

ABSTRACT

This study was conducted to examine the effect of social media marketing, perceived authenticity, and perceived value on purchase intention, with brand engagement and brand trust acting as mediating variables among Skintific skincare consumers in Semarang. A quantitative approach was employed using Partial Least Square-Structural Equation Modeling (PLS-SEM) as the analytical method. Data were collected through questionnaires distributed to 142 respondents selected through purposive sampling. The findings reveal that social media marketing, perceived authenticity, and perceived value positively and significantly influence brand engagement, brand trust, and purchase intention. Furthermore, brand engagement and brand trust were also found to significantly enhance consumers' purchase intention. Among all variables examined, brand engagement demonstrated the strongest influence on consumers' intention to purchase Skintific skincare products. The results indicate that consumers' purchase intention is influenced not only by digital marketing activities but also by emotional and rational considerations. Emotional factors are reflected through consumer engagement and trust toward the brand, while rational factors are represented by perceived value and perceived authenticity. This study is expected to provide insights for skincare companies in developing more effective digital marketing strategies and strengthening long-term relationships with consumers.

Keywords: *social media marketing, perceived authenticity, perceived value, brand engagement, brand trust, purchase intention.*

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