

ABSTRACT

The main subject of this study is Worth It Society, a community of content creators formed by L'Oréal Paris Indonesia during the launch of the Glycolic Bright Sunscreen. This research is motivated by various external dynamics such as the rise of community-based marketing strategies in Indonesia's beauty industry, criticism on social media, and negative public sentiment towards L'Oréal Paris due to geopolitical conflict. This study aims to analyze the effect of community-based marketing on consumers' purchase decisions, with product awareness and brand image as mediating variables.

The research employs a quantitative explanatory method using a survey approach involving consumers who were exposed to contents created by Worth It Society community. A total of 252 data points were collected from samples across Indonesia. Data were analyzed using the Structural Equation Modeling (SEM) technique with SmartPLS software.

The results reveal that community-based marketing has a significant positive influence on product awareness, brand image, and purchase decisions. However, product awareness does not significantly influence purchase decisions and does not mediate the relationship between community-based marketing and purchase decisions. On the other side, brand image is proven to be a significant mediating variable.

These findings confirm that community-based marketing strategies, as implemented by L'Oréal Paris through Worth It Society, are effective in building a positive brand image and driving consumer purchase decisions. Meanwhile, product awareness needs to be supported by additional strategies to generate significant impact. This study provides implications for Indonesian beauty industry players to optimize better strategic marketing activities through community empowerment.

Keywords: *Community-based marketing, product awareness, brand image, purchase decision, L'Oréal Paris, Worth It Society*