

ABSTRACT

The beauty industry today plays a significant role, not only in aesthetics but also in shaping culture, consumer behavior, and identity. Rapid growth in this sector is driven by increasing awareness of self-expression and personal care, while social media accelerates the spread of beauty standards and purchasing behavior. Based on this phenomenon, the study aims to analyze the effects of Social Media Marketing and Brand Image on Purchase Decision, with Perceived Value as a mediating variable.

This research applies a quantitative method with purposive sampling of 153 Maybelline consumers in Semarang, Indonesia. Respondents were selected based on product purchase experience and active social media use. Data were collected using a structured questionnaire and analyzed with Partial Least Squares-Structural Equation Modeling (PLS-SEM), which allows testing of direct and mediating relationships simultaneously.

The findings show that Social Media Marketing and Brand Image significantly affect Perceived Value. Social Media Marketing also has a significant effect on Purchase Decision, while Brand Image does not directly influence it. Perceived Value, however, significantly drives Purchase Decision, confirming its role as a mediator. These results suggest that optimizing social media strategies and strengthening consumer-Perceived Value are essential for encouraging Purchase Decisions in the beauty industry.

Keywords: *Social Media Marketing, Brand Image, Perceived Value, Purchase Decision*

