

ABSTRACT

The advancement of digital technology and social media has brought significant changes to marketing strategies, particularly in the beauty industry, which heavily relies on consumer trust. TikTok, as one of the most popular social media platforms, has become an essential tool for developing marketing campaigns and building relationships with consumers. Skin Game has actively employed social media marketing strategies; however, data indicates that its sales performance still lags behind competitors, despite having a higher number of followers. This phenomenon raises questions about the effectiveness of its marketing content and the influence of informational elements in shaping brand image and purchase intention.

This study aims to analyze the influence of social media marketing and electronic word-of-mouth (eWOM) on consumers' purchase intention. Furthermore, it explores the role of brand image as a mediating variable.

To achieve these objectives, a quantitative approach was adopted, using a survey method for data collection. The collected data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), allowing for the examination of both direct and indirect relationships among variables. The study involved 474 respondents who are TikTok users in Indonesia and are familiar with the Skin Game brand.

The results show that social media marketing, information quality, and information adoption have a positive and significant influence on purchase intention. Among these variables, social media marketing emerged as the most dominant factor affecting consumers' buying intentions. Additionally, brand image was found to significantly mediate the relationship between these variables and purchase intention.

However, descriptive analysis revealed that the indicator "I like the advertisements posted by Skin Game on their TikTok" received the lowest score among the social media marketing items. This suggests a need to reassess the appeal of the advertising content used. Therefore, this study recommends that the company enhance its creative approach to promotional content—for instance, by implementing storytelling formats, native advertising, and collaborations with influencers who are more representative of the target audience—in order to increase consumer engagement and improve marketing effectiveness.

Keywords: social media marketing, eWOM, purchase intention, TikTok brand image