

ABSTRACT

Wardah is one of the products that has successfully passed two main competitors in the same company, namely PT. Paragon Technology and Innovation, namely Emina and Make Over, to become the most widely used local cosmetic brand in Indonesia. The increasing development of the internet presents various types of social media platforms. The presence of various types of social media platforms has become a phenomenon in terms of marketing a product from a company. Wardah uses Instagram social media to promote its products, here are Wardah's social media accounts. with a marketing strategy by carrying out promotions through Wardah social media, making it a consumer's choice to use Wardah social media to attract consumer buying interest in Wardah products. This research aims to analyze the influence of Brand Image, Social Media Marketing, and Brand Equity on Consumer Purchase Interest (Wardah Case Study) partially and simultaneously, with the hope of providing theoretical benefits as a source of information and insight, as well as practical benefits for the parties involved.

This research uses quantitative methods with a type of causality research. Sampling was carried out using a non-probability sampling method, purpose sampling type, with a total of 100 respondents. The data analysis method used is multiple linear regression analysis. The population in this study were Wardah consumers who had purchased Wardah beauty and skin health products.

Based on the results of hypothesis testing (T Test), the Brand Image (X1) partially has no positive and significant effect on Consumer Purchase Interest (Y), but the Social Media Marketing variable (X2), the Brand Equity variable (X3) partially has a positive and significant to Consumer Purchase Interest (Y). Based on the results of hypothesis testing (F Test), the Brand Image variable (X1), the Social Media Marketing variable (X2), the Brand Equity variable (X3) simultaneously have a positive and significant effect on Purchase Interest (Y). Based on the results of the coefficient of determination (R²), the Brand Image variable (X1), the Social Media Marketing variable (X2), and the Brand Equity variable (X3) can explain the Consumer Purchase Interest variable (Y) of 78.6%. Suggestions that can be given to Wardah to maintain and develop the assets that Wardah owns.