

ABSTRACT

The cosmetics industry has become one of the fastest-growing sectors alongside the rapid development of digital technology, which has significantly influenced consumer behavior in obtaining information and purchasing products, particularly through social media platforms. This phenomenon has also transformed the way companies interact with consumers, encouraging the widespread adoption of digital marketing strategies such as influencer endorsement, Social media marketing, and electronic word of mouth (e-WOM) to build Brand image and enhance consumers' Purchase intention. Maybelline is one of the well-known international cosmetic brands in Indonesia. According to the Maybelline index report at the Top Brand Award, Indonesia has experienced a decline in recent years, which has affected sales. In addition, inconsistencies in the findings of previous studies have created a research gap. These conditions have increased the urgency of conducting this study to examine consumers' Purchase intention in the context of Maybelline consumers in Semarang City.

The sample of this study consisted of 145 respondents residing in Semarang City who were familiar with and had previously used or purchased Maybelline products. This study employed a quantitative approach using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method. Data were analyzed using SmartPLS version 4.1.1.6.

The results indicate that: (1) influencer endorsement has a positive and significant effect on Brand image among Maybelline consumers in Semarang City, (2) Social media marketing has a positive and significant effect on Brand image among Maybelline consumers in Semarang City, (3) electronic word of mouth (e-WOM) has a positive and significant effect on Brand image among Maybelline consumers in Semarang City, and (4) Brand image has a positive and significant effect on Purchase intention among Maybelline consumers in Semarang City.

Keywords: influencer endorsement, Social media marketing, electronic word of mouth (e-WOM), Brand image, Purchase intention, Maybelline

