

ABSTRACT

The beauty industry in recent years has experienced rapid and significant growth, marked by the emergence of numerous local cosmetic and skincare brands in Indonesia. N'Pure, as a local skincare brand, utilizes TikTok as a platform to facilitate interaction between consumers and the brand through content videos, hashtags, live streams, and campaigns. Social media marketing has become one of the most effective strategies for reaching and directly engaging with consumers. However, N'Pure faces substantial challenges, particularly in terms of price competition with imported products. This issue is further exacerbated by a decline in consumer purchasing power, making consumers increasingly selective in choosing skincare products.

This study aims to examine and explain the extent to which social media marketing influences purchase intention through brand image in the case of N'Pure. The research uses a quantitative method with a causal research design. A total of 400 respondents were selected using a non-probability purposive sampling technique. Data were collected through questionnaires distributed via Google Forms. The data analysis technique employed is Structural Equation Modeling using Partial Least Squares (SEM-PLS) with SmartPLS 4.0 software.

The results of the study indicate that social media marketing has a positive and significant effect on purchase intention. Additionally, social media marketing positively and significantly influences brand image. Brand image also has a positive and significant effect on purchase intention. Furthermore, social media marketing has a positive and significant indirect effect on purchase intention through brand image.

Keywords: *Social Media Marketing, Purchase Intention, Brand Image, N'Pure*