

DOI: <https://doi.org/10.38035/dijefa.v5i4>

Received: 11 August 2024, Revised: 22 August 2024, Publish: 20 September 2024

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Analysis of Social Media-Based Digital Marketing and Brand Image on Buying Interest in ESQA Local Cosmetic Products

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Abstract: The phenomenon of rapid growth of the cosmetics industry in Indonesia can be seen from the increase in the number of cosmetics companies and product exports. The purpose of this study is to analyze the effect of social media-based digital marketing and brand image on buying interest in ESQA local cosmetic products. The method used is quantitative with descriptive and associative approaches. Data were collected through observation, interviews, questionnaires, and literature studies, with a population of generation Z in Sukabumi City and a sample of 180 respondents. Data analysis used multiple correlation, coefficient of determination, F test, multiple linear regression, and T test. The results showed that digital marketing and brand image have a significant influence on purchase intention. The multiple correlation coefficient of 0.907 shows a very strong relationship between the independent and dependent variables. The coefficient of determination of 82,3% shows the significant contribution of digital marketing and brand image to purchase intention. The F test shows the significant effect of the independent variables simultaneously on purchase intention. Multiple linear regression shows that each unit increase in digital marketing and brand image increases purchase intention by 0.398 and 0.679, respectively. The T test shows that digital marketing and brand image partially have a significant effect on buying interest in ESQA products. In conclusion, effective digital marketing strategy and strong brand image are very important in increasing purchase intention of local cosmetic products, especially ESQA, among generation Z in Sukabumi City.

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

INTRODUCTION

The rapid growth in the cosmetics industry in Indonesia can be observed from the increase in the number of cosmetics companies that reached 21.9% over a period of time. Many local brands are able to compete in the domestic market as well as penetrate the international market with product innovation, improved quality, and a strong narrative of Indonesia's natural and cultural wealth. (Jasmine, 2022). In 2022, there were 913 cosmetics companies, which increased to 1,010 companies by mid-2023. In addition, the local cosmetics industry has also

successfully penetrated the international market by recording a significant export value. In the January-November 2023 period, exports of cosmetics, fragrances, and essential oils totaled USD770.8 million. Of the products produced by cosmetics companies in Indonesia, the largest market segment is personal care, which controls the market share with sales volume reaching USD3.18 billion in 2022. Followed by the skincare segment with sales value of USD2.05 billion, cosmetics with USD1.61 billion, and fragrances with USD39 million. (Haryo Limanseto, 2024)..

Beauty products have developed in various types that are tailored to the needs and some are of domestic and foreign origin. Local products that are considered as foreign products have gradually increased such as Roller Reaction, ESQA, BLP Beauty, Goban, SASC, Mineral Botanica, Polca Cosmetics, Emina, Make Over, Beauty Story, Dear Me Beauty, Rose All Day, Mizzu, Be Real, Luxcrime, Essy Beauty, Kaie Beauty, Trope Cosmetics, Rivera and others. (Princess Dynasty Fatima, 2024). These brands make various types of cosmetics, ranging from lip makeup such as lip cream and lip gloss to facial makeup such as powder and foundation. These products have different benefits and uniqueness, resulting in fierce competition among local products. (Jasmine, 2022).

Cosmetic users in Indonesia

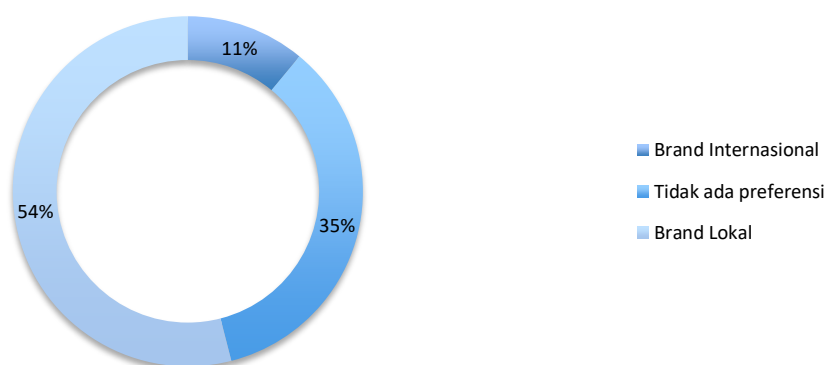


Image 1. Top Selling Local Makeup Brands April-June 2022

The figure above indicates that the majority of female consumers in Indonesia express a high preference for local cosmetic products. In a survey of 500 respondents, 54% expressed a tendency to use local cosmetic brands regularly. Meanwhile, 35% of respondents have no particular preference for the origin of the cosmetic brands they use, and 11% prefer international brands. (Pahlevi, 2023).

Competition among the cosmetics industry in Indonesia has become a highly competitive arena with the presence of various local and international brands offering a variety of products with varying prices and quality. This intense competition is one of the factors that can affect business growth and sustainability. (Janah Roudhotul, 2021). Competitive advantage is the company's ability to provide a unique product or service, so that it can be felt by consumers and is valuable in the market compared to the offerings of other company competitors. (Jasmine, 2022). Companies must have the ability to market well-made products to achieve good marketing performance every time they do business. (Suciati et al., 2020). The company's ability to make its employees an important part of achieving competitive advantage is known as unique expertise. (Asep Muhammad Ramdan, 2022)..

The use of local cosmetic products is so advanced at this time because information literacy about a beauty product is starting to increase. This is caused by easy access to the internet and social media which makes it easy for consumers to find information on cosmetic

products that they want to buy either through social media applications or marketshare. (Imara, 2023).

Table 1. Local Makeup Brands Successfully Competing with Foreign Brands

No.	Product Name	Market Share
1.	Wardah	7,65%
2.	Make Over	6,83%
3.	Luxcrime	5,07%
4.	Pixy	4,61%
5.	Somethinc	4,31%
6.	Madame Gie	2,13%
7.	ESQA	1,95%

Source: (Farah Ramadhani, 2022)

The table above is a lineup of local makeup brands that successfully compete with foreign brands. Overall, sales data for the facial cosmetics category on Shopee and Tokopedia reached Rp437.2 billion, with approximately 9.9 million products sold. (Farah Ramadhani, 2022).

With 58,896 residents (comprising 30,088 men and 28,808 women), Generation Z plays an important role in the life of the city. The population will increase along with the demand for goods and services. (Asep Muhamad Ramdan, R. Deni Muhammad Danial, 2020). They bring passion, new ideas, and a desire to help the future. Generation Z has great potential to shape the future direction and development of cities. Generation Z generally began in 1997 through 2009. Which means starting from the age of 15 years to 27 years. (Ikah Islamiyah, 2023).

Appearance is a very important aspect for both men and women. Maintaining a good appearance can help you feel more confident, self-esteemed, and better prepared for your daily activities. (Prasetyo, 2019). One way is through skincare or cosmetic products, such as facial wash, toner, moisturizer, sunscreen, mask, and others, which are designed to soothe, moisturize, repair, and protect the skin. (Retia and Rizal, 2023). Meanwhile, cosmetics are products to beautify the face, skin, hair, and others, which are considered as the fulfillment of secondary needs for women. (Arum Sutrisni Putri, 2020). Women use cosmetics every day to improve facial appearance, hide imperfections, and create a look of art. (Arum Sutrisni Putri, 2020).

Interest can be described as a person's condition before taking certain actions that can be the basis for predicting their behavior. According to (Kurniawaty, 2017) Consumer buying interest is the desire to choose or buy a product, based on the experience of using or wanting it. Purchase interest occurs when someone wants to fulfill a need, desire, or desire for a product or service, which is influenced by the individual's psychology. (Irawan, 2020). According to (Gustnest Binalay et al., 2016) Consumers with negative purchase intention will not buy or leave adverse reviews, affecting the company's reputation. Therefore, businesses must understand the factors that influence consumer purchase intention and improve product quality, price, and service to build trust, and handle complaints quickly and effectively. Marketers need to understand consumer purchase interest to predict future needs appropriately. (Janah Roudhotul, 2021).

According to (Wiranata et al., 2021) Digital maketing is the process of marketing a product through digital media such as social media. Digital marketing makes it easier for marketers, producers, and consumers or buyers to communicate. In addition, it makes it easier for businesses to monitor and meet the needs of potential customers. (Mulyansyah & Sulistyowati, 2020). Digital marketing covers all internet users without regional or time restrictions. Social media such as Twitter, Instagram, Facebook, Telegram, Spotify, YouTube, and TikTok are widely used in marketing, enabling affordable promotions and easy access for

consumers to product information as well as expanding their information networks. (Oktavia, 2020).

The development of technology in the digital era provides many conveniences for human life, especially in increasing the effectiveness of social media as a tool to promote marketing through various available strategies. Marketing through social media is done through commonly used websites or online marketplaces. Social media is an online platform where individuals form social networks and connect with other users who have similar interests or connections. (Dwijayanti et al., 2022).. Product sales through social media can increase significantly without the need for large investments in conventional marketing. In addition, consumers also find it easier to find product information without having to meet directly with the seller (Septiani, 2017). (Septiani, 2017). Social media-based businesses allow customer interaction with more people, increasing their interest in buying certain products. (Mulyansyah & Sulistyowati, 2020).

The existence of a brand has an important role as a differentiating factor between products from competitors. Without a strong brand, the product will not be able to be recognized by the public at large. Ignorance of the brand can lead to losses for the company. In order for brands to be easily recognized and remembered by consumers, an effective strategy is to improve brand quality and strengthen brand image. By having superior quality and brand image, the brand can attract consumers' attention and create a positive impression that is memorable for them. (Janah Roudhotul, 2021). Brand Image is consumers' perceptions and preferences for brands, which are formed from brand associations that exist in their memories. (Wiranata et al., 2021).. If the company meets the needs and has a good reputation in the eyes of consumers, it will be more likely to survive in the competition. (Pratama et al., 2019).

Each cosmetic has unique advantages to meet consumer needs. One of them is ESQA Cosmetics, a local Indonesian beauty brand built in 2015 by Cindy Angelina as CEO and Kezia Trihatmanto as CPO. The brand aims to change the concept of luxury beauty to be more practical and affordable. They are siblings who create high-quality beauty products at affordable prices for Indonesian women. (armeliafarah, 2023). ESQA offers a wide range of products that are safe and environmentally friendly, without testing on animals. From lip cream, eyeshadow, to skincare products. As a successful example of a local brand in the global beauty industry, they prove that local products can compete with international products in terms of quality. ESQA products are distributed through various omnichannel platforms such as traditional markets, e-commerce, and direct-to-consumer (D2C) websites. The brand has expanded to Southeast Asian markets, including Vietnam, Singapore, and Malaysia, and is available at local cosmetic stores, Sociolla, Sephora, and Watsons in 47 cities in Indonesia. ESQA can also be found in Sociolla stores in Ho Chi Minh, Da Nang, and Hanoi, Vietnam. (Kristin Siagian, 2022).

Based on the data above, it shows that ESQA has problems with consumer buying interest. It can be seen that transactional consumers are less interested in making repeat purchases. The beauty industry is highly competitive, with many cosmetic brands offering similar products. Competition with other brands makes consumers consider other options and reduces their purchase interest in these products. (Rusmalina, 2022). Therefore, companies must create a good brand image to attract consumers who want to buy these products. (Riskawati, 2022). Companies need a strong strategy to differentiate themselves from competitors, create a positive impression, and build trust so that they can attract loyal customers and influence their purchasing decisions. (Izza, 2022).

Research (Anggraeni, 2021) shows that digital marketing and brand image have a significant and positive influence on customer interest. Meanwhile, in research (Khasanah, 2021) Digital Marketing and Brand Image have no effect on consumer purchase interest in Nadiraa Hijab. Companies must be able to maintain the quality of their products so that they

are maintained, because this can increase customer confidence in the product. Based on the research above, the researcher is interested in conducting research with the title "Analysis of Digital Marketing Based on Social Media and Brand Image on Buying Interest in ESQA Local Cosmetic Products".

METHODS

This research uses quantitative methods with descriptive and associative approaches. The population of this research is generation z ESQA products in Sukabumi City. This research uses non-probability sampling method and uses accidental sampling method, with a sample size of 180 respondents. The data collection methods used were observation, interviews, questionnaires, and literature studies. The data analysis techniques used were multiple correlation analysis, coefficient of determination analysis, simultaneous significance test (f-test), multiple linear analysis, and partial significance test (t-test).

RESULTS AND DISCUSSION

1. Multiple Correlation Coefficient Analysis

According to (Ghozali, 2018) Multiple correlation analysis is used to measure the strength or weakness of the independent variables (Digital Marketing and Brand Image) and the related dependent variable (Purchase Intention).

From the results of testing the feasibility of multiple linear regression data between the variables Digital Marketing (X1) Brand Image (X2) and purchase intention (Y) using SPSS version 23 which can be seen in the table below.

Table 2. Multiple Correlation Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Model Summary				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.907 ^a	.823	.821	7.94490	.823	412.616	2	177	.000

a. Predictors: (Constant), Brand Image, Digital Marketing
Source: Processed by Researchers, 2024 (Using SPSS 23)

Basis for decision making

If the sig. F change < 0.05 then correlated

If the sig. F change > 0.05 then it is not correlated

R: correlation value = 0.907

Based on the results obtained in Table 4, the results of testing the multiple correlation coefficients of Digital Marketing and Brand Image on buying interest are 0.907, then to see the level of relationship of the multiple correlation coefficient of 0.907. The results of multiple correlation coefficient testing of 0.907, it can be interpreted that the value results are declared very strong because the value of 0.907 is included in the 0.81 - 1.00 category. So it can be concluded that the relationship between the variables Digital Marketing and Brand Image on buying interest is categorized as the level of relationship declared a very strong correlation.

2. Coefficient of Determination

According to (Ghozali, 2018) The coefficient of determination is used to see the percentage (%) of the influence of X1 and X2 on variable Y. Multiple and partial determination coefficient analysis is carried out simultaneously, using the following formula:

If the coefficient value is almost zero (0), it indicates that the influence of the independent and dependent variables is less significant. Conversely, if the coefficient value is

more than 1, it indicates that the influence of the independent variable on the dependent variable is very large,

The following are the results of the Coefficient of Determination test which can be seen:

Table 3. Test Results of the Coefficient of Determination (R^2)

Model	R	Model Summary ^b		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	.907 ^a	.823	.821	7.94490

a. Predictors: (Constant), BRAND IMAGE, DIGITAL MARKETING

b. Dependent Variable: PURCHASE INTENTION

Source: Processed by Researchers, 2024 (using SPSS 23)

Based on Table 3 of the SPSS model summary model, it can be seen that the value of the coefficient of determination in this study can be calculated as follows:

Affected by the R square (R^2) coefficient value of 0.823

Unknown:

$K_d = 0,823$

$R^2 = r^2 \times 100\%$

$R^2 = (0,907)^2 \times 100\%$

$R^2 = (0,823)^2 \times 100\%$

$R^2 = 82,3\%$

Based on the results of the calculation of the coefficient of determination in table 3 above, it can be concluded that the coefficient of determination (r^2) in this study is 82,3%, which explains the contribution of Digital Marketing and Brand Image to purchase intention by 82.3%, while the remaining 17,7% (100% - 82,3%) is a factor outside the study. So it is explained that the value of the results shows r^2 close to 1, which is the contribution and influence between the independent variable and the dependent variable can be stated as strong.

3. Simultaneous Significance Test (F Test)

Aims to determine the combined strength of the independent variable and the dependent variable. Basically, the F statistical test shows whether all independent variables in the model have a joint impact on the dependent variable. To test these two hypotheses, the F statistical test is used.

The criteria used to calculate this simultaneous test are:

If $F_{count} > F_{table}$ then it can be said to be significant, if $F_{count} < F_{table}$ then it can be said to be insignificant.

The following is a table of simultaneous test results (F test) which can be seen:

Table 4. Simultaneous Calculation Results (F Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	52089.714	2	26044.857	412.616	.000 ^b
	Residuals	11172.480	177	63.121		
	Total	63262.194	179			

a. Dependent Variable: PURCHASE INTENTION

b. Predictors: (Constant), BRAND IMAGE, DIGITAL MARKETING

Source: Processed by Researchers, 2024 (Using SPSS 23)

Based on Table 4, testing the simultaneous results (F test) on the independent variable Digital Marketing (X1) and Brand Image (X2) and the dependent variable of buying interest (Y), with F count of 412,616 and a significant value of 0.000. Then compared the calculated F value with the F table, it can be calculated with dk numerator = 3 and dk denominator = (n-k-1), namely 176, which has determined an error rate of 5% or 0.05. So it can be explained that

Fcount 412.616 > Ftable 3.05 which means that there is a significant influence between the two independent variables Digital Marketing (X1) and Brand Image (X2) so that they are able to explain the dependent variable buying interest (Y) the regression model in this study can be accepted.

4. Multiple Linear Regression Analysis

Multiple linear regression is used for research that has more than one independent variable. According to (Ghozali, 2018) multiple linear regression analysis method is used to determine the direction and strength of the influence of the independent variable on the dependent variable. The results of multiple linear regression analysis will test how much influence institutional ownership, profitability, leverage, and company size have on tax avoidance.

If there are two independent variables, X1 and X2 then the form of the regression equation Then the state of the regression coefficient values b1 and b2 is :

- If the value is 0, then there is no effect of X1 and X2 on Y.
- If it is negative, then there is an inverse relationship between the independent variables X1 and X2 and the dependent variable Y.
- If it is positive, then there is a unidirectional relationship between the independent variables X1 and X2 and the dependent variable Y.

The following are the results of multiple linear regression calculations:

Table 5. Multiple Linear Regression Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-1.794	3.192	-.562	.575
	Digital Marketing	.398	.046	.462	.000
	Brand Image	.679	.074	.493	.000

a. Dependent Variable: Purchase Intention

Source: Processed by Researchers, 2024 (Using SPSS 23)

Based on Table 5 above, it can be seen that the value of the multiple linear regression equation is as follows:

Description:

a = -1.794

b1 = 0.398

b2 = 0.679

Therefore, the multiple linear regression equation for the two predictors Digital Marketing and Brand Image is as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$= -1.749 + 0.398X_1 + 0.679X_2$$

So it can be concluded from the linear regression equation above that there are There is a positive influence between Digital Marketing (X1) on purchase intention (Y) and there is a positive influence between Brand Image (X2) on purchase intention (Y).

It can be concluded from the following statement:

The constant value is -1.749, which means that if the value of Digital Marketing (X1) and Brand Image (X2) is (1,077), then there is a value on buying interest of -0.672 so that there is a reversed relationship between the independent variables X1 and X2 with the dependent variable Y.

The value of Digital Marketing or b_1 of 0.398 means that every increase in value with the assumption that the variable remains, the purchase interest will increase or increase by 0.398.

The value of Brand Image or b_2 is 0.679 which means that every increase in brand image value will increase buying interest by 0.679.

5. Partial Significance Test (T Test)

The t test is used to test the partial effect of the independent variable on the dependent variable, assess its significance individually, and whether the independent variable has a significant effect on the dependent variable as a whole. (Ghozali, 2018).

Conclusion:

- If $t_{count} > t_{table}$, and $-t_{count} < -t_{table}$ then H_0 is rejected and H_a is accepted, meaning that there is an influence between the independent variables partially on the dependent variable. Thus the hypothesis can be accepted / proven.
- If $t_{count} < t_{table}$, and $-t_{count} > -t_{table}$ then H_0 is accepted and H_a is rejected, meaning that there is no influence between the independent variables partially on the dependent variable. Thus the hypothesis is rejected / not proven

The results of the calculation of research hypothesis testing (T test)

Table 6. Partial Significance Results (T Test) Digital Marketing (X1), Brand Image (X2) and Purchase Intention (Y)

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-1.794	3.192		-.562	.575
	Digital Marketing	.398	.046	.462	8.641	.000
	Brand Image	.679	.074	.493	9.213	.000

a. Dependent Variable: Purchase Intention

Source: Processed by Researchers, 2024 (Using SPSS 23)

Based on the results in Table 6 which shows the T count of Digital Marketing (X1) on buying interest (Y) of 8,641 and a significant value of 0.000. With an error rate of 5% or 0.05 and $dk = (n-k) = 180-3 = 177$. Then the T table is 1.654. So it can be concluded that $T_{count} > T_{table}$, namely $8.641 > 1.654$.

with a significant value of 0.000. it can be interpreted that $0.000 < 0.05$ these results meet the partial testing criteria. So it can be concluded that the Digital Marketing variable (X1) has a significant effect on buying interest (Y) ESQA products, by looking at the T count greater than the T table, H_1 is accepted H_0 is rejected.

As for Brand Image (X2) on buying interest (Y) which shows T count of 9.213 and a significant value of 0.000. With an error rate of 5% or 0.05 and $dk = (n-k) = 180-3 = 177$. Then the T table is 1.654. So it can be concluded that $T_{count} > T_{table}$, namely $9.213 > 1.654$. Then it can be interpreted that $0.00 < 0.05$ these results meet the partial testing criteria. So it can be concluded that the Brand Image (X2) variable has a significant effect on buying interest (Y) ESQA products, it can be seen that T_{hitung} is greater than T_{tabel} , so H_1 is accepted H_0 is rejected.

DISCUSSION

The Effect of Digital Marketing (X1) on Purchase Intention (Y)

Based on the results of multiple linear regression calculations, the Digital Marketing regression coefficient value is 0.398. This means that every unit increase in the value of Digital

Marketing will increase buying interest in ESQA products by 0.398. Thus, it can be concluded that Digital Marketing has a significant influence on consumer buying interest in ESQA products. Hypothesis testing is carried out using SPSS version 23 software, which shows the results that the calculated T value of the Digital Marketing variable (X1) is 8,641 with a significance level of $0.000 < 0.05$. The T table value used is 1.654. Based on these results, it can be concluded that the alternative hypothesis (H1) is accepted while the null hypothesis (Ho) is rejected. This means that there is a significant influence between the Digital Marketing variable (X1) on consumer buying interest (Y) in ESQA products.

In an effort to increase buying interest through effective Digital Marketing for ESQA, strategies that can be applied include Search Engine Optimization (SEO), Content Marketing, Social Media Marketing, Email Marketing, and Mobile Marketing. The data shows that the highest score on the Digital Marketing variable is on the indicator "There is relevant ESQA content" with a score of 1,417, indicating that consumer interest in the content presented by ESQA greatly influences consumer buying interest in ESQA products. Therefore, for the effectiveness of Digital Marketing in increasing purchase intention, ESQA needs to focus on creating relevant content that can be well received by consumers, especially generation Z in Sukabumi City.

The results of hypothesis testing show that Digital Marketing has a significant influence on consumer buying interest. This finding is consistent with research conducted by (Anggraeni, 2021) which also states that there is a significant influence between Digital Marketing variables and purchase intention. However, other research conducted by (Khasanah, 2021) shows that the Digital Marketing variable does not have a significant effect on purchase intention.

The Effect of Brand Image (X2) on Purchase Interest (Y)

Based on the results of multiple linear regression calculations, the Brand Image regression coefficient value is obtained at 0.678. This means that each unit increase in Brand Image value will increase consumer buying interest in ESQA products by 0.678. Thus, it can be concluded that Brand Image has a significant influence on consumer buying interest in ESQA products. Hypothesis testing is carried out using SPSS version 23 software, showing that the T value of the Brand Image variable (X2) is 9.244 with a significance level of $0.000 < 0.05$, and the T table value is 1.654. Based on these results, the alternative hypothesis (H1) is accepted while the null hypothesis (Ho) is rejected, which means that there is a significant influence between the Brand Image (X2) variable and consumer buying interest (Y) in ESQA products.

To increase consumer buying interest for ESQA products through brand image, strategies that can be applied include Brand Association Advantage, Brand Association Strength, and Brand Association Uniqueness. The data shows that the highest score on the Brand Image variable is on the item "There is a memorable perception", indicating that the memorable perception of ESQA greatly influences consumer buying interest in the product. Therefore, it is important to provide accurate information in the content and maintain honesty to increase consumer trust, especially generation Z in Sukabumi City, towards ESQA products.

The results of hypothesis testing show that Brand Image has a significant influence on consumer buying interest. This finding is in line with research conducted by Anggraeni (2021) which also states that there is a significant influence between the Brand Image variable and purchase intention. However, other research conducted by Khasanah (2021) shows that the Brand Image variable does not have a significant effect on purchase intention.

CONCLUSIONS

Based on the results of research and discussion and data analysis that has been carried out by researchers on Digital Marketing and Brand Image on buying interest in ESQA products, it can be concluded that one of the factors that influence the desire to buy ESQA products is Digital Marketing and Brand Image. Based on the partial test results, it shows that there is a significant relationship between the Digital Marketing variable and purchase intention. This is also evidenced by the results of the hypothesis test which shows that the significance value does not exceed the significant value limit. Which means Digital Marketing affects buying interest significantly. Based on the partial test results, it shows that there is a strong relationship between the Brand Image variable and purchase intention. This is also evidenced by the results of the hypothesis test which shows the significance value does not exceed the significant value. Which means that Brand Image affects buying interest significantly.

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