The Influence of Social Media Marketing and Brand Image on Purchase Intention of Skincare Skintific in Generation Z

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Abstract: This study aims to determine the influence of social media marketing and brand image on creative purchase intention in Generation Z. This study uses primary data, and the data used in this study were obtained. The data in this study were processed using the Structural Equation Model – Partial Least Square (SEM-PLS) version 4. This study used a sample of 111 respondents who were from Generation Z and had never used Skintific. The result of SEM-PLS analysis with the t-test and P-value in this study is that Social Media Marketing and Brand Image have a positive and significant effect on Purchase Intention and while there is a significant relationship between Social Media Marketing and Purchase Intention through Brand Image as a mediator.

Keywords: Social Media Marketing, Brand Image, Purchase Intention, Skintific

INTRODUCTION

The existence of the internet makes people's lives easier when carrying out daily activities. Various activities can be carried out in human life, such as searching for the information needed, getting news or information about the world as a medium of communication, or shopping without having to go to a place, which is usually referred to as online shopping.

Based on processed Statista data (Jayani, 2020) in 2019, internet users in Indonesia in 2018 were 95.2 million, growing 13.3% from 2017, which was 84 million users. In the following year, internet users in Indonesia will continue to increase, with an average growth of 10.2% in the 2018-2023 period. With the fourth-largest number of users in the world, Indonesia has a total of 150 million internet users, and most of them are also social media users. Instagram has the third largest number of active users in Indonesia. In the fourth quarter of 2021, it was recorded that the majority of Instagram users in Indonesia were from the 18 – 24 age group, namely 34.4 million (Mutia, 2022).
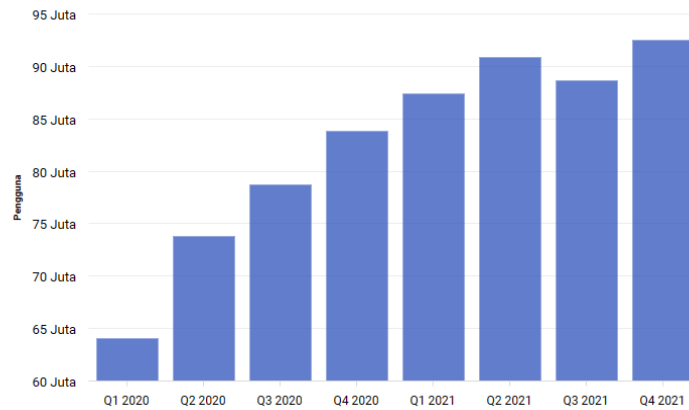
Figure 1. Instagram users in Indonesia in Quarter IV-2021
Source: Databox 2023

Based on data from Napoleon Cat, there were 92.53 million Instagram users in Indonesia in the fourth quarter of 2021. This number increased by 3.9 million, or an increase of 4.37% compared to the previous quarter. The figure is also higher compared to the same quarter the previous year, with 83.77 million users.

One of the skincare product brands that is currently on the rise is Skintific. Skintific is a skincare product that originated in Canada and entered Indonesia at the end of 2021. It is currently very popular in Indonesia.
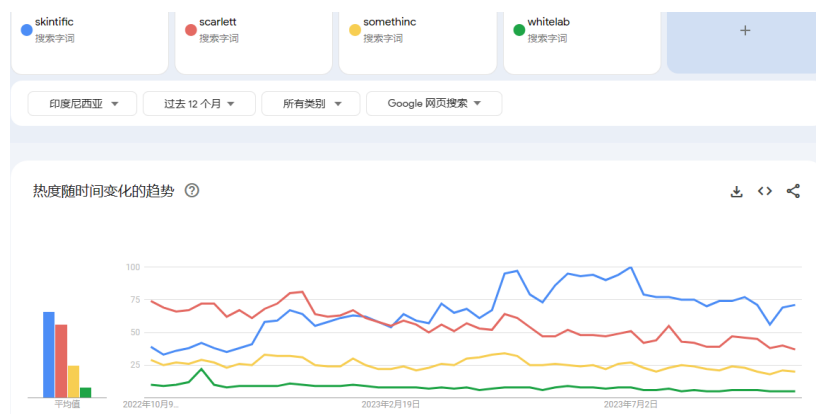

Figure 2. Google Trends between Skintific, Scarlett, Somethic, and Whitelab (2021-2022)
Source : Google Trends（data accessed in 2023）

Based on the data above, it can be stated that Skintific (Blue) is experiencing a trending increase in 2021-2022 when compared to other skincare. Even though the prices offered by Skintific are said to tend to be higher when compared to the prices of other skincare, many people still love it because it is considered to provide good results.

In Indonesia, the trend towards beauty products has increased during the COVID-19 pandemic. Awareness of beauty has also been influenced by changes in people's lifestyles, and finally, this new trend has emerged. In 2020, the Central Statistics Agency (BPS) revealed that the cosmetics business experienced an increase of 5.59 percent. Then, throughout 2021, an increase of 7 percent was also detected (Adisty, 2022). The figure is relatively high in terms of the growth of beauty product trends.

One of the factors in Skintific's success in marketing its products is through marketing activities on social media, because social media marketing can have a big impact on product sales. Marketing activities on social media are believed to be able to directly increase brand equity, which includes brand awareness, brand image, and brand loyalty. (Bilgin, 2018)

To create a business based on consumer loyalty and survive to encourage business growth, marketers cannot underestimate the importance of customer loyalty. One way to do this is by growing customer loyalty and creating reasons for consumers to keep coming back.

Before creating customer loyalty, the products being sold need to be of interest to consumers. In a company, there is a consumer perception of the company, namely brand image. According to Keller & Swaminathan (2020) States is a consumer's response to a brand is based on whether the brand is good or bad, which consumers can remember. Currently, a positive brand image can be developed as a strategy to increase interest in purchasing or selling products.

The shift in communication methods in this modern era and the increasingly widespread growth of social media and the beauty and care industry reaffirm the very important role of social media marketing while also showing that beauty product brands must start implementing social media marketing in all marketing so that consumers are not left behind.

LITERATURE REVIEW
Social Media Marketing

Social media marketing is direct or indirect marketing to raise awareness, recognition, memory, and action for a brand, business, product, person, or other entity. (Gunelius, in Amarningtio & Permadi, 2020). Social media marketing is a method that marketers can use to market their products.

According to Zuhdi et al. (2019), social media marketing is an attempt to increase consumer buying interest, build brand awareness, and lead the way on the web to connect people through social media platforms. Social media marketing can help business people convey the value of their products to consumers. Social media can also disseminate information easily and quickly to consumers. Currently, social media is seen as an effective marketing medium.

According to Gunelius in Amarningtio & Permadi (2020), four elements are used as success variables in social media marketing, namely: (1) Content Creation; (2) Content Sharing; (3) Connecting; and (4) Community Building.

Brand Image

A brand is a sign, symbol, logo, or other element used by entrepreneurs or producers to introduce their products to consumers. Philip Kotler defines a brand as something like symbols, signs, designs, or a combination of these three things that are intended as the identity of several sellers and then used as a differentiator from competitors on the market.

A brand image is a thought that exists in consumers' minds about a product or service that is already known. According to Kotler and Keller, brand image is a perception and belief held by consumers, as reflected by the associations embedded in the customer's memory, which are always remembered first when they hear the slogan and are embedded in the minds of consumers.

There are 4 indicators of brand image, which are concluded by Low & Lamb (in Miati, 2020), namely as follows:

1. Easy to recognize
   Easily recognized, which means that the brand or brands created by the company can be quickly

and easily recognized by consumers and are already in their minds, so they can be remembered more easily.

2. Famous

Marketers must think about how to make the brand they are launching familiar to consumers so that the brand becomes more famous. The easier and more unique it is, the better known a brand will be.

3. Up to Date

The brand that is created should be able to keep up with the times or market needs, whether in creating logos, colors, slogans, or products.

4. Beneficial

Brands must produce products that are different from competitors and can meet consumer needs more completely so that consumers can make good decisions when considering their purchasing decisions.

Purchase Intention

Consumer behavior is a human or consumer who decides to use money, time, and energy to buy a product that is needed (Schiffman, LG & Kanuk LL, in Saadati & Haryono, 2023).

Purchase interest or purchase intention is the desire that arises in consumers to purchase a product. Based on the opinion given by Schiffman, LG, & Kanuk LL in Saadati & Haryono (2023), purchase intention or buying interest is a psychological activity that arises due to feelings and thoughts regarding a desired product or service. Someone who already has an interest in buying a product is a sign that they have exhibited consumer behavior.

According to Cesariana Putri & Kusuma Dewi in Chengchen et al. (2019), purchase intention for these influencers can be measured using four indicators, namely as follows:

1. Want to buy a brand, product, service because of an influencer?
2. Interested in purchasing brands, products, and services owned by influencers in the future?
3. Trust the brand, product, or service owned by the influencer.
4. I will recommend brands, products, and services owned by influencers to other people.
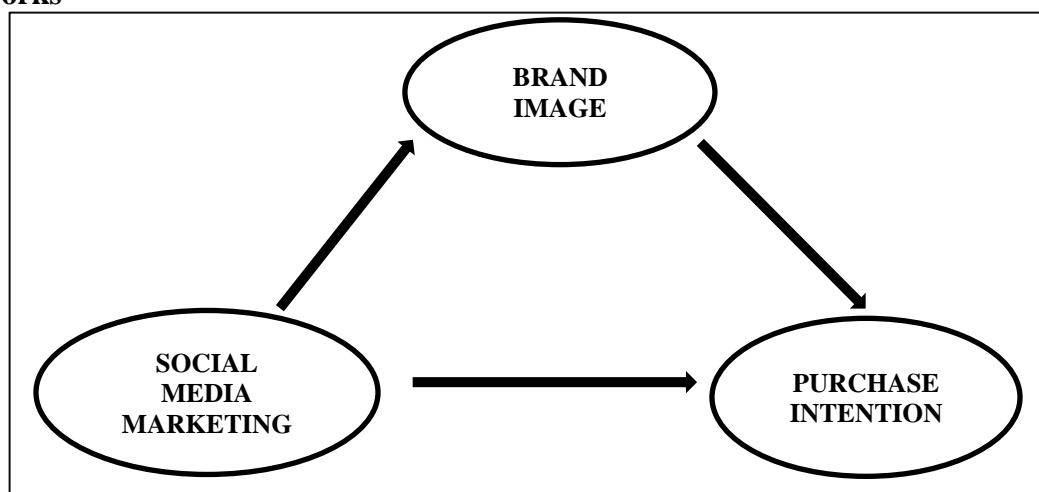
Frameworks

Figure 3. Frameworks

Hypothesis:
H1: There is a positive relationship between Social Media Marketing and Brand Image.
H2: There is a positive relationship between Social Media Marketing and Purchase Intention.
H3: There is a positive relationship between Brand Image and Purchase Intention.
H4: There is a positive relationship between Social Media Marketing and Purchase Intention through Brand Image.

RESEARCH METHODS

This study aims to determine the influence of social media marketing and brand image on purchase intention in Skintific in Generation Z. This study uses primary data, and the data used in this study were obtained. This research uses a non-probability sampling technique with a sampling method taken from purposive sampling. The data in this study were processed using the Structural Equation Model–Partial Least Square (SEM-PLS) version 4. This study used a sample of 111 respondents who were from Generation Z and had never used Skintific. So, this research is descriptive using the quantitative method.

FINDINGS AND DISCUSSION

These customers who became respondents were 79.3% female and 20.7% male. There are 35.1% of respondents currently domiciled in West Jakarta; 24.3% are domiciled in North Jakarta. 10.8% are domiciled in Central Jakarta, 20.7% are domiciled in South Jakarta, and 9.0% are domiciled in East Jakarta. This shows that most of the respondents who filled out the questionnaire in this study were people who lived in West Jakarta and North Jakarta. There are 4.5% of respondents who spend less than 30 minutes using social media, 22.5% spend 30 minutes to 2 hours using social media, and 23.4% of respondents spend 2 hours to 4 hours using social media. Besides that, there were 31.5% of respondents who spent time using social media, and finally, there were 18% of respondents who spent more than 6 hours on social media. Based on this data, it can be seen that respondents who filled out this research questionnaire spent an average of 4 to 6 hours using social media. Based on the results of the validity, reliability, and Structural Model Test using Smart PLS software, it is declared valid and reliable. Validity tests and reliability tests can be tested using the Outer Loading and Average Variance Extracted (AVE) tests, cross-loading tests, Cronbanch's alpha, and composite reliability.

According to Juliandi (2018), construct validity and reliability are tests to measure or test the reliability of a construct. The reliability of the construct score has a value that is high enough to be achieved. Composite reliability criteria are > 0.6 or greater than 0.6, and value of composite reliability above 0.7 can be declared reliable.

Reliability Test and Validity

To test construct reliability in this research, the author used a composite reliability value, where a variable is said to meet construct reliability if the composite reliability value is smaller than 0.7 and the Cronbach's alpha value is smaller than 0.7, meaning it has good reliability for the variable's level of confidence.

Table 1. Construct reliability and validity

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted
BI	0,766	0,774	0.864	0,679
SCM	0,791	0,804	0.915	0.613
PI	0,889	0,894	0.864	0.642

Based on Table 1, it can be seen that the results of the reliability test analysis using the SmartPLS 4 tool state that all composite reliability values are greater than 0.7, which means that all variables are reliable and have met the test criteria. Furthermore, Cronbach's omission value also shows that all of Cronbach's alpha values are greater than 0.6. Based on these results, it can be concluded that the level of variable reliability has met the criteria. The AVE results are declared valid because all variables have met the requirements, namely greater than 0.5.

Convergent Validity

Convergent validity aims to measure the correlation between item value and construct scores; the higher the correlation value, the better the data validity (Purwanto et al. 2020). Measurements can be classified as having convergent validity if the factor value is greater than 0.7.
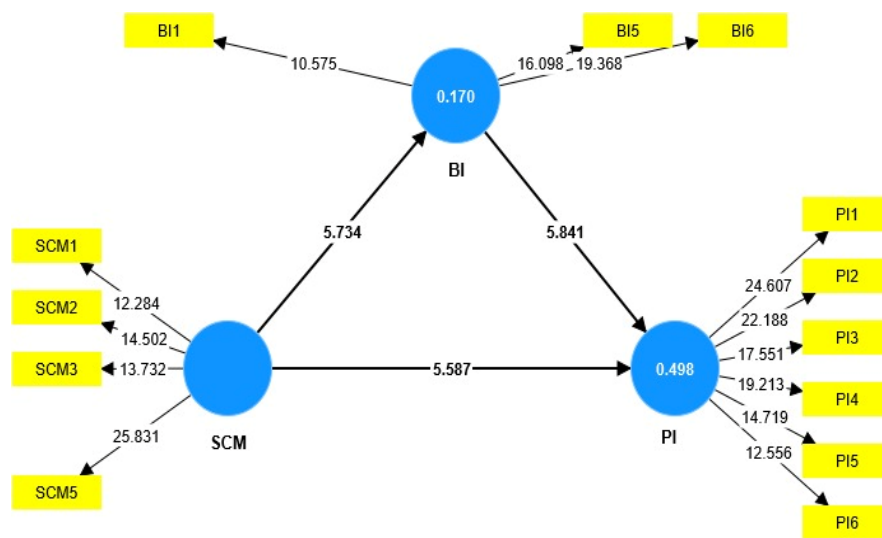

Figure 4. Validity Testing (2023)
Source: Data processed from SEM Smart-Pls (2023)

Discriminant Test

Based on the meaning of Hair et al. (2019) discriminant validity is a construct validity test by predicting the size of the indicators in each block. The AVE explains the large variation in measurement items contained by a variable. One example is a comparison of the loading factor values for Brand Image which are greater than the loading factor values of other constructs. The results above can be stated that all latent variables have good discriminant validity. So it can be concluded that the discriminant validity test has been fulfilled, and can be declared valid.

If the AVE root value is smaller than 0.50, it means that discriminant validity has been achieved (Hair et al., 2021). Discriminant validity can be done by measuring the Fornell Larcker

Criterion with constructs and if the construct correlation for each indicator is greater than the other constructs, then the latent construct can predict the indicator better than the other constructs. (Purwanto et al., 2020).

Table 3. Discriminant Validity Results

VARIABLES	BI	PI	SCM
BI	0.824	-	-
PI	0.603	0.801	-
SCM	0.412	0.583	0.783

Based on Table 2, it can be seen that the loading factor value is the highest for the latent construct tested compared to other latent constructs. So, from this analysis, it can be explained that all constructs in the model that have been estimated or predicted have good discriminant validity values.

Hypothesis Testing

Hypothesis testing on Partial Least Square can be done using the bootstrapping method. In this bootstrapping method, you can see the coefficient value of the structural path. The following are the test results using bootstrapping:

Table 4. Hypothesis test

	Original Sample	Sample mean	Standard Deviation	T-Statistics	P-Value
BI → PI	0.436	0.432	0.075	5,841	0,000
SCM → BI	0.412	0.433	0.072	5,734	0,000
SCM →PI	0.403	0.407	0.072	5,587	0,000
SCM→ BI → PI	0.180	0.186	0.043	4,202	0,000

Relationship between Brand Image (BRI) and Purchase Intention (PIN)

In this research, there is an influence between brand image and purchase intention because the original sample value is 0.436, the t-statistic value is 5.841 > 1.96, and the P-value are 0.000 < 0.05, indicating a positive and significant relationship, and accepts the hypothesis that there is an influence of brand image on purchase intention at Skintific. Research from Savitri et al. (2021) stated that there is a positive and significant relationship between social media marketing and brand image, which means that the better the social media marketing carried out by Skintific, the better the consumer's view of the Skintific brand.

Relationship between Social Media Marketing (SCM) and Brand Image (BRI)

In this research, the results show that there is an influence between social media marketing and brand image because the original sample value is 0.412, the t-statistic value are 5.734 > 1.96, and the P-values are 0.000 < 0.05, indicating a positive and significant relationship. This research accepts the hypothesis that there is an influence of Social Media Marketing on Brand Image at Skintific. Niko Simorangkir et al. (2022) show that social media marketing variables can also influence purchase intention, so by using social media marketing, it is hoped that the products being marketed can be more widely known by consumers who are not in the company's location area so that they can increase consumer purchases of Skintific products.

The results of this research are in line with research conducted by Anggrenita & Sander (2022) with the title "The Influence of Social Media Marketing on Purchase Intention Mediated by Customer Trust in MS Glow Products". Based on the results of this analysis, it is that there is a positive relationship and significant influence of the social media marketing variable on purchase intention, and the research results from Niko Simorangkir et al. (2022) show that social media marketing variables can also influence purchase intention, so by using social media marketing, it is hoped that the products being marketed can be more widely known by consumers who are not in the company's location area so that they can increase consumer purchases of Skintific products. Good marketing can increase consumer buying interest in products and can encourage consumers to buy their products because the company has created various creative content to attract the attention of its consumers (Anggrenita & Sander, 2022).

Relationship between Social Media Marketing (SCM) and Purchase Intention (PIN)

Based on the results of research tests, there is an influence between social media marketing and purchase intention because the original sample value is 0.043, the t-statistic value is 5.587 > 1.96, and the P-values are 0.000 > 0.05, indicating a positive and significant relationship. This research accepts the hypothesis that there is an influence of social media marketing on purchase intention at skintific.

Based on the research of Velice & Sander (2022), brand image can have a significant influence on purchasing interest because the research respondents agreed that the product under study has a good image and quality and can be trusted. After all, it has been around for a long time and can continue to innovate without making changes in taste so that it can meet the needs of the Indonesian people. So, it can be concluded that companies that have a positive, consistent brand image and have good quality greatly influence consumer purchasing interest.

Relationship between Social Media Marketing (SCM) and Purchase Intention (PIN) through Brand Image (BRI)

In this research, social media marketing was tested for its influence on purchase intention which is mediated by brand image on Skintific products. This is because the original sample value is 0.180, the t-statistic value is 4.202 > 1.96, and the P-value value are 0.000 < 0.05. In this research, the hypothesis is accepted that there is an influence of social media marketing on purchase intention and brand image on Skintific.

The results of this research are also in line with research conducted by Savitri et al. (2021) entitled "The Role of Social Media Marketing and Brand Image on Smartphone Purchase Intention Social Media Marketing". It is proven that there is a significant and positive relationship between purchasing interest and mediated by brand image.

CONCLUSION AND RECOMMENDATION
Conclusion

Based on research conducted by researchers, it was found that there is a positive and significant relationship between brand image and purchase intention. Apart from that, there is also a positive and significant relationship between social media marketing and brand image. There is also a significant relationship between social media marketing and brand image. Finally, there is also a significant relationship between social media marketing and purchase intention which is mediated by brand image. Social media marketing has a positive effect on purchase intention, which means that if you use or increase social media marketing, purchase intention will also

increase. Social media marketing has a positive effect on brand image, meaning that if social media use increases, brand image will also increase. In terms of purchase intention, this means that if the brand image increases, purchase intention will also increase. Brand image can mediate the relationship between social media marketing and purchase intention, which means that if brand image increases, then the relationship between social media marketing and purchase intention will also increase.

However, the data processed by researchers only came from 111 respondents, whereas many people use social media. Therefore, it is certainly not enough for the respondents. The variables used include both social media marketing and brand image for purchasing interest, where many other variables can influence purchasing interest. It is recommended that companies improve their online communities to attract more consumer attention.

Recommendations
1. For Companies: to improve the online community so that it can attract more consumer attention by maintaining and improving marketing strategies on social media. Skintific can always be innovative in designing and displaying unique and interesting advertisements on various social media platforms so that it can increase brand awareness and strengthen brand associations, which have the potential to attract consumer attention and increase consumer purchase intention. In this research, social media marketing and brand image have a significant influence on Skintific's purchase intention; therefore, Skintific must pay more attention to online activities carried out, such as on TikTok, Instagram, YouTube, and others, to avoid anything that could degrade Skintific's brand image. Apart from that, Skintific must also be able to maintain the quality of its products so as not to damage its brand image.
2. For further researchers: future researchers are advised to conduct better research with different products from different industries. Future researchers are also advised to examine other variables that have the potential to influence purchase intention, such as brand experience, brand trust, brand awareness, perceived quality, brand association, brand loyalty, and so on, which were not examined in this research. Future research can be conducted on a national scale by including more respondents from various regions, and future research can also recruit more male respondents. These factors will contribute to producing more convincing results that can be generalized to the entire Skintific consumer population.

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