

ABSTRACT

The awareness of Indonesian society regarding the importance of appearance continues to grow. The Indonesian cosmetics market is projected to experience significant growth until 2028. This condition encourages beauty brands, including Skintific, to seize the opportunity through product innovation and digital marketing strategies. Skintific is a beauty brand that entered the Indonesian market in 2021. Despite being relatively new, Skintific became the market leader in beauty package sales in Q1 2024. Therefore, this study aims to explore the most significant factors influencing Skintific's purchase decision, whether viral marketing or perceived value. This research also analyzes the impact of the "Dokter Detektif" phenomenon, which reviews "overclaim skincare," on consumer trust and purchase decision. Furthermore, due to inconsistencies in previous studies, this research seeks to address the research problem by analyzing the factors influencing Skintific consumers' purchase decision in Semarang City.

This study utilizes a theoretical framework model encompassing viral marketing, perceived value, brand awareness, consumer trust, and purchase decision. The research method used is a quantitative approach with a survey technique. Sampling was conducted using purposive sampling. Data were collected through questionnaires distributed to 205 respondents and analyzed using Structural Equation Modeling (SEM) with AMOS 24 software.

The results of the study indicate that viral marketing has a significant positive effect on brand awareness, consumer trust, and purchase decision. Meanwhile, perceived value has a significant positive effect on brand awareness and consumer trust, but does not significantly affect purchase decision. This research provides strategic implications for Skintific to maximize the effectiveness of digital marketing in enhancing consumer purchase decision.

Keywords: *Viral Marketing, Perceived Value, Brand Awareness, Consumer Trust, Purchase Decision.*