



## The impact of social media marketing on instagram for cosmetic brands in Indonesia

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### ABSTRACT

Opportunities and challenges in several aspects of Indonesia, such as the number of cosmetic companies by 78.34% (2021), the increase in the GDP of the cosmetics sector by 9.61% (2021), the increase in registered cosmetic products by 53.65% (2022), and the low level of purchase return of cosmetic products increased competition between cosmetic brands in Indonesia. This study analyzes the impact of social media marketing for the Wardah, Revlon, and Pixy brands on Instagram on brand image, brand awareness, purchase decision, and repurchase intention. Data was collected through a survey using the convenience technique of 175 respondents who were followers of the Wardah, Revlon, and Pixy brands. Data analysis used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. Social media marketing research results affect brand awareness and brand image and do not affect purchase decision and repurchase intention. Brand awareness affects brand image, purchase decision, and repurchase intention. Brand image does not influence purchase decision and repurchase intention. Purchase decisions affect repurchase intentions. This research provides insight into the application of social media marketing in Indonesia on the Instagram platform, which has a complex relationship with brand awareness, brand image, purchase decision, and repurchase intention.

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## INTRODUCTION

The cosmetics industry in Indonesia continues to increase. The increase in the cosmetics industry in 2021 was 78.34%, from 193 companies in 2015 to 891 companies in 2021. The growth of this sector based on Gross Domestic Product (GDP) in the last ten years has continued to increase, and it was recorded that in 2021 there has been an increase of 9.61% compared to 2020 (BPOM, 2022a; Kemenperin, 2022; Wisnubroto, 2022).

This paradox arises based on Suryadi's research which states that cosmetic consumers in Indonesia in e-commerce sales do not repurchase cosmetic products after making their first purchase or consumers begin to switch to other brands (Suryadi, 2020). The impact of consumer behavior that does not repurchase can be seen in the decline in sales of large companies in Indonesia due to increasingly tight competition between brands (Amballia and Saputri, 2021). Report on sales of cosmetic products PT. Martina Berto, in 2020 to 2021, there was a decrease of 65% and a decrease of around 90.07% compared to sales in 2017 (Martina Berto, 2018, 2021). Total sales of PT. Mustika Ratu in 2021, compared to 2017, has decreased by 88.02% (Mustika Ratu, 2017, 2019, 2021). The decline in sales was also recorded in other large companies, namely PT. Mandom Indonesia experienced a decline in sales of 29.58% compared to total sales in 2017 (Mandom Indonesia, 2017, 2019, 2021).

The decline in sales of cosmetic products was inversely proportional to the increasing number of new products. Product data registered at the Indonesian Food and Drug Authority (BPOM) for the last five years amounted to 429,043 products and 55.45% compared to other types of products such as medicines, traditional medicines, supplements, food & beverages in 2022 (BPOM, 2022).

Social media in Indonesia has enormous potential in reaching consumers compared to other internet channels. Data shows that social media in Indonesia had several users in 2022, 191.4 million with a percentage of 68.9% (277.7 million population). Based on trends every year, social media tends to increase. Social media has various channels; the most used social media platforms in Indonesia are WhatsApp, Instagram, and Facebook. Instagram users will be 99.15 million, 35.7% of the total population in 2022. Instagram users in Indonesia are also a high market globally because they rank 4th after India, the USA, and Brazil (Kemp, 2022). Opportunities that can be exploited from the high number of Instagram users who continue to experience an increasing trend are forming a brand image, brand awareness, purchasing decisions, and repurchasing a product. Many local and multinational companies have exploited this opportunity, both new brands and brands that are well-known to the public (Bilgin, 2018).

Social media marketing activities were carried out in research in 2020, which states that it influences brand awareness and brand image (Bilgin, 2018). Brand awareness and brand image built by cosmetic companies on Instagram is an attempt by the company so that the cosmetic brands that are marketed have a high and sustainable level of sales in terms of sales (repurchasing) to generate profits through increased sales (Febriyantoro, 2020; Sanny et al., 2020).

Brand image has a positive and significant effect on consumer purchase intentions in research on case studies of product sales of Honda brand motorcycles in the city of Denpasar (Pradhanika et al., 2021). This value illustrates that the better the brand image, the brand will increase intention to buy the brand's product. However, the brand image of a brand needs to show a different direction. In that case, it will cause consumer buying intentions to decrease depending on the level of consumer perception of the brand (Kusuma et al., 2022).

Research conducted by Maghrabi & Dennis shows a pattern of consumer repurchase intention written in a study entitled Antecedents of continuance intentions towards e-shopping: the case of Saudi Arabia (Xie et al., 2022). This research aims to identify consumer behaviour related to what factors can make consumers buy again. This research was conducted in Saudi Arabia using the SEM analysis technique with a sample of 465 people. The study results in a show that perceived benefits, enjoyment, and subjective norms are determinants of a consumer's repurchase (Giantari, 2021).

Brand image and brand awareness are one of the efforts so that the products being marketed have an image in the form of positive beliefs that arise in the minds of consumers, both consumers who will buy and have already purchased the brand (repurchasing) (Febriyantoro,

2020). Consumers repurchase because consumers get a positive experience provided by a brand (Cuong, 2021).

## RESEARCH METHOD

### Target population and data collection

The population of this study is respondents who are active on Instagram social media, as evidenced by ownership of an Instagram account and following one of the cosmetic brand accounts being researched. Data collection was carried out by giving online questionnaires to 175 Instagram user respondents through the Direct Message (DM) service, one of the features of the Instagram application that allows users to send messages to other users that are personal with Instagram users.

Respondents involved in this study must meet the requirements: at least 13 years of age and over, followers of a cosmetic brand (@wardahbeauty, @revlonid, @pixycosmetics), and Indonesian citizens. Respondents were taken from three Instagram accounts that met the requirements, namely having criteria including a verified Instagram account and a minimum number of followers of 200,000. The brands that were researched were brands that were included in the Top Brand Index (TBI) released by the Top Brand Award in 2022, including Wardah (27.20%), Maybelline (19.30%), Revlon (8.50%), Pixy (2.80%), Viva (1.50%). The Maybelline and Viva brands were not used as research objects because they do not have official Instagram social media accounts in Indonesia.

Sampling used a questionnaire with a non-probability method through a convenience sampling technique (Putri et al., 2022). The questions in the research are adjusted according to the research context. The structure of the Questionnaire consists of three parts. The first part is a description of the research, which consists of the researcher's biodata, research objectives, research scope, a statement that the respondents involved in the research were voluntary, and the confidentiality of the respondent's data was protected. The second part of this Questionnaire consists of respondent data, including gender, age, place of residence, occupation, and education. The third part consists of substantive research questions (Azmi, 2022).

### Sample size

Determination of the number of respondents using the formula Sample-to-item ratio (5:1) (Sugiyono, 2020). The results of calculating the ratio formula are 175 respondents, 35 indicators multiplied by 5. The sample used for the research is 175 respondents who have met the sampling criteria based on ratio theory and the requirements for the number of samples in the PLS-SEM method (Memon et al., 2020; Narimawati et al., 2020). Determining the number of samples in this study is based on the benefits or value of information obtained from respondents who are used as research objects (Hermawan, 2005).

### Measurement

Questionnaires for data collection used a five-point Likert scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree) (Hasyim, 2021). The measurement scale includes an ordinal scale in the form of each category having a different position and degree because it is expressed in a ranking scale (Joshi et al., 2015). This study's data type includes qualitative data (Yulianto et al., 2018). The list of construct measurements which translated into Indonesian to suit the research location. Before distributing the questionnaires, validity and reliability tests were conducted on 30 respondents who were analyzed using SPSS version 26 software (Parveen et al., 2022). This test aimed to produce indicators/items given to respondents to produce valid and reliable data.

The evaluation carried out in this study was based on the PLS-SEM theory, namely the measurement model's evaluation, the structural model's evaluation, and the goodness of fit. This study uses a reflective measurement method.

## RESULTS AND DISCUSSIONS

### Overview of the Respondent

The research was conducted on December 02, 2022, to January 08, 2023. The data obtained during the sampling process was cleaned to obtain data that met the inclusion and exclusion criteria. Research data that meets the requirements is 175 respondents, with the demographic profile of the respondents in Table III.

**Table 1 . Respondent demographic profile**

Characteristics	Item	Frequency (n=175)	Percentage (%)
Gender	Man	17	9.71
	Woman	158	90.29
Age	13 - 17 Years	1	0.57
	18-24 Years	142	81.14
	25-34 Years	32	18.29
	35-44 Years	0	0
	>45 Years	0	0
Education	Senior High School and below	96	54.86
	Diploma	9	5.14
	Bachelor / Professional Education	70	40
	S2/Postgraduate and above	0	0
Occupation	Student	123	70.29
	Employment	35	20
	Government employees	12	6.86
	Businessman	4	2.28
	Other	1	0.57

Source: Output SmartPLS 4 (Data processed)

Gender is dominated by females gender as much as 90.29% of the population because the object of research is lipstick products. This study's demographic data, such as education and occupational levels, correlate with the respondents' age data. Respondent's education was dominated by respondents who had the last education at the Senior High School level and below (54.86%), and the job demographics were dominated by students (70.29%).

The ages of the respondents in this study were dominated by 18-24 (81.14%) and 25-34 (18.29%). This range correlates with the total population of Indonesia, namely the age range 18-24 (11.60%) and 25-34 (14.70%), which is the most significant age compared to other ranges, such as the age range 13-17 (8.20%), 35-44 (14.70%), 45-54 (12.70%) and others (Kemp, 2022). The age of this study's respondents is 18-24, which means that the respondents are generation Z or the generation born in 1997-2012 (age 10-24 in 2022). The ages of respondents with the second highest number in the range are those who enter the Y or millennial generation, namely respondents who were born in the range of 1981 - 1996; in 2022, when this research has conducted, the ages of the respondents were in the range of 24-41 years. Generations Y and Z have a better ability to access technology than the previous generation; this is what causes, based on theory, this generation tends to make social media a preference in finding beauty products and can buy cosmetic products because they are in the production phase. The factors above caused the respondents in this study to be dominated by age because the respondents were taken from Instagram social media followers for the Wardah, Revlon, and Pixy brands (Sanny et al., 2020; Yacub & Mustajab, 2020).

This research was conducted sequentially with respondents living in Indonesia with the respondents' domiciles in this study, namely Jakarta 36.6%, West Java 28%, and Banten 8.6%.

Respondents live on the island of Java with a percentage of 90.9%. The distribution of respondents, when grouped by brand followers' affiliation with the composition of the Wardah brand, has a percentage of 72%, followed by the Pixy brand at 17% and Revlon at 11%. Respondents involved in this study correlated when viewed based on the number of followers the three brands had. The number of followers of the Wardah brand is 2.9 million, higher than the Pixy brand of 400,000 and Revlon of 201,000.

### Measurement model's evaluation

The test results show that the outer loading data has met the requirements with the value of all indicators  $> 0.6$ , which indicates that the outer loading value is valid with convergent validity. The outer loading value of the social media marketing variable is the largest, namely XA2 (0.792), meaning that the advertising items posted by the brand on Instagram are attractive and have a significant influence in describing the implementation of social media marketing. The ad items correspond to the content of the Wardah, Revlon, and Pixy brand Instagram accounts which are dominated by promotional content types of 73.3%. The outer loading value of the social media marketing variable that has the smallest value is XT3 (0.702), which means that it is an indicator related to the content provided by the Wardah, Revlon, and Pixy brand Instagram accounts regarding discussions of trending issues as illustrated in the type of interaction content contained in the brand's Instagram account is 4.3%. Hence, it has a low influence on contributing to social media marketing variables.

The outer loading with the smallest value on the brand awareness variable is on the Y1P3 indicator, where respondents do not tend to remember the Instagram platform when buying products. This low score can improve the Instagram platform's interaction aspect through content implemented by Wardah, Revlon, and Pixy's Instagram accounts. The low value of this indicator correlates with a low ER value, and the content presented by social media brands Wardah, Revlon, and Pixy is dominated by promotional content types. The indicator that produces the highest score is Y1S1, meaning the respondent feels close to the brand's Instagram social media account. This value is because Instagram social media accounts actively provide content. The results of Instagram social media analysis are based on the number of posts, wardah brand content 9-16 times a week, Revlon brand 3-8 times a week, and Pixy brand 3-6 times a week.

The outer loading that has the smallest value on the brand image variable is the Y2B3 indicator (0.756) which is related to the ability of a social media account to portray a friendly image. Aspects of interaction include followers being able to share information, express an opinion, and discuss with the cosmetic brand's Instagram account. The customization aspect includes matters related to account management, where followers can quickly get the information they need related to the product; instructions are available on the brand's Instagram account. The brand's Instagram social media admin always helps followers with products if needed.

The result of the outer loading value on the purchase decision variable with a small value is the Y3D1 indicator. The indicator illustrates that respondents feel lipstick products from the Wardah, Revlon, and Pixy brands are the right ones to meet their needs. The indicator with the most significant value is the Y3D5 indicator, which illustrates that the lipstick product used has a positive effect after use.

Internal consistency reliability analysis describes indicators' ability to measure their latent constructs. The criteria used are CR and Cronbach's Alpha. The resulting CR value  $\geq 0.6$  means that it has good reliability, and the resulting Cronbach's Alpha value is  $\geq 0.6$ , which means it is reliable. The unidimensionality analysis of the model shows that the results meet the requirements because  $\geq 0.6$  for CR and Cronbach's Alpha values. This analysis is to show that there are no problems in measurement. Another analysis in testing convergent validity is the AVE parameter with the required AVE value  $\geq 0.5$ . The AVE value in Table IV shows that the construct can explain 50% or

more of the item variances. Convergent validity is based on the PLS-SEM principle that the measures of a construct are highly correlated (Narimawati *et al.*, 2020; Hair Jr *et al.*, 2021).

**Table 2.** Measurement model evaluation

Variable	Construct	Cross Loading	Outer Loading	Cronbach's Alpha	CR	AVE	Fornell Larcker
Social media marketing	XE2	0,737	0,737	0.741	0.838	0.564	0.751
	XT3	0,702	0,702				
	XA1	0,771	0,771				
	XA2	0,792	0,792				
Brand Awareness	Y1P3	0.658	0.658	0.705	0.819	0.531	0.729
	Y1S1	0.776	0.776				
	Y1S2	0.734	0.734				
Brand Image	Y1S3	0.742	0.742	0.702	0.834	0.626	0.791
	Y2B1	0.810	0.810				
	Y2B2	0.807	0.807				
	Y2B3	0.756	0.756				
Purchase Decision	Y3D1	0.730	0.730	0.642	0.808	0.584	0.764
	Y3D4	0.751	0.751				
	Y3D5	0.809	0.809				
Repurchase Intention	ZP1	0.765	0.765	0.669	0.819	0.602	0.776
	ZP2	0.748	0.748				
	ZP3	0.812	0.812				

Source: Output SmartPLS 4 (Data processed)

Subsequent analysis by measuring discriminant validity criteria aims to measure a correlation between indicators and constructs. An indicator with a high correlation with the construct can be interpreted as the right indicator to measure the construct/reflective. The criteria used in discriminant validity are the Fornell-Larcker Criterion and the cross-loading value (Hair Jr *et al.*, 2021).

The Fornell-Larcker criterion in Table IV fulfils the requirements; the variable's value is not lower than the correlation between the other variables depicted on the diagonal value. Value measurement using the AVE root value of each variable must be greater than the correlation value of other variables in the model. The variable value of brand awareness has a root of AVE (0.729) which has a more significant correlation with the brand image (0.569), social media marketing (0.652), purchase decision (0.638), and repurchase intention (0.579). The root results of AVE brand image (0.791), social media marketing (0.751), purchase decision (0.764), and repurchase intention (0.776) have a more significant correlation with other variables so that all variables in this study in the aspect of discriminant validity fulfil the requirements.

The cross-loading value in Table IV shows that all indicators are more significant than the cross-loading of other constructs, so based on this data, the cross-loading value criterion meets the requirements.

### Structural model evaluation / Inner model

The inner model multicollinearity test uses the VIF criteria used for collinearity assessment. The VIF value of this study shows that all values are <5, so there is no multicollinearity problem. These results suggest that the parameter estimation results in PLS-SEM are robust (not biased).

The structural model is measured by measuring the path coefficients between constructs to see the significance and strength between the two and testing the hypotheses in this study. The results of the inner model test can be seen in Figure 2, which illustrates the Path coefficient value. The analysis results in Figure 2 shows that the path coefficient with the highest value for the social

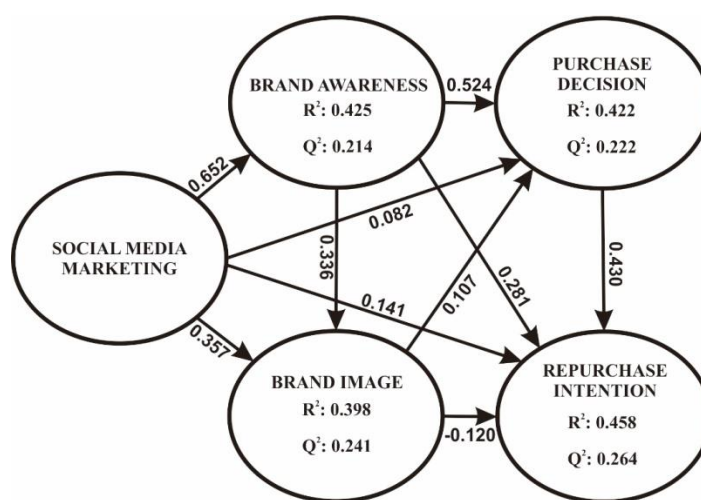
media marketing variable on brand awareness is 0.652, meaning that it can be interpreted that the increasing the value of social media marketing activities, the brand awareness variable will also increase. The percentage increase in the value of social media marketing has increased brand awareness by 65.2%. The lowest value in this test also occurs in the brand image variable on repurchase intention, which is -0.120, so it correlates with a p-value of  $0.169 > 0.05$ , meaning there is no significant effect.

The  $f^2$  analysis assesses the magnitude of the influence between variables. The value of  $f^2$  is classified as low (0.02), medium (0.15), or high (0.35) (Hair Jr *et al.*, 2021). Analysis of  $f^2$  can show the influence of the social media marketing variable on brand awareness, including the significant size effect; the relationship between other variables is medium and small. The measurement results of the evaluation of the structural model can be seen in Table V and Figure 2.

**Table 3.** Direct effect measurement results

Hypothesis	t statistics	p-value	Confidence interval		$f^2$
			Lower	Upper	
Social media marketing => brand awareness	11.856	0.000	0.540	0.752	0.739
Brand awareness => purchase decision	5.056	0.000	0.301	0.703	0.246
Brand awareness => repurchase intention	3.495	0.001	0.128	0.450	0.061
Brand awareness => brand image	4.230	0.000	0.187	0.497	0.108
Social media marketing => brand image	4.443	0.000	0.187	0.503	0.122
Brand image => purchase decision	1.217	0.224	-0.065	0.279	0.012
Brand image => repurchase intention	1.376	0.169	-0.275	0.056	0.016
Social media marketing => purchase decision	0.738	0.461	-0.131	0.302	0.006
Social media marketing => repurchase intention	1.571	0.117	-0.027	0.320	0.019
Purchase decision => repurchase intention	4.914	0.000	0.250	0.581	0.197

Source: Output SmartPLS 4 (Data processed)



**Gambar 1.** Output PLS Algorithm

Source: Output SmartPLS 4 (Data processed)

### Goodness of fit

The coefficient of determination analysis has two criteria,  $R^2$  and  $Q^2$ . The evaluation in this analysis is to describe how much the variability of an exogenous variable can explain the endogenous variable. The  $R^2$  value in this study describes the combined effect on brand awareness

of 0.425, meaning that it can be explained that all exogenous variables simultaneously affect endogenous variables by 42.5% (moderate). The results of the analysis on brand image (0.398), purchase decision (0.422), and repurchase intention (0.458) can be interpreted as moderate. The smallest  $R^2$  value is brand image, with a value of 0.398, meaning that social media marketing and brand awareness as exogenous variables can only explain a relationship of 39.8%. In comparison, other variables outside this study determine the remaining 60.2%. The  $Q^2$  value is used to assess predictive relevance with a  $Q^2$  value  $> 0$ , which means it has real predictive relevance.  $Q^2$  results in this study indicate that the predictions of brand awareness, brand image, purchase decision, and repurchase intention by all exogenous latent variables are relevant or accurate and have a moderate value (Benyamin & Ruslim, 2023).

They tested the fit model with an RMSR value of 0.089, less than 0.10, so the Model is Fit (acceptable fit). The RMSR results show the size of the model fit from the difference between the data correlation matrix and the estimated model correlation matrix. GoF, in this research, evaluates the entire model, which consists of the outer and inner Models. Empirical data in this study can explain the outer and inner models with high compatibility (0.50).

PLS predict results are significant in this study because they have a predictive objective, so the analysis results are appropriate for describing that objective. This analysis shows the good predictive power of the model proposed in this study (Hair *et al.*, 2019). The PLS Predict measurement results show that ten items out of 13 items produce RMSE values in the PLS model lower than the linear regression model (LM), and the MAE value of eight items out of 13 is lower than the linear regression model (LM) meaning that the model is hypothesized medium predictive power (Cakanlar & Nguyen, 2019).

### Media Sosial Analysis

Social media assessment is carried out on two factors, namely in terms of content and social media performance (Abdussamad, 2020). Observable social media content assessments were the frequency of posts and the type of content/pillar content of social media accounts. The assessment of social media performance evaluates the engagement rate (ER). The type of content presented by the Wardah brand is composed of a carousel (28.3%), Video (37%), and Photos (34.8%). Brand Revlon with the composition of carousel (50%), Video (38.9%), and Photo (11.1%). Brand Pixy with the composition of carousel (37.5%), Video (25%), and Photo (37.5%). The highest content type is a carousel, followed by video and photo content types.

The frequency of social media posts shows that Wardah, Revlon, and Pixy brands are active on social media at least 3-16 times a week, interacting with followers through social media posts. The composition of content types for each brand is different. Evaluation of the values analyzed for one month resulted in an ER value of 0.078% for the Wardah brand, 0.091% for Revlon, and 0.081% for Pixy (Burton *et al.*, 2021).

The types of content in the three brands are classified based on the content's purpose: promotional, inspirational, informational, interactive, and educational. This promotional content aims to provide information about products, prices, and benefits. The Inspirational content type provides information about an inspirational figure related to a brand or a part of a marketing strategy, product testimonials, and emotional stories. The information content type provides information about holidays and news related to the company (Edward & Ruslim, 2021). This type of interaction content aims to provide information such as quizzes, games, questions and answers, discussions, responses, and surveys to increase engagement from followers. This educational content aims to provide information about how to do things, topic literacy, tips, and helpful information.

The highest type of content of the three brands analyzed is the type of promotional content, with a percentage of 73.3%. The goal to be conveyed by the Instagram accounts of the

three brands regards the product, both in the form of excellence and price. The type of content significantly influences followers' interaction, as illustrated in this study, where the interaction of the followers of the three accounts is low (Adlin et al., 2020).

The ER results show that the three brands have a low score; this shows that the ability of the Wardah, Revlon, and Pixy brand Instagram accounts has yet to be able to influence followers to interact. ER on social media is calculated from the number of interactions on an upload divided by the number of followers an Instagram account has (Febriyantoro, 2020). The number of interactions is obtained from a post's comments and likes. Accounts with high followers but little interaction, as illustrated by a low ER value, mean the account gets less attention from followers. Factors that cause followers to give insufficient attention are the content shared with followers does not provide the information needed, the information shared is not being the latest, followers are not involved in discussions or exchange of opinions, and admins of social media accounts do not always help when needed (Upadhyay & Hu, 2022).

The absence of a significant influence between the implementation of social media marketing on the Instagram accounts of Wardah, Revlon, and Pixy brands on purchase decision behaviour and repurchase intention illustrates the low ER correlation. However, it has an indirect correlation through brand awareness variables. The correlation above relates to previous research stating that social media interactions directly influence a product's purchase intention. Social media with high interaction will result in a high desire to buy products from followers of the brand's social media accounts (Xie et al., 2022)

## CONCLUSION

This study concluded that social media marketing has a significant influence on brand awareness and brand image. However, there is no effect on purchase decision and repurchase intention. Meanwhile, brand awareness influences brand image, purchase decision, and repurchase intention. The brand image has no significant effect on purchase decisions and repurchase intention. Furthermore, purchase decision affects repurchase intention. The results of this study brand awareness act as an intervening variable by mediating social media marketing to brand image, purchase decision, and repurchase intention. The implementation of social media marketing can be improved by increasing interaction through the types of content presented so that social media marketing can directly influence purchase decisions and repurchase intentions.

The variables of this research are still limited to social media marketing, brand image, brand awareness, purchase decision, and repurchase intention as research variables. The addition of other variables, such as price and quality, can be added in further research. Future research needs to compare brands that enter TBI with cosmetic brands with high ER on social media Instagram to analyze the influence of social media marketing on purchase decisions and repurchase intentions. There still needs to be more research related to the discussion of social media marketing of cosmetic products on social media, so it is necessary to carry out further – research in terms of method development and research verification with a broader and specific sample and demographics. This research is unrelated to brands, companies, institutions, and any parties that can cause biased results.

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