

## **ABSTRACT**

*The beauty industry, particularly local skincare products, continues to experience rapid growth, with Bandung becoming one of the main markets with high spending levels on beauty products. The growth of internet access further drives the development of this industry. TikTok, as a popular social media platform in Indonesia and the platform with the highest usage time compared to other social media, offers significant opportunities for local beauty brands like Facetology to market and sell their products. Established in 2022, Facetology has managed to attract attention through creative marketing strategies on TikTok, recording sales of up to 1.6 million units on TikTok Shop. However, recently, its sales have shown a decline.*

*This study aims to analyze the effect of social media marketing on the purchase intention of Facetology products in Bandung, considering the roles of brand image and brand trust as mediator variables. The study will also examine the role of electronic word of mouth (eWOM) as a moderating factor influencing the relationship between social media marketing and purchase intention. Thus, this research aims to provide a deeper understanding of how social media marketing strategies affect consumer purchasing decisions in Bandung, particularly in the context of local skincare brands like Facetology.*

*The method used in this study is a quantitative approach with surveys. The research sample was selected using a non-probability convenience sampling technique. The data obtained will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of Smart PLS software. This method was chosen for its ability to handle complex models and provide valid analyses of the relationships between variables. It is expected that the results of this study can contribute to a deeper understanding of the influence of social media marketing on brand trust, brand image, and purchase intention, as well as how eWOM moderates these effects.*

**Keywords:** *social media marketing, brand trust, brand image, electronic word of mouth, purchase intention*