

ABSTRACT

The large number of teenagers who use skincare skin care products is an interesting topic to study, as well as Avoskin's social media which has relatively few social media followers compared to its competitors. So it is necessary to conduct a study to determine the extent to which social media marketing influences marketing, therefore it is necessary to conduct research on the application of social media marketing methods for product marketing. So that customers want to buy Avoskin goods and sales of Avoskin products increase, business people must use more social media marketing strategies to market their products.

The purpose of this research is to find out how much influence social media marketing activities have on Avoskin's purchase intention with brand awareness, brand image, and brand equity as intervening variables.

This research method uses descriptive quantitative methods to analyze causal social media which has a sample of 500 respondents aged 18-27 years who live in the City of Bandung and JABODETABEK. Which will be tested on a sample of Instagram user populations in the cities of Bandung and Jabodetabek. This research data collection uses the Structural Equation Modeling (SEM) analysis method to test and show causal relationships between variables in a model and analysis will be carried out using Smart PLS software.

The results of this study indicate that social media marketing activities have an effect on creating brand awareness as a component that forms brand equity and acts as an intervening variable that has a positive influence on Avoskin's purchase intention.

Suggestions that can be given by the author for further research are that further research can make this research as a supporting reference if the topic used is related to the variables of social media marketing activities, brand image, brand awareness, brand equity and purchase intention with different objects.

Keywords: Social Media Marketing Activity, Skincare, Brand, Brand Image, Brand Awareness, Brand Equity, Purchase, Purchase Intention.