

The Influence Of Social Media Marketing Activities On The Intention To Purchase Skintific Skincare Products

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Abstract

The rapid growth of digital technology and social media has fundamentally changed the way consumers engage with brands, especially in the beauty industry. Skintific serves as a strong example of how a skincare brand can effectively use platforms like TikTok to boost visibility, enhance brand value, and increase consumer interest in purchasing. This research explores how Social Media Marketing Activities (SMMA) influence consumers' Purchase Intention, with Brand Equity and electronic Word of Mouth (eWOM) acting as mediating factors. Using a quantitative method, data were gathered from 400 followers of Skintific's official TikTok account and analyzed through Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software. The results indicate that SMMA has a significant effect on both Brand Equity and eWOM, and that these two variables play a mediating role in influencing Purchase Intention. Academically, this study contributes to the growing body of literature on digital marketing and consumer behavior, while practically offering insights for beauty brands to make better use of social media particularly TikTok as a strategic tool for building brand strength and encouraging purchasing decisions.

KeyWords : *Social Media Marketing Activities, eWOM, Brand Equity, Purchase Intention, TikTok.*

I. INTRODUCTION

Skintific, a skincare brand with roots in Norway that later expanded to Indonesia, has successfully built a strong reputation by combining scientific innovation with social responsibility. Known for its barrier-repairing products formulated with active ingredients like ceramides, the brand has gained trust through both product quality and community outreach initiatives. As Indonesia experiences rapid growth in internet usage and e-commerce activity, especially through platforms like TikTok, the beauty industry has become one of the most dynamic sectors online. This shift has transformed social media into a key marketing arena, allowing brands like Skintific to reach wider audiences through creative, trend-driven content and influencer collaborations. Despite its success and growing digital presence, there remains a need to understand how Skintific's social media marketing activities (SMMA) truly shape consumer perceptions and purchasing behavior. Previous studies suggest that SMMA helps strengthen brand awareness, perceived quality, and loyalty, while electronic word of mouth (eWOM) significantly influences consumer decisions. However, few have explored how brand equity mediates the relationship between SMMA, eWOM, and purchase intention particularly in the Indonesian skincare market. To address this gap, this study investigates the impact of SMMA on Brand Equity, eWOM, and Purchase Intention using data from 400 followers of Skintific's official TikTok account analyzed through the SEM-PLS approach. The research seeks to determine whether social media activities directly and indirectly influence consumers' buying interest through brand equity and eWOM. Academically, this study enriches discussions on digital marketing behavior, while practically, it provides insights for skincare brands to better utilize social media especially TikTok to strengthen brand value, foster consumer trust, and drive purchase decisions in the digital era.

II. LITERATURE REVIEW

This research draws on several key theories Social Media Marketing Activities (SMMA), Customer-Based Brand Equity (CBBE), and Electronic Word of Mouth (eWOM) to explain how digital marketing influences consumer perceptions and purchasing behavior in the skincare industry. SMMA, which includes elements such as entertainment, interaction, trendiness, customization, and word of mouth, represents how brands create engagement and emotional connection through social media platforms like TikTok. Meanwhile, the CBBE framework by Aaker and Keller highlights how these digital interactions build brand value through awareness, associations, perceived quality, and loyalty, while eWOM focuses on how online conversations and peer recommendations further enhance or damage a brand's image. In today's marketing landscape, where the traditional 7Ps product, price, place, promotion, people, process, and physical evidence remain essential, social media has transformed how promotion works by emphasizing authenticity, education, and two-way communication rather than one-directional advertising. Previous studies show that strong and consistent SMMA increases brand awareness and perceived quality, encouraging consumers to share positive experiences that form credible eWOM. This, in turn, strengthens purchase intention, as people tend to trust real user experiences more than brand-generated messages. Supported by consumer behavior theories such as the Stimulus Organism Response (S-O-R) model and the Information Adoption Model, this study proposes that social media activities influence consumers both directly and indirectly through brand equity and eWOM to shape their buying decisions. To test these relationships, the research examines four main hypotheses: SMMA's effect on Brand Equity, the impact of Brand Equity on eWOM, the influence of eWOM on Purchase Intention, and SMMA's direct influence on Purchase Intention, aiming to provide a deeper understanding of how Skintific's digital marketing drives consumer interest and purchase behavior in Indonesia's skincare market.

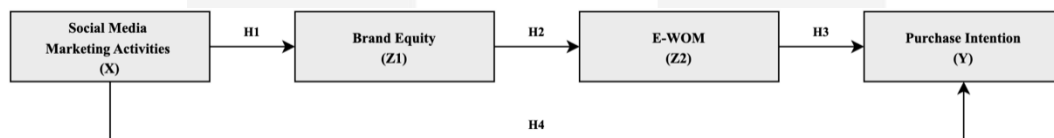


Figure 2. 1 Theoretical Framework

Source: Prasetyo, et al. (2020)

III. METODE

This chapter explains how the study was carried out to explore whether Social Media Marketing Activities (SMMA) affect Purchase Intention through Brand Equity and eWOM for Skintific. It uses a quantitative, explanatory, causal design set in a real-world (non-contrived) context with minimal researcher interference, focusing on TikTok followers of @skintific_id aged 17–35. Using purposive sampling and Slovin's formula, the researcher collected responses from 400 participants via an online five-point Likert questionnaire that measured SMMA, Brand Equity, eWOM, and Purchase Intention with items adapted from previous studies. The survey instrument was vetted through face, content, and construct validity (via a 30-respondent pilot) and proved reliable with strong Cronbach's alpha scores. Because the data failed normality tests, PLS-SEM was chosen for analysis it handles non-normal distributions well and is appropriate for predictive, theory-building models. Analysis followed the two-stage PLS routine: first validating the measurement model (indicator loadings, internal consistency, AVE, and discriminant validity) and then testing the structural model (R^2 , F^2 , Q^2 , and path coefficients). Hypotheses were evaluated using bootstrapping, while descriptive and diagnostic checks supported interpretation. Taken together, these methods ensure rigorous measurement, a suitable sample, and robust analysis to trace both direct and mediated effects of social media marketing on consumers' buying intentions..

IV. RESULT AND DISCUSSION

The findings reveal that Skintific's TikTok-based social media marketing strategy plays a pivotal role in shaping consumer perceptions, engagement, and buying decisions within Indonesia's highly competitive skincare market. Overall, the descriptive results portray a strong performance Social Media Marketing Activities achieved a 79.1% score, Brand Equity 76.6%, eWOM 74.1%, and

Purchase Intention 79.8% which collectively indicate that audiences respond positively to Skintific's digital communication approach, particularly its creative use of entertainment, interactivity, and trend-driven campaigns. Consumers view the brand as credible, innovative, and relevant to their skincare needs. Reliability and validity assessments further strengthen these conclusions: all indicators show robust loadings above 0.70, composite reliability scores range between 0.89 and 0.91, and AVE values surpass 0.65, while Fornell–Larcker and HTMT tests confirm that each construct measures unique but related aspects of consumer perception and behavior.

Structurally, the model demonstrates moderate predictive power ($R^2 = 0.228$ for Brand Equity, 0.279 for eWOM, and 0.292 for Purchase Intention), suggesting that Skintific's marketing efforts successfully explain a significant portion of how consumers form brand impressions and make purchase-related decisions. The effect size analysis highlights that Social Media Marketing Activities (SMMA) exert a moderate influence on Brand Equity ($F^2 = 0.296$) and a smaller, yet meaningful, direct effect on Purchase Intention ($F^2 = 0.101$). Meanwhile, Brand Equity strongly drives eWOM ($F^2 = 0.386$), and eWOM itself positively influences Purchase Intention ($F^2 = 0.175$), showing that the brand's digital presence not only builds awareness but also encourages loyal users to advocate voluntarily through online word of mouth.

The bootstrapping results confirm the statistical significance of all proposed hypotheses ($p < 0.001$), illustrating that SMMA strengthens Brand Equity ($\beta = 0.478$), Brand Equity enhances eWOM ($\beta = 0.528$), and both eWOM ($\beta = 0.374$) and SMMA ($\beta = 0.284$) directly influence consumers' Purchase Intention. These findings align with prior studies by Kim & Ko (2012), Godey et al. (2016), and Prasetyo et al. (2020), which collectively underscore the central role of social media engagement in building emotional connections and driving consumer trust. In Skintific's case, interactive formats such as skincare tutorials, influencer collaborations, educational content, and trend participation on TikTok have transformed passive viewers into active followers and potential buyers.

The results mediating role of Brand Equity in the relationship between Social Media Marketing Activities (SMMA) and Electronic Word of Mouth (eWOM) has a significant influence on Purchase Intention ($\beta = 0.094$). Online marketing efforts such as informative posts, user reviews, and audience engagement help strengthen brand equity, which in turn motivates consumers to share their experiences and suggest the product to others. Descriptively, these findings indicate that consumers who have a positive perception of the Skintific brand. The results mediating role of Electronic Word of Mouth (eWOM) in the relationship between social media marketing activities (SMMA) and purchase intention demonstrate has a significant influence on Purchase Intention ($\beta = 0.094$). The mediation results show that the influence of SMMA on Purchase Intention is not only direct, but also occurs through the process of Brand Equity and eWOM as mediating variables.

In essence, this study confirms that Skintific's strength lies not only in promoting products but also in fostering a sense of community and authenticity through social interaction. By blending entertainment with scientific credibility and maintaining consistent messaging, the brand has managed to build strong brand equity and stimulate organic eWOM that translates into tangible purchase intentions. Although the model explains a moderate share of consumer behavior, it reflects how digital storytelling, transparency, and influencer-driven engagement have become vital tools in modern skincare marketing. External factors such as personal preferences, income levels, and market competition may still influence purchasing outcomes, but Skintific's marketing strategy demonstrates that an authentic, interactive, and educational approach on platforms like TikTok can effectively convert engagement into trust and trust into purchase action.

Tabel 4. 1 Hypothesis Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
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Social Media Marketing Activities → Brand Equity	0.478	0.479	0.040	11.881	0.000	H1a Accepted
Brand Equity → eWOM	0.528	0.529	0.035	14.986	0.000	H2a Accepted
eWOM → Purchase Intention	0.374	0.375	0.039	9.578	0.000	H3a Accepted
Social Media Marketing Activities → Purchase Intention	0.284	0.285	0.040	7.147	0.000	H4a Accepted

Source: Processed Data by Researcher (2025)

V. CONCLUSION AND SUGGESTIONS

5.1 Conclusions

This study concludes that Skintific's success in Indonesia's skincare market is strongly influenced by the brand's ability to utilize social media marketing, particularly through TikTok, as a powerful communication and engagement tool. Skintific's creative and interactive content strategy has helped the brand capture attention, connect with audiences, and foster a sense of trust and familiarity among consumers. The balance between entertainment, education, and authenticity has allowed Skintific to stand out, demonstrating that social media marketing today is not only about visibility but also about building meaningful relationships and long-term brand credibility.

The findings further reveal that brand equity serves as a crucial link between marketing activities and consumer loyalty. When audiences perceive Skintific as a trustworthy, science-driven, and high-quality skincare brand, they are more likely to form positive emotional associations, exhibit confidence in their purchase decisions, and maintain loyalty over time. This reinforces the idea that strong brand equity transforms short-term social media exposure into lasting consumer relationships.

In addition, electronic word of mouth (eWOM) emerged as a major factor influencing purchase intention. Honest reviews, user testimonials, and community-generated content on TikTok serve as authentic social proof that significantly impacts consumer trust. Instead of relying on traditional advertisements, audiences respond more to relatable experiences shared by real users. Moreover, the study found that social media marketing also has a direct impact on purchase intention. Engaging visuals, influencer collaborations, and storytelling-based campaigns can instantly spark buying interest, even without mediation from brand loyalty or peer recommendations. Brand equity has a significant influence in mediating the relationship between SMMA and eWOM for Skintific products. This means that the strength of brand perception encourages consumers to share experiences and recommendations

on social media. EWOM has a significant influence in mediating the indirect relationship between SMMA and purchase intention. This means that consumers' purchase intention for Skintific is formed through a multistep process involving brand perception formation and social influence among consumers.

Overall, Skintific's integrated digital strategy combining consistent marketing communication, brand-building, and community engagement has been key to sustaining its competitive edge. The synergy between SMMA, brand equity, and eWOM creates a continuous cycle of trust, awareness, and advocacy, positioning Skintific as a credible, innovative, and aspirational skincare brand among Indonesia's digital-savvy consumers.

5.2 Suggestions

5.2.1 Suggestions for Companies

Skincare brands, including Skintific, should continue enhancing their social media presence by emphasizing interaction, personalization, and entertainment, as these elements have proven most effective in shaping brand perception. Collaborations with reliable beauty influencers and skincare professionals can reinforce authenticity and build deeper consumer trust. Furthermore, brands should focus on creating educational and value-driven content such as product explanations, skincare tips, and genuine testimonials that empower audiences and improve perceived product quality.

To strengthen consumer relationships, companies are encouraged to implement community-based initiatives, such as loyalty rewards, virtual skincare workshops, or interactive online campaigns that encourage user participation. Leveraging data analytics from TikTok and other social platforms can also help brands better understand engagement trends and adjust their strategies accordingly. Lastly, maintaining consistent communication across all digital channels will help deliver a cohesive brand image that supports consumer loyalty and long-term trust.

5.2.2 Suggestions for the Government

The government plays an important role in supporting the digital beauty industry by introducing clearer guidelines and regulations that ensure ethical marketing and protect consumers in online environments. Policies governing influencer partnerships, product claim transparency, and digital advertising standards would help build a more responsible and trustworthy digital ecosystem. In addition, offering training and financial support for small and medium-sized beauty enterprises can empower local brands to compete effectively in the online marketplace. Stronger collaboration between government institutions and social media platforms is also essential to minimize misinformation, encourage transparency, and promote fair marketing practices that benefit both businesses and consumers.

5.2.3 Suggestions for Future Research

Future researchers are encouraged to broaden the scope of study by comparing the influence of various social media platforms such as Instagram, YouTube, and TikTok on consumer attitudes and behavior. Further exploration of demographic factors like age, gender, and income may also reveal more nuanced insights into how different consumer groups respond to online marketing. Moreover, incorporating psychological variables such as emotional engagement, perceived trust, and self-expression as moderating or mediating factors could provide a deeper understanding of how digital marketing drives purchase intention. Finally, future studies should include multiple skincare brands to enable broader generalization and cross-comparison across industries, which would enrich both theoretical understanding and managerial application of social media marketing strategies in Indonesia's fast-growing beauty sector.

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