

## **ABSTRACT**

*The development of digital technology, particularly the internet, has driven a shift in marketing strategies—from traditional to digital marketing. Today, social media is widely used to reach and build relationships with consumers. Amidst the rapid advancement of digital technology and high social media penetration, the cosmetics industry is facing increasingly intense competition, especially in building brand awareness and consumer loyalty. Although social media is an effective tool for marketing, not all brands are able to utilize it optimally. Rose All Day, as a local cosmetic brand, faces significant challenges due to its considerably lower number of social media followers compared to its competitors in the same industry, such as Dear Me Beauty and Looke Cosmetics, which were established in the same year as Rose All Day. This condition raises an important question about how effective their social media marketing strategies are in influencing consumer purchasing decisions. Therefore, this study aims to further examine the influence of social media marketing on purchasing decisions, by considering the role of brand awareness and consumer-brand engagement as mediating variables within the context of competitive dynamics in the cosmetics industry.*

*This research employs a quantitative approach using purposive sampling on 240 respondents in Semarang City who have seen Rose All Day's social media marketing content and have previously purchased its products. The data was analyzed using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) method through the SmartPLS 4.1.1.2 software to thoroughly assess the model.*

*The results of the study indicate that: (1) Social media marketing has a positive and significant effect on brand awareness; (2) Social media marketing has a positive and significant effect on consumer-brand engagement; (3) Brand awareness has a positive and significant effect on purchase decision; (4) Consumer-brand engagement has a positive and significant effect on purchase decision; and (5) Brand awareness and consumer-brand engagement significantly mediate the effect of social media marketing on purchase decisions.*

*Keywords: social media marketing, purchase decision, brand awareness, consumer-brand engagement, Rose All Day.*