

## **ABSTRACT**

*In Indonesia itself, the trend of facial skin care is growing rapidly, which is not only for women but also for men. With increasing consumer demand for facial cleansing soap products, of course, it causes intense competition for each beauty company that has facial wash products. Kahf, one of the beauty brands for men who has facial wash products, of course, must pay attention to the brand image of facial cleansing soap products to increase consumer purchasing decisions. With the increase in internet and social media users in Indonesia, Kahf can rely on social media to form and maintain a brand image on its facial cleansing soap products to increase consumer purchasing decisions.*

*This study aims to determine the effect of social media marketing through brand image on purchasing decisions on Kahf facial wash products. This research method uses quantitative methods with non-probability sampling techniques as many as 160 respondents to consumers of Kahf facial wash products and actively using social media. Data was collected by distributing questionnaires via google form online. The data analysis technique used is PLS-SEM.*

*Based on the results of hypothesis testing, it can be concluded that Social Media Marketing and Brand Image have a positive and significant influence on Purchasing Decisions on Kahf facial wash products, Social Media Marketing has a positive and significant influence on Brand Image on Kahf facial wash products, and Social Media Marketing through Brand Image has a positive and significant influence on Purchasing Decisions on Kahf facial wash products.*

***Keywords : Social Media Marketing, Brand Image, Purchase Decision, Men's Facial Wash***