

ABSTRAK

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PENGARUH KONTEN MEDIA SOSIAL (IKLAN DAN PROMOSI) SERTA ULASAN PRODUK *ONLINE* TERHADAP NIAT BELI MELALUI MEDIASI CITRA MEREK PADA INDUSTRI KECANTIKAN

(xiii + 87 halaman: 10 gambar, 13 tabel, 2 lampiran)

Berkembangnya penggunaan media sosial yang berdampak pada industri kecantikan menjadi sebuah perhatian bagi para praktisi dan pemasar akan pentingnya konten media sosial dan citra merek dalam mendorong niat beli di kalangan konsumen. Penelitian ini mengkaji pengaruh konten media sosial (termasuk iklan dan promosi) dan ulasan produk *online* terhadap niat beli di industri kecantikan. Selanjutnya, penelitian ini mengeksplorasi peran mediasi citra merek dalam hubungan ini. Untuk mencapai tujuan tersebut, dilakukan *survey* terhadap 255 sampel konsumen di industri kecantikan. Data yang terkumpul dianalisis menggunakan program Smart PLS versi 3.0. Hasil penelitian menunjukkan bahwa citra merek memediasi hubungan konten media sosial (iklan dan promosi) serta ulasan produk. Namun, konten media sosial tidak memiliki hubungan dengan niat beli tetapi ulasan produk memiliki hubungan positif dengan niat beli.

Kata Kunci: konten iklan media sosial, konten promosi media sosial, ulasan produk *online*, citra merek, niat beli

ABSTRACT

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THE EFFECT OF SOCIAL MEDIA CONTENT (ADVERTISING AND PROMOTION) AND ONLINE PRODUCT REVIEWS ON PURCHASE INTENTION THROUGH BRAND IMAGE MEDIATION IN THE BEAUTY INDUSTRY

(xiii + 87 pages: 10 pictures, 13 tables, 2 attachments)

The growing use of social media which has an impact on the beauty industry is a concern for practitioners and marketers of the importance of social media content and brand image in encouraging purchase intentions among consumers. This study reviews the effect of social media content (including advertisements and promotions) and online product reviews on purchase intention in the beauty industry. Furthermore, this study investigates the mediating role of brand image in this relationship. To achieve this goal, a survey was conducted on a sample of 255 consumers in the beauty industry. The collected data were analyzed using the Smart PLS program version 3.0. The results show that brand image mediates the relationship between social media content (advertising and promotions) and product reviews. However, social media content has no relationship with purchase intention, but product reviews have a positive relationship with purchase intention.

Keywords: *Social media advertising content, social media promotional content, online product reviews, brand image, purchase intention*