

ABSTRACT

This study aims to analyze the influence of Social media marketing on Purchase intention through Brand awareness, Brand trust, and Brand engagement. The research focuses on the skincare brand The Originote on the TikTok platform. Social media marketing has become a crucial strategy for promoting products, particularly in today's digital era. The Originote, as one of the rapidly growing skincare brands in Indonesia, leverages TikTok to raise Brand awareness, build trust, and drive consumer engagement.

This research employs a quantitative approach using a survey method targeting The Originote consumers who are active on TikTok. Data analysis was conducted using Structural Equation Modeling (SEM) to examine the relationships among the variables, including Social media marketing, Brand awareness, Brand trust, Brand engagement, and Purchase intention.

The study contributes to academic literature in the field of digital marketing and provides practical recommendations for companies, particularly in the beauty industry, to optimize their marketing strategies through social media.

The findings reveal that Social media marketing has a positive effect on Brand awareness, Brand trust, and Brand engagement, but does not have a direct influence on Purchase intention. Instead, Purchase intention is positively influenced by all three mediating variables. These results are reinforced by the significant mediating roles of Brand awareness, Brand trust, and Brand engagement in the relationship between Social media marketing and Purchase intention.

Based on the results of this study, The Originote is advised to strengthen its marketing strategy on TikTok by focusing on enhancing Brand awareness, Brand trust, and Brand engagement. This can be achieved by delivering informative, interactive, and authentic content that builds deeper emotional connections and consumer trust, ultimately encouraging Purchase intention indirectly.

Keywords: *Social media marketing, Purchase intention, Brand awareness, Brand trust, Brand engagement, The Originote, TikTok.*