from previous research. The research applies a causality description method, involving data collection through research instruments and statistical analysis to test hypotheses. Using a conclusive model, the study explores correlations between the studied variables, referring to similar previous research. Data were obtained through questionnaires distributed to Skintific consumers.

The research findings show that, based on predetermined analysis, the influence of Social Media Marketing on Purchase Intention is significant, Brand Image significantly affects Purchase Intention, and Brand Trust also has a significant impact on Purchase Intention.

Keywords: *Social Media Marketing, Brand Image, Brand Trust, Purchase Intention, and Skintific.*