

ABSTRACT

The Indonesian cosmetic industry has grown rapidly and become increasingly competitive, encouraging brands to maximize the use of digital marketing. Wardah actively utilizes social media, yet its large follower base is not fully matched by strong consumer engagement. This study aims to examine the effectiveness of Wardah's social media marketing (SMM) in enhancing brand awareness (BA), consumer brand engagement (CBE), and purchase intention (PI).

A total of 200 respondents in Semarang City were selected through purposive sampling, consisting of consumers who actively use social media and have previously used Wardah products. Data were collected through an online Google Form questionnaire and analyzed using Structural Equation Modeling (SEM) based on AMOS.

The results show that SMM has a positive effect on both BA and CBE, and that BA and CBE significantly influence PI. Furthermore, BA and CBE mediate the relationship between SMM and PI, indicating that the impact of SMM occurs both directly and indirectly.

This study highlights the importance of informative, creative, and interactive social media content in strengthening consumer–brand relationships. The findings provide practical implications for Wardah in optimizing its digital marketing strategies.

Keywords: *Social Media Marketing, Brand Awareness, Consumer Brand Engagement, Purchase Intention, Wardah*



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