

ABSTRACT

The perfume industry is experiencing significant growth, but fierce competition and consumer limitations in trying scents directly are challenges. Reviews on social media that are confusing or not up to expectations also raise doubts. This phenomenon shows the importance of a marketing strategy that is able to build a positive brand image and convince consumers in making purchasing decisions.

This study aims to analyze the influence of social media marketing on purchase intention in SAFF & Co perfume products, with brand image as a mediating variable.

This study used a quantitative method by collecting data through the distribution of online questionnaires and obtained as many as 386 respondents. Sampling was done using non-probability sampling with purposive sampling techniques. Data processing is carried out using SmartPLS 4.

The results of the study show that social media marketing has a positive and significant effect on purchase intention. Then, social media marketing has a positive and significant effect on brand image. In addition, brand image has a positive and significant effect on purchase intention. Lastly, brand image has a positive and significant effect in mediating the relationship between social media marketing and purchase intention. These findings underscore the importance of building a strong brand image through social media marketing as an effective strategy to increase consumer purchase intention.

Keywords: *Social Media Marketing, Brand Image, Purchase Intention*