

ABSTRACT

This study aims to analyze the influence of price discounts, influencer marketing, and social media on consumer purchase intention for Emina cosmetic products in Semarang. This research employs a quantitative method with a convenience sampling technique, involving 100 respondents aged 11–21 years, who represent Emina’s target market. Data collection was conducted through an online questionnaire using Google Forms. The collected data were then analyzed using Structural Equation Modeling (SEM) with AMOS software to examine the relationships between the studied variables.

The results indicate that price discounts, influencer marketing, and social media have a positive and significant influence on consumer purchase intention. These findings suggest that marketing strategies such as offering discounts, influencer promotions, and leveraging social media can effectively enhance consumers’ purchase intention for Emina cosmetic products.

This research is expected to contribute to the cosmetics industry, particularly Emina, in developing more effective marketing strategies. Furthermore, the findings can serve as a reference for future research on the impact of marketing strategies on purchase intention in the beauty industry using the SEM approach.

Keywords: Price Discounts, Influencer Marketing, Social Media, Purchase Intention