


THE INFLUENCE OF SOCIAL MEDIA MARKETING AND INFLUENCER ENDORSEMENT THROUGH BRAND IMAGE AND TRUST, AND THEIR IMPACT ON THE PURCHASE INTENTION OF THE MS GLOW BRAND THROUGH THE TIKTOK APPLICATION

Nurvita Trianasari^A, Nadya Fitriani^B, Indira Rachmawati^C



ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 10 July 2023</p> <p>Accepted 09 October 2023</p>	<p>Purpose: The aim of this research is to determine the extent of the influence of social media marketing and influencer endorsement, mediated by trust and brand image, on purchase intention for MS Glow products on the TikTok social media platform.</p>
<p>Keywords:</p> <p>Social Media Marketing; Influencer Endorsement; Brand Image; Trust; Purchase Intention.</p>	<p>Theoretical framework: This research is based on a framework comprising various variables include social media marketing and influencers as independent variables, trust and brand image as mediating variables, and purchase intention as the dependent variable. These variables are interconnected and have both direct and indirect effects on each other within the context of investigating the Indonesian beauty brand MS Glow.</p> <p>Design/methodology/approach: This study employs a quantitative research methodology by distributing questionnaires to 251 female respondents who have watched online reviews of MS Glow products through the TikTok application. The collected data were subsequently analyzed using SmartPLS and examined using the SEM-PLS technique.</p>
	<p>Findings: The research results indicate that social media marketing has a direct and mediated influence through brand image on purchase intention, but trust does not mediate this relationship. On the other hand, influencer endorsement does not have a direct impact, and trust does not mediate its relationship with purchase intention.</p> <p>Research, Practical & Social implications: The research findings highlight the direct and mediated effects of social media marketing and influencer endorsement on purchase intention through brand image and trust. The results emphasize the need for marketers to maximize TikTok's potential as an effective marketing tool and consider various aspects when choosing suitable influencer endorsements that align with their company's identity.</p> <p>Originality/value: This research offers unique insights by examining the intricate relationships between social media marketing, influencer endorsement, brand image, trust, and purchase intention within the context of MS Glow on TikTok. It provides practical value to marketers, helping them navigate digital marketing dynamics and optimize TikTok's potential as an effective marketing platform.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i10.3793</p>

^A Doctoral in Statistic. Lecturer. Researcher. Faculty of Economic and Business, Telkom University. Indonesia.

E-mail: nurvitrianasari@telkomuniversity.ac.id Orcid: <https://orcid.org/0009-0002-8017-8740>

^B Master of Management Student. Faculty of Economic and Business, Telkom University. Indonesia.

E-mail: nadyafitriani@student.telkomuniversity.ac.id Orcid: <https://orcid.org/0009-0004-1692-4352>

^C PhD in Busines. Lecturer. Researcher. Faculty of Economic and Business, Telkom University. Indonesia.

E-mail: indirarachmawati@telkomuniversity.ac.id Orcid: <https://orcid.org/0000-0002-4072-0649>

A INFLUÊNCIA DO MARKETING DE MÍDIA SOCIAL E DO ENDOSSO DO INFLUENCIADOR POR MEIO DA IMAGEM E DA CONFIANÇA DA MARCA E SEU IMPACTO NA INTENÇÃO DE COMPRA DA MARCA MS GLOW POR MEIO DO APLICATIVO TIKTOK

RESUMO

Objetivo: O objetivo desta pesquisa é determinar a extensão da influência do marketing de mídia social e do endosso do influenciador, mediado pela confiança e pela imagem da marca, na intenção de compra dos produtos MS Glow na plataforma de mídia social TikTok.

Estrutura teórica: Esta pesquisa se baseia em uma estrutura composta por diversas variáveis, incluindo marketing de mídia social e influenciadores como variáveis independentes, confiança e imagem da marca como variáveis mediadoras e intenção de compra como variável dependente. Essas variáveis estão interconectadas e têm efeitos diretos e indiretos umas sobre as outras no contexto da investigação da marca de beleza indonésia MS Glow.

Projeto/metodologia/abordagem: Este estudo emprega uma metodologia de pesquisa quantitativa ao distribuir questionários a 251 respondentes do sexo feminino que assistiram a avaliações on-line dos produtos MS Glow por meio do aplicativo TikTok. Os dados coletados foram posteriormente analisados usando o SmartPLS e examinados usando a técnica SEM-PLS.

Conclusões: Os resultados da pesquisa indicam que o marketing de mídia social tem uma influência direta e mediada pela imagem da marca na intenção de compra, mas a confiança não medeia essa relação. Por outro lado, o endosso do influenciador não tem impacto direto, e a confiança não medeia sua relação com a intenção de compra.

Implicações sociais, práticas e de pesquisa: Os resultados da pesquisa destacam os efeitos diretos e mediados do marketing de mídia social e do endosso do influenciador na intenção de compra por meio da imagem da marca e da confiança. Os resultados enfatizam a necessidade de os profissionais de marketing maximizarem o potencial do TikTok como uma ferramenta de marketing eficaz e considerarem vários aspectos ao escolherem endossos de influenciadores adequados que se alinhem à identidade de suas empresas.

Originalidade/valor: Esta pesquisa oferece percepções exclusivas ao examinar as intrincadas relações entre o marketing de mídia social, o endosso do influenciador, a imagem da marca, a confiança e a intenção de compra no contexto do MS Glow no TikTok. Ela oferece valor prático aos profissionais de marketing, ajudando-os a navegar pela dinâmica do marketing digital e a otimizar o potencial do TikTok como uma plataforma de marketing eficaz.

Palavras-chave: Marketing de Mídia Social, Endosso de Influenciadores, Imagem da Marca, Confiança, Intenção de Compra.

LA INFLUENCIA DEL MARKETING EN MEDIOS SOCIALES Y EL RESPALDO DE INFLUENCERS A TRAVÉS DE LA IMAGEN DE MARCA Y LA CONFIANZA, Y SU IMPACTO EN LA INTENCIÓN DE COMPRA DE LA MARCA MS GLOW A TRAVÉS DE LA APLICACIÓN TIKTOK

RESUMEN

Objetivo: El objetivo de esta investigación es determinar el alcance de la influencia del marketing en redes sociales y el respaldo de influencers, mediada por la confianza y la imagen de marca, en la intención de compra de los productos MS Glow en la plataforma de redes sociales TikTok.

Marco teórico: Esta investigación se basa en un marco que comprende diversas variables, entre las que se incluyen el marketing en redes sociales y los influenciadores como variables independientes, la confianza y la imagen de marca como variables mediadoras, y la intención de compra como variable dependiente. Estas variables están interconectadas y tienen efectos directos e indirectos entre sí en el contexto de la investigación de la marca de belleza indonesia MS Glow.

Diseño/metodología/enfoque: Este estudio emplea una metodología de investigación cuantitativa mediante la distribución de cuestionarios a 251 encuestadas que han visto reseñas en línea de productos MS Glow a través de la aplicación TikTok. Los datos recogidos se analizaron posteriormente con SmartPLS y se examinaron mediante la técnica SEM-PLS.

Resultados: Los resultados de la investigación indican que el marketing en redes sociales tiene una influencia directa y mediada a través de la imagen de marca sobre la intención de compra, pero la confianza no media en esta relación. Por otro lado, el respaldo de los influenciadores no tiene un impacto directo, y la confianza no media su relación con la intención de compra.

Implicaciones sociales, prácticas y de investigación: Los resultados de la investigación ponen de manifiesto los efectos directos y mediatos del marketing en redes sociales y del respaldo de los influencers sobre la intención de

compra a través de la imagen de marca y la confianza. Los resultados subrayan la necesidad de que los profesionales del marketing aprovechen al máximo el potencial de TikTok como herramienta de marketing eficaz y tengan en cuenta diversos aspectos a la hora de elegir los apoyos de influencers adecuados que se alineen con la identidad de su empresa.

Originalidad/valor: Esta investigación ofrece perspectivas únicas al examinar las intrincadas relaciones entre el marketing en redes sociales, el respaldo de influencers, la imagen de marca, la confianza y la intención de compra en el contexto de MS Glow en TikTok. Aporta valor práctico a los profesionales del marketing, ayudándoles a navegar por la dinámica del marketing digital y a optimizar el potencial de TikTok como plataforma de marketing eficaz.

Palabras clave: Social Media Marketing, Influencer Endorsement, Imagen de Marca, Confianza, Intención de Compra.

INTRODUCTION

Currently, economic growth is inevitably accompanied by the utilization of information and communication technology, where globalization, consumer behavior transformation, mobility, and information availability are ongoing trends (Kravchenko et al., 2019). This phenomenon has undoubtedly shifted and transformed the workings of conventional marketing into digital marketing. Social media is a unique component in the consumer's journey of making purchase decisions. Through social media marketing, marketers can engage with consumers at every stage, from when they first become aware of a brand to the post-purchase stage, as their experiences undoubtedly influence decisions, and the brands they favor also have the potential to influence others towards that brand (Divol et al., 2012). Based on research conducted by Data.ai, TikTok stands out as a highly utilized and progressively preferred social media platform in Indonesia. Furthermore, it secures a notable position in terms of downloads from both the app store and play store (Caroline Saskia, 2023). In the landscape of social media platforms in Indonesia, TikTok ranks fourth, following Whatsapp, Instagram, and Facebook (Kemp, 2023).

The choice of the TikTok social media platform is based on a study conducted by neuroanalytics and neuromarketing firm Neuro-Insight, which claims that TikTok users are more receptive to brand messages, calls to action, and advertising breakthroughs compared to other social media platforms. One of the main reasons why advertising on TikTok is more advantageous than on other social media platforms is due to its integration with organic content. On the TikTok social media platform, advertisements or promotions are equally engaging as organic content, so it doesn't matter whether the posted content is an advertisement or not; the audience will still watch it (news.cision.com, 2022).

According to TikTok.com (2021), it also outlines that the For You Page (FYP) on TikTok specifically encourages higher relevance and engagement with the audience, thus

influencing brands to be more easily remembered on the TikTok platform. The research results conducted by Neuro Insight also indicate that TikTok proves to be 44% stronger than the average of other social media platforms, and TikTok's level of engagement is stronger than that of other leading platforms.

The beauty industry witnessed an upsurge in online sales that compelled the market to find new ways of reaching customers during the COVID-19 pandemic in 2020 (Licata, 2021). As per an analysis report encompassing market dimensions, market share, and trends within the cosmetics sector, the global cosmetics industry reached a value of USD 262.21 billion in 2022. It is anticipated to sustain this growth momentum with a Compound Annual Growth Rate (CAGR) of 4.2% from 2023 through 2030 (grandviewresearch.com, 2022). The market share of the beauty industry in Indonesia also demonstrated steady growth from 2010 to 2023 and was able to contribute 1.78% to the national Gross Domestic Product (GDP) in the second quarter of 2022 (Hamasy, 2022). The Indonesian Association of Cosmetics Companies and Associations (PPAK Indonesia) noted that online cosmetic sales grew to 21%, a significant increase from the previous 14% (bisnisindonesia.id, 2021).

The development of the beauty industry in Indonesia signifies that the quality of local brand products is on par with internationally renowned brands that have been popular for a long time (Salmanrh, 2023). MS Glow is an Indonesian local product that successfully led the market at the end of the first quarter in 2022 (Aliah, 2022). MS Glow achieved the first position in sales data among the top 10 bestselling skincare brands for the February 2021 period, with total sales reaching IDR 91.22 billion and transactions amounting to 1,285,529 (Compas.co.id, 2022a). MS Glow also obtained a MURI (Indonesian Record Museum) record for having the most extensive sales network in Indonesia, with a total of 78,147 sales networks (M Nurhadi, 2021).

Behind the success of MS Glow lies an unfortunate issue experienced by the brand, which involves the circulation of counterfeit MS Glow products, causing harm to the company. These counterfeit MS Glow products undoubtedly pose a serious risk to the skin due to the lack of guaranteed product safety standards (Sinta Amalia, 2022). The circulation of fake products will also influence a decline in consumer trust and a negative impact on the brand image of the product, subsequently resulting in a decrease in consumer purchase intention towards the brand, leading to reduced sales and profits for the brand as well (Azarkasyi, 2020). Furthermore, the decrease in MS Glow's purchase intention can also be observed through the decline in its sales data. This data can be compared between the total sales of MS Glow in February 2021, which

amounted to 38.5 billion on e-commerce (compas.co.id, 2022), and the sales of MS Glow in April-June 2022, which decreased to 29.4 billion over a four-month period Kompas.co.id (2022b).

Utilizing influencer endorsement for a business is an increasingly popular marketing concept recently. Influencer endorsement, which is a part of influencer marketing, presents a novel approach to marketing. Given the popularity and role of influencers, they are more inclined to impact sales, thus, through influencer endorsement, customer purchase intention towards a product can be enhanced (Dwidienawati et al., 2020).

Currently, organizations or businesses tend to utilize social media as effective tools to enhance business performance and serve the commercial interests of the company. Presently, social media facilitates interaction between companies and their customers. When making purchasing decisions, consumers now tend to rely on social media. Based on research conducted by Mulyawan & Suyanto (2022), Consumer brand awareness can be shaped by the impact of social media marketing, added by Istifaroh & Rachmawati (2022), social media marketing exercises a noteworthy influence on the intention to make purchases. Consequently, employing social media platforms for marketing enhances consumers' inclination to purchase the promoted product or brand. As a result, social media marketing has emerged as a crucial strategy within the contemporary digital age (Moslehpour et al., 2022). Currently, social media can be accessed 24/7 via mobile devices. Therefore, as a marketing endeavor for the future, social media can not only sell products but also enhance purchase intention (Laksamana, 2018).

LITERATURE REVIEW

Marketing

Marketing constitutes an endeavor encompassing customer interaction and the effective management of lucrative customer connections. The fundamental objective of marketing is to present distinct value propositions to allure fresh patrons while ensuring contentment to both maintain and expand the existing customer base. Today, defining marketing is no longer about sales, but rather about providing customer satisfaction. Meanwhile, the understanding of marketing in the narrower context of business is defined as a mutually beneficial relationship with customers (Kotler & Armstrong, 2018).

Marketing Mix

The amalgamation of marketing instruments, referred to as the marketing mix, is orchestrated by companies to attain desired consumer behaviors within their intended market segment. This comprehensive compilation encompasses all feasible actions that a company can undertake to captivate customers and offer them valuable experiences. The multitude of possibilities can be grouped into 4Ps: product, price, place, and promotion (Armstrong et al., 2023).

Promotion Mix

Promotion encompasses a range of actions aimed at conveying the advantages of a product and motivating potential customers to buy it. The promotional mix comprises a distinct combination of advertising, public relations, personal selling, and sales promotion strategies that companies employ to connect with consumers, effectively convey the value proposition to customers, and foster lasting customer connections (Armstrong et al., 2023).

Marketing Communication

Marketing communication is a subset of corporate communication that specifically focuses on one of the stakeholders in a company, namely customers (Stone & Desmond, 2007). Currently, large companies invest millions or billions of dollars to advertise regularly in order to reach tens of millions of customers with a single advertisement. The significant advancement in technology has influenced changes in the way companies and customers communicate (Armstrong et al., 2023).

Digital Marketing

According to Armstrong et al. (2023), digital marketing employs technology-intensive platforms such as the internet, networks, cellular data, and social media to enable companies to interact with their customers. Digital marketing uses platforms to provide information, build engagement, encourage consumers, and drive them to make purchases for a brand, ultimately fostering long-term beneficial relationships.

Social Media Marketing

Social Media Marketing generally refers to the use of online services for sales-related interactions. Social media services innovatively leverage online technology to achieve

communication and marketing goals that are familiar from this sales format. The implementation of Social Media Marketing brings numerous benefits. One of the most important is that with Social Media Marketing, there's no longer a need to allocate costs for the majority of social media services (Zimmerman & Ng, 2017).

Influencer Endorsement

According to Ozuem & Willis (2022), Influencers are individuals capable of exerting an impact and are enlisted to endorse or even oversee marketing initiatives in partnership with corporations or groups. These influencers are users of social media who have garnered notable recognition and fostered substantial networks of followers. Their followers exhibit high levels of interaction with the content they share on social media, and an influencer's posts frequently transform into informative and enjoyable sources of insight for their audience. Consequently, businesses can allocate resources toward enlisting influencers to amplify the impact of their social media content.

Brand Image

Brand Image, also known as brand perception, pertains to the cognitive representation of a brand. It encompasses how the intended audience perceives the qualities, advantages, scenarios of use, consumers, and the traits of the product's producer/marketer. Brand image encapsulates the thoughts and emotions triggered when encountering a brand name (Hawkins & Mothersbaugh, 2010). According to Firmansyah (2019), brand image links to the associations evoked in a consumer's mind upon encountering a brand. A positive brand image empowers consumers to make purchasing decisions.

Trust

Trust is the willingness of one party to be vulnerable to the actions of another party, expected to perform certain actions deemed important by the trustor (Zhai & Chen, 2023). Trust is considered vital for establishing and nurturing customer relationships over the long term. The foundation of a good relationship lies in creating mutual trust, which applies equally to business interactions. When trust in a brand is established, it can lead to brand loyalty (Firmansyah, 2019).

Consumer Behavior

According to Hawkins & Mothersbaugh (2010), Consumer behavior pertains to the examination of individuals, groups, or entities along with their procedures in choosing, procuring, employing, and discarding items, services, encounters, or concepts in order to fulfill their requirements. This outlook on consumer behavior is more extensive compared to the conventional perspective, which concentrates even more narrowly on buyers and the factors that lead to and directly result from the buying process.

Purchase Intention

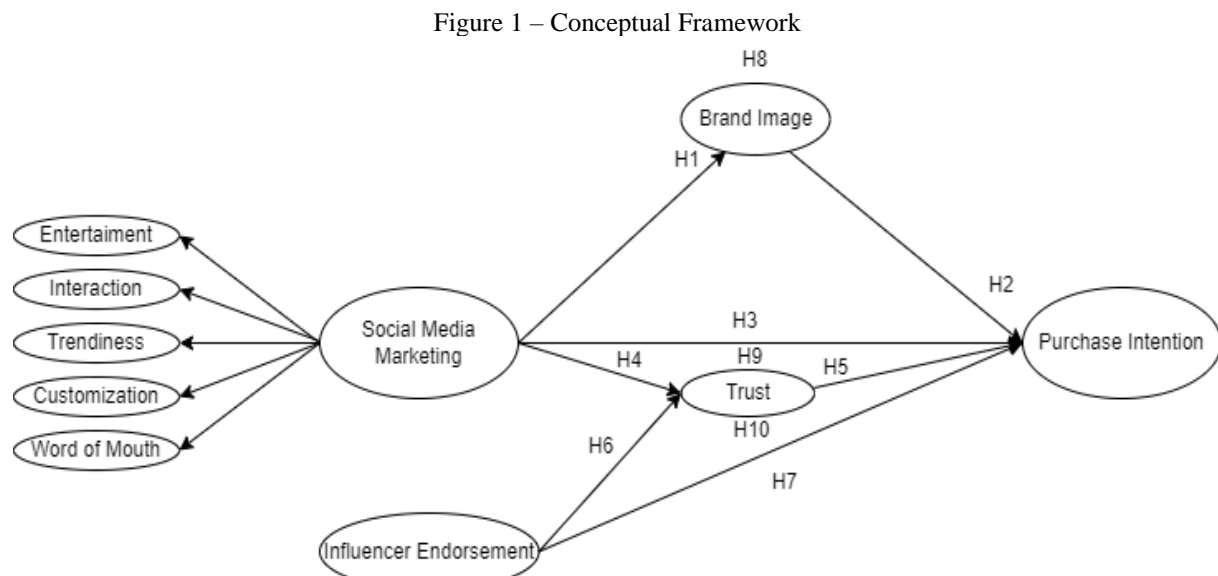
Purchase intention is how to motivate consumers to take purchase-related actions. Providing various offers also encourages consumers to have a purchase intention. However, for consumers who don't have any need related to the product or service category being offered, forming a purchase intention is also not feasible (Kotler & Keller, 2012). Purchase intention is also influenced by unexpected situational factors. There are factors that affect consumers in forming purchase intentions, such as price and expected benefits from the product (Kotler et al., 1999).

To support this research, several previous studies were used as the basis for hypotheses development, in order to establish a conceptual framework and demonstrate the relationships among the variables employed. The research framework is adopted and modified from earlier studies, namely Moslehpour et al. (2022) and Dwidienawati et al. (2020).

This research adopts the variables from Moslehpour et al. (2022), namely Social Media Marketing and its four dimensions: entertainment, interaction, trendiness, customization, and word of mouth, as independent variables. Brand image and trust serve as mediating variables, while purchase intention is the dependent variable. In the measurement of the SMM variable, a second-order approach is used, where this model measures two layers of latent constructs that play a role in shaping or causing several first-order latent factors. The second-order latent factor, the latent construct of Social Media Marketing, acts as a higher-level construct that influences several lower-level constructs (first-order latent factors), and these lower-level constructs (dimensions of social media marketing) ultimately impact observable variables (Hair et al., 2019). Meanwhile, the influencer endorsement variable is adopted from Dwidienawati et al. (2020).

This research utilizes a conceptual framework to elucidate the interrelationships between social media marketing, influencer endorsements, brand image, trust, and purchase

intention. The ensuing diagram serves as an illustration of the conceptual framework applied in this study:



Source: (Moslehpour et al., 2022) and (Dwidienawati et al., 2020)

Hypothesis

Based on the conceptual framework in the above diagram, the following hypotheses can be formulated:

H1: Social Media Marketing significantly influences the Brand Image of MS Glow products.

H2: Brand Image significantly influences the Purchase Intention of MS Glow products.

H3: Social Media Marketing significantly influences the Purchase Intention of MS Glow products.

H4: Social Media Marketing significantly influences the Trust in MS Glow products.

H5: Trust significantly influences the Purchase Intention of MS Glow products.

H6: Influencer Endorsement significantly influences the Trust in MS Glow products.

H7: Influencer Endorsement significantly influences the Purchase Intention of MS Glow products.

H8: Brand Image mediates the relationship between Social Media Marketing and Purchase Intention.

H9: Trust mediates the relationship between Social Media Marketing and Purchase Intention.

H10: Trust mediates the relationship between Influencer Endorsement and Purchase Intention.

METHODOLOGY

This study adopts a quantitative approach, utilizing primary data gathered through an online survey conducted via Google Forms. The distribution of the survey took place across personal and group channels on various social media platforms, such as WhatsApp, Instagram, TikTok, and Twitter. For sample selection, a non-probability sampling technique was employed, specifically the purposive sampling method. This technique involves the deliberate selection of samples by the researcher to effectively represent and provide relevant information in addressing the research questions (Indrawati, 2015). In the survey, a 5-point Likert scale was utilized for measurement, with '1=strongly disagree' and '5=strongly agree' as the scale anchors (Sekaran & Bougie, 2016). In light of an undisclosed population size, the sample size was determined using the inverse square root method formula, as outlined by Hair *et al.*, (2021) while maintaining a significance level of 1%. Consequently, the sample size was set at 251 participants.

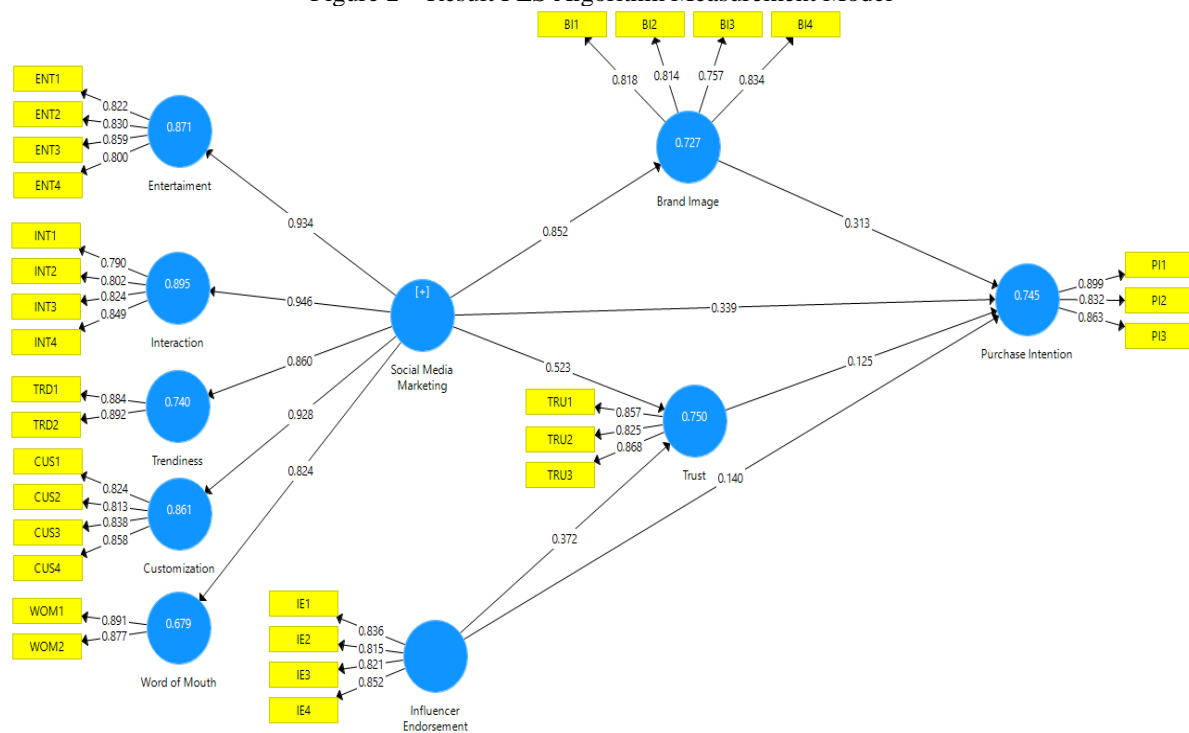
In this research, we employ Partial Least Squares-Structural Equation Modeling (PLS-SEM) as our chosen method for data analysis. The model estimation process involves consolidating multiple indicators to create composite variables. When evaluating the model, we assess both the measurement model and the structural model. In the measurement model, we assess convergent validity by ensuring that factor loadings are above 0.7 and that the Average Variance Extracted (AVE) exceeds 0.5. We also conduct reliability testing by examining Cronbach's alpha, which should be greater than 0.7, and composite reliability, which should surpass 0.7 as well. Moving on to the structural model, we base our evaluations on R-squared (R²) metrics, comparing them against the thresholds of 0.25, 0.50, and 0.75. These thresholds correspond to weak, moderate, and strong effects, respectively. Additionally, we gauge effect size using f^2 , which is measured against benchmarks of 0.02, 0.15, and 0.35, signifying small, medium, and large effects of exogenous constructs, while an effect size below 0.02 indicates no effect. The model's predictive significance is determined by Q², where a value exceeding 0 indicates predictive significance, and a value less than 0 indicates the lack of predictive significance (Hair *et al.*, 2019). Subsequently, we proceed with hypothesis testing to examine the relationships between variables (Sekaran & Bougie, 2016). We use a significance level of

1%, accepting a hypothesis if the t-value exceeds 2.58 and the p-value is less than 0.05 (Hair *et al.*, 2019).

RESULT AND DISCUSSION

This study uses PLS-SEM based on the principles by Hair *et al.* (2019), because of the small and limited sample size, a complex model where PLS-SEM is very suitable for models with many latent variables and complex relationships with many latent constructs and indicators, then also data that is not normally distributed where PLS-SEM does not rely on the assumption of multivariate normality, making it suitable for analyzing data that deviates from normality. The measurements in this study used the partial least square structural equation model (PLS-SEM) version of SmartPLS 3. The following are the results of this research analysis based on the PLS Algorithm Measurement Model:

Figure 2 – Result PLS Algorithm Measurement Model



Source: Processed data by the authors by using SmartPLS 3.0 (2023)

In order to assess the model's validity and reliability, an analysis is conducted, which involves examining the factor loading and AVE (Average Variance Extracted) values to evaluate validity, as well as assessing reliability through measures such as Composite Reliability and Cronbach's Alpha (Hair *et al.*, 2019). The following are the results of the validity and reliability tests in this study:

Table 1 – Result Validity and Reliability

Variable	Indicator	Factor Loading	AVE	Description	CR	Alpha	Description
Social Media Marketing	ENT1	0,822	0,587	Valid	0,958	0,953	Reliable
	ENT2	0,830		Valid			
	ENT3	0,859		Valid			
	ENT4	0,800		Valid			
	INT1	0,760		Valid			
	INT2	0,765		Valid			
	INT3	0,778		Valid			
	INT4	0,788		Valid			
	TRD1	0,752		Valid			
	TRD2	0,776		Valid			
	CUS1	0,824		Valid			
	CUS2	0,813		Valid			
	CUS3	0,838		Valid			
	CUS4	0,858		Valid			
WOM1	0,750	Valid					
WOM2	0,706	Valid					
Influencer Endorsement	IE1	0,836	0,691	Valid	0,899	0,850	Reliable
	IE2	0,815		Valid			
	IE3	0,821		Valid			
	IE4	0,852		Valid			
Brand Image	BI1	0,818	0,650	Valid	0,811	0,821	Reliable
	BI2	0,814		Valid			
	BI3	0,757		Valid			
	BI4	0,834		Valid			
Trust	TRU1	0,857	0,722	Valid	0,886	0,808	Reliable
	TRU2	0,825		Valid			
	TRU3	0,868		Valid			
Purchase Intention	PI1	0,899	0,748	Valid	0,899	0,831	Reliable
	PI2	0,832		Valid			
	PI3	0,863		Valid			

Source: Processed data by the autors by using SmartPLS 3.0 (2023)

A statement item is deemed to possess strong validity when its loading factor exceeds 0.7. Moreover, validity is also assessed through Average Variance Extracted (AVE), which indicates whether the collection of items measuring a variable is cohesive or not (Indrawati, 2015). The research findings presented in Table 1 confirm the accuracy and validity of each item utilized. This is evident from the loading factor results exceeding 0.7 and AVE values surpassing 0.5, demonstrating that all studied variables meet the criteria for validity. In addition, the measurement scale can be said to be reliable when it produces consistent results under similar or the same conditions. Reliability assessment is based on the Cronbach's Alpha and composite reliability values, both of which exceed 0.7 in this study, indicating a high level of consistency and trustworthiness for each indicator (Hair et al., 2019). Table 1 displays the results, confirming that all variables meet the reliability criteria.

Table 2 – R square Result

Endogen Variable	R-square Value
Brand Image	0,726
Trust	0,748
Purchase Intention	0,741

Source: Processed data by the authors by using SmartPLS 3.0 (2023)

Table 2 presents the highest R-squared value observed in this research, which corresponds to the trust variable and stands at 0.748. This signifies that 74.8% of the trust variable's variation can be ascribed to the influence of social media marketing and influencer endorsement variables, while the remaining 25.2% is influenced by external variables not within the study's scope. Moreover, the purchase intention variable demonstrates an R2 value of 0.741, indicating that 74.1% of the variability in purchase intention can be explained by the social media marketing, influencer endorsement, brand image, and trust variables, with the remaining 25.9% associated with unexamined factors. Additionally, the brand image variable exhibits an R2 value of 0.726, revealing that 72.6% of the brand image's variability is elucidated by the social media marketing variable, while the remaining 27.4% can be attributed to external variables beyond the study's focus.

Table 3 – Q Square Result

Endogen Variable	Q ² (1-SSE/SSO)	Conclusion
Brand Image	0,467	The data analysis results have predictive relevance
Trust	0,532	The data analysis results have predictive relevance
Purchase Intention	0,546	The data analysis results have predictive relevance

Source: Processed data by the authors by using SmartPLS 3.0 (2023)

Q-squared (Q²) values serve as a measure to evaluate the model's ability to predict various variables, reflecting its capacity to elucidate or anticipate observed data. As illustrated in Table 3, it becomes evident that brand image, trust, and purchase intention exhibit substantial predictive relevance, with Q-Square values surpassing 0.

Hypothesis testing, along with bootstrapping as described by Hair et al. (2019)., is a powerful approach to assessing the statistical significance of relationships and effects in a study. Bootstrapping, on the other hand, provides a data-driven alternative that is particularly useful when dealing with non-normally distributed data or when sample sizes are limited. Bootstrapping is utilized to generate the distribution of test statistics (e.g., t-values, F-values) by repeatedly resampling their data. With each resampling iteration, the test statistic is applied to the newly created sample, generating the test statistic. Employing standard errors to compute t and p values for path coefficients. A significance level of 1% was employed in this research,

requiring a t value exceeding 2.58 and a p value below 0.05 for hypothesis confirmation. The standardized path coefficient encompasses a range from +1 to -1. A +1 signifies an ideal positive correlation, 0 implies no correlation, and -1 denotes a negative correlation. Values beyond these bounds, surpassing -1 or +1, may yield heightened collinearity or calculation discrepancies (Hair et al., 2019).

Table 4 – Hypothesis Testing Result

Hypothesis	Relation	Path Coefficient	t-value	p-Value	Results
H1	Social media marketing → Brand image	0.852	25.296	0.000	Accepted
H2	Brand Image → Purchase intention	0.313	3.375	0.000	Accepted
H3	Social media marketing → Purchase intention	0.339	3.341	0.000	Accepted
H4	Social media marketing → Trust	0.523	7.090	0.000	Accepted
H5	Trust → purchase intention	0.125	1.719	0.044	Rejected
H6	Influencer endorsement → trust	0.372	4.812	0.000	Accepted
H7	Influencer endorsement → purchase intention	0.140	1.691	0.046	Rejected
H8	Social media marketing → brand image → purchase intention	0.267	3.761	0.000	Accepted
H9	Social media marketing → trust → purchase intention	0.065	1.691	0.046	Rejected
H10	Social media marketing → trust → purchase intention	0.047	1.540	0.062	Rejected

Source: Processed data by the authors by using SmartPLS 3.0 (2023)

The influence of the social media marketing variable on the brand image variable is notably positive, as evidenced by a substantial contribution effect of 0.852, a t-statistic measuring 25.296, and a p-value of 0.000. These results confirm the validity of hypothesis 1 (H1), with a t-statistic exceeding 2.58 and a p-value below 0.005. This discovery aligns with Moslehpour et al. (2022), prior research, which also highlighted a significant positive impact of social media marketing on brand image. Consequently, companies can continue leveraging these facets of social media marketing within their TikTok marketing strategies. This entails creating more engaging and interactive content, staying attuned to relevant trends, offering customization options, and fostering positive word-of-mouth through collaborations with influential TikTok users, as suggested by Porto et al. (2022) Word-of-mouth advertising can prove invaluable in brand marketing, especially for brands heavily reliant on marketing efforts or those that have eschewed them altogether. By comprehending how these facets influence their brand image, MS Glow can enhance their brand image on TikTok.

The variable brand image significantly influences purchase intention with a substantial impact coefficient of 0.313, a t-statistic of 3.375, and a p-value of 0.000, leading to the acceptance of hypothesis 2 (H2) due to the t-statistic exceeding 2.58 and the p-value being below 0.005. This finding is consistent with prior research by Moslehpour et al. (2022) and

Jasin (2022) indicating that a strong brand image positively affects purchase intention. Therefore, MS Glow should continue to bolster its brand image on TikTok by creating brand-aligned content, monitoring user interactions, and staying attuned to consumer feedback. Periodic assessments of consumer perceptions will ensure alignment with expectations, ultimately enhancing TikTok's effectiveness as a marketing tool and driving higher purchase intention for MS Glow products.

The impact of the social media marketing variable on purchase intention is noteworthy, indicated by a significant effect size of 0.339, a t-statistic registering at 3.341, and a p-value of 0.000. Consequently, we accept hypothesis 3 (H3) due to the t-statistic surpassing 2.58 and the p-value falling below 0.005. This discovery is consistent with earlier research conducted by Aji et al. (2020), which likewise underscored the influence of social media marketing on purchase intention. To enhance its TikTok presence, MS Glow should prioritize engaging and interactive content, staying up-to-date with trends, and enabling personalization. Encouraging users to share positive product experiences and closely analyzing the impact of each TikTok marketing campaign will provide valuable insights. By doing so, MS Glow can fully leverage TikTok as a powerful marketing tool, ultimately boosting their product's appeal and purchase intention.

The variable social media marketing significantly impacts the trust variable, with a notable influence coefficient of 0.523, a t-statistic of 7.090, and a p-value of 0.000. This leads to the acceptance of hypothesis 4 (H4) due to the t-statistic exceeding 2.58 and the p-value being below 0.005. These findings are consistent with prior research, particularly by Sohaib & Han (2023), which explains that through social media marketing, marketers can cultivate strong trust in their brand's social media platform, providing reliable and trustworthy information, products, and services. Therefore, MS Glow should continue optimizing TikTok marketing by focusing on entertainment, interaction, trendiness, customization, and word of mouth. Ensuring that their content embodies these elements is crucial. Moreover, the company should actively encourage and leverage positive recommendations from TikTok users who have experienced MS Glow products. This can be achieved through positive interactions and engaging with consumers on the platform.

The variable trust does not significantly influence purchase intention, as indicated by a modest influence coefficient of 0.125, a t-statistic of 1.719, and a p-value of 0.044. Consequently, hypothesis 5 (H5) is rejected due to the t-statistic being less than 2.58 and the p-value exceeding 0.005. This aligns with previous research by Harrigan et al. (2021), which suggests that trust does not significantly affect purchase intention. In this context, consumer

trust in social media doesn't significantly impact their purchase intent. Hence, it's recommended to explore alternative marketing strategies that influence purchase intent on TikTok. The company can prioritize creative messaging, improving campaign content quality, and collaborating with influential figures on the platform. Regularly monitoring consumer responses and making adjustments is essential. While trust may not be the primary driver of purchase intent, the company can enhance other factors to convert intent into action.

The variable influencer endorsement significantly influences trust, with a substantial impact coefficient of 0.372, a t-statistic of 4.812, and a p-value of 0.000. This leads to the acceptance of hypothesis 6 (H6) due to the t-statistic exceeding 2.58 and the p-value being below 0.005. Interestingly, these findings differ from previous research by Firman et al. (2021), which stated that endorsement affects trust. The divergence may arise because the audience sees influencers as inspirational figures, influencing trust in endorsements. Therefore, leveraging TikTok influencers is crucial. Focus on aligning influencers with MS Glow's target audience, emphasizing credibility. Regularly measure campaign impact for expected results. Strengthening the trust relationship built through TikTok influencers can help expand market share.

The study found that influencer endorsement does not significantly affect purchase intention, with a t-statistic of 1.691 and a p-value of 0.046, leading to the rejection of hypothesis 7. This aligns with Singh et al. (2021) research but contrasts with Dwidienawati et al. (2020) findings and contrary to research conducted by Zainuddin et al. (2023) which shows that endorsement has an effect on purchase intention. Consumers today may scrutinize influencer endorsements, seeking additional independent information before making purchase decisions. Therefore, companies should carefully select suitable influencers, ensure alignment with brand values, consider transactional marketing, and continually assess influencer campaign impacts to achieve desired results.

The study highlights the significant mediating role of brand image between social media marketing and purchase intention, as indicated by a substantial contribution figure of 0.267, a t-statistic of 3.761, and a p-value of 0.000. This finding lends strong support to hypothesis 8 (H8) and is in accordance with previous research by Savitri et al. (2021) and Sanny et al. (2020), emphasizing the pivotal importance of a robust brand image in mediating the connection between social media marketing and purchase intention. In the era of social media marketing, the establishment of a strong brand image becomes paramount as it bridges the gap between social media strategies and consumer purchase intent. Companies should incorporate elements

such as entertainment, interactivity, trend awareness, customization, and word-of-mouth marketing while staying true to their brand values to ensure a positive customer experience. Collaborating with suitable influencers can further enhance the brand image, bolster social media campaigns, and positively impact purchase intent, thereby fortifying relationships with the audience.

The mediating effect of trust between social media marketing and purchase intention is not significant, with a contribution figure of 0.065, a t-statistic of 1.691, and a p-value of 0.046, leading to the rejection of hypothesis 9 (H9). This finding aligns with Salhab et al. (2023) research, indicating that trust does not mediate the relationship between social media marketing and purchase intention. Consequently, companies can focus on enhancing content quality and consumer appeal in their social media marketing efforts, providing clear, engaging, and useful information, actively interacting with consumers, and considering more direct marketing tactics such as special offers, contests, or product promotions to drive consumer purchases.

The mediating effect of trust between influencer endorsement and purchase intention is not significant, with a contribution figure of 0.047, a t-statistic of 1.540, and a p-value of 0.062, leading to the rejection of hypothesis 10 (H10). This finding aligns with previous research by Dwidienawati et al. (2020), indicating that trust does not play a mediating role in the relationship between influencer endorsement and purchase intention. Consequently, it suggests that consumers often respond to influencer recommendations based on perceived knowledge or relevant experience, without the need for a lengthy trust-building process. This research implies that companies can optimize their marketing approach, considering a more direct and transactional strategy when using influencers. This could involve increasing promotions, discounts, or special offers tied to influencer recommendations. Additionally, companies can focus on selecting influencers with highly relevant audiences and continue to monitor and measure the impact of their influencer campaigns to ensure they yield the expected results.

CONCLUSION

This study focuses on investigating social media marketing and influencer endorsement on purchase intention through brand image and trust in MS Glow Indonesia beauty products. The social media marketing variable has the strongest influence on purchase intention, particularly with the lowest score on the statement WOM2 "I want to post popular things related to MS Glow on TikTok social media." Therefore, MS Glow should establish Unique Selling Points (USP), distinguishing its products from others as the foundation for creating engaging

content. Additionally, MS Glow can create campaigns centered around shareable experiences, offering benefits to those who post popular content related to MS Glow products, such as special discounts for the most engaging content creators or giveaways to enhance MS Glow's social media marketing through word-of-mouth dimensions.

The second factor influencing purchase intention is brand image, with the lowest score being in the statement "MS Glow brand is a very good representation of the beauty industry." Therefore, to improve the brand image and establish MS Glow as a prominent figure in the Indonesian beauty industry, MS Glow should consider various approaches. These approaches encompass leveraging social media to foster a community, actively interacting with followers, and creating content that aligns with MS Glow's brand message. Moreover, developing educational content that positions the MS Glow brand as an industry authority, sharing tips and trends, and prioritizing customer experiences are crucial strategies. MS Glow can also utilize user reviews and testimonials to showcase positive product experiences and explore collaboration opportunities with well-known brands to bolster its position in the beauty industry.

In the influencer endorsement variable, the lowest score is found in the statement "To ensure that I buy the right product, I look at influencer reviews related to the MS Glow brand." Therefore, to effectively utilize influencer endorsement and encourage the audience to watch influencer reviews of MS Glow products, MS Glow should consider several strategic approaches. These include identifying influencers whose audiences align with the target demographic and offerings of MS Glow products, empowering influencers to share authentic, unbiased, and creative product reviews to engage their audience. To maximize the impact of influencer endorsement, MS Glow can offer exclusive products to influencers before the launch to create a sense of exclusivity. Additionally, MS Glow can use paid advertisements to amplify influencer content to a wider audience and target users with similar interests. Then, leverage influencer review content across all social media platforms to provide social proof and build trust.

In the trust variable, the lowest score is found in the statement "MS Glow product reviews on TikTok can be relied upon." Therefore, to increase trustworthiness and reliability of MS Glow's TikTok social media, MS Glow should consider several strategies. These include ensuring that all messages and visuals in TikTok content align with the brand's identity. Additionally, MS Glow can demonstrate the authenticity of its brand by sharing behind-the-scenes moments, such as how its products are made. Engaging with the audience by responding

to comments, addressing audience concerns, and showing that the company values audience opinions is also essential. MS Glow can showcase product development processes to convey quality to the audience. By consistently providing reliable content, valuable information, and engaging the audience, MS Glow can cultivate a loyal following on TikTok.

The R-square results indicate that while the study explained significant variables affecting purchase intention, there are additional unaccounted factors. Future research should consider these external variables, including product quality, pricing, brand reputation, and perceived value, to gain a more comprehensive understanding of consumer behavior related to purchase intention. In future research, it's important to focus more on respondent characteristics, particularly their interactions with the study's products and their frequency. Researchers should also give careful thought to sample characteristics, especially when utilizing the influencer endorsement variable. It's crucial to clearly specify the sample as individuals actively seeking online influencer reviews, detailing which influencer and how often they seek information related to the study. Additionally, researchers should thoroughly review all research indicators to ensure they align with the research objectives, ultimately improving the relevance and accuracy of future studies. Furthermore, the trust variable's lack of a mediating or moderating effect, as seen in prior research by Dwidienawati et al. (2020), suggests the need to investigate its independent role in future studies.

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