

ABSTRACT

This study aims to analyze the influence of Social Media Communication Efficacy (SMCE) on consumer Purchase Intention, with Consumer Attitude as a mediating variable, in users of Rosé All Day Cosmetics products. The background of this research is based on the increasing role of social media as a strategic communication channel for local cosmetics brands in shaping consumer perceptions, attitudes, and behaviors, especially among the younger generation. The method used in this study was quantitative with the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach and involved 392 respondents who were active users of Rosé All Day Cosmetics and social media. The results of the study show that SMCE has a positive and significant effect on Consumer Attitude and Purchase Intention. In addition, Consumer Attitude also has a significant effect on Purchase Intention and has been proven to partially mediate the relationship between SMCE and Purchase Intention. Descriptive analysis shows that all three main variables are in the good category, with an average score above 81%. These findings confirm that credible and engaging social media communication can shape positive consumer attitudes and increase purchase intent towards local cosmetic products. This research provides strategic implications for beauty brands in designing effective digital communications to strengthen consumer loyalty and purchasing decisions.