

ABSTRAK

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PENGARUH *SOCIAL MEDIA MARKETING*, *BRAND AWARENESS*, DAN *CONSUMER BRAND ENGAGEMENT* TERHADAP *PURCHASE INTENTION* *SKINCARE MS GLOW*

(xiv + 100 halaman: 8 gambar; 26 tabel; 16 lampiran)

Industri kecantikan di Indonesia mengalami pertumbuhan yang pesat, dengan MS Glow sebagai salah satu merek *skincare* lokal yang memiliki tingkat pengenalan merek yang tinggi namun menghadapi tantangan dalam penurunan penjualan. Oleh karena itu perlu dilakukan penelitian, bagaimana meningkatkan niat beli sebagai solusi dari permasalahan tersebut. Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing*, *brand awareness*, dan *consumer brand engagement* terhadap *purchase intention* produk *skincare* MS Glow di Bali. Penelitian ini menggunakan metode kuantitatif dengan pengumpulan data melalui kuesioner Google Form secara online kepada 250 responden yang dipilih menggunakan metode *non-probability purposive sampling*. Analisis data dilakukan menggunakan PLS-SEM melalui perangkat lunak SmartPLS 4.1.0.0. Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh positif terhadap *brand awareness*, *social media marketing* berpengaruh positif terhadap *consumer brand engagement*, *social media marketing* berpengaruh positif terhadap *purchase intention*, *consumer brand engagement* berpengaruh positif terhadap *purchase intention*, dan *brand awareness* berpengaruh positif terhadap *purchase intention*. Temuan ini memberikan pemahaman bahwa strategi pemasaran digital yang efektif melalui media sosial dapat meningkatkan keterlibatan konsumen dan niat beli. Penelitian ini menunjukkan bahwa strategi pemasaran melalui media sosial yang efektif dapat meningkatkan pengenalan merek, keterlibatan konsumen, dan pada akhirnya niat beli konsumen.

Kata kunci: *Social Media Marketing*, *Brand Awareness*, *Consumer Brand Engagement*, *Purchase Intention*.

Referensi: 77 (1996 – 2024)

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND AWARENESS, AND CONSUMER BRAND ENGAGEMENT ON PURCHASE INTENTION OF MS GLOW SKINCARE

(xiv + 100 pages; 8 figures; 26 tables; 16 appendices)

The beauty industry in Indonesia is experiencing rapid growth, with MS Glow being one of the leading local skincare brands. Despite its strong brand recognition, MS Glow faces challenges due to declining sales. Therefore, research is needed to explore ways to increase purchase intention as a solution to this issue. This study aims to analyze the influence of social media marketing, brand awareness, and consumer brand engagement on purchase intention for MS Glow skincare products in Bali. This research employs a quantitative method by collecting data through an online Google Form questionnaire distributed to 250 respondents selected using a non-probability purposive sampling method. Data analysis was conducted using PLS-SEM with SmartPLS 4.1.0.0 software. The results indicate that social media marketing positively influences brand awareness, consumer brand engagement, and purchase intention. Additionally, consumer brand engagement and brand awareness also have a positive influence on purchase intention. These findings provide insights that effective digital marketing strategies through social media can enhance consumer engagement and purchase intention. This study concludes that effective social media marketing strategies can improve brand awareness, consumer engagement, and ultimately, consumer purchase intention.

Keywords: *Social Media Marketing, Brand Awareness, Consumer Brand Engagement, Purchase Intention.*

Reference: 77 (1996 – 2024)