

The Impact of Social Media Influence Marketing on Enhancing Brand Awareness and Purchase Intention

Case Study at Customers of True To Skin Products

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Abstract—This research aims to: (1) To analyze the influence of social media marketing to increase brand awareness of TRUE to SKIN. (2) To analyze the influence of social media marketing strategies on TRUE to SKIN consumer buying interest. (3) To analyze the influence of brand awareness on TRUE to SKIN consumer buying interest. (4) To determine the influence of the role of social media marketing in mediating the influence of brand awareness on purchasing interest. The total sample was 170 respondents using the formula Hair et al. The data used is primary data originating from questionnaire answers. Obtaining questionnaire data from 170 respondents. Data processing uses the Statistical Package for the Social Sciences (SPSS) and Analysis of Moment Structure (AMOS) with the Structural Equation Modeling (SEM) analysis method. The research results are as follows: (1) social media marketing has a positive and significant effect on brand awareness. (2) brand awareness has a positive and significant effect on purchasing interest. (3) social media marketing has no or no significant effect on buying interest. (4) The role of social media marketing has a significant influence in mediating brand awareness on purchasing interest.

Keywords—Social Media Marketing; Brand Awareness; Buying Interest.

I. INTRODUCTION

Market opportunities in this era of globalization are very large, so marketers must be smart and have sensitivity in paying attention to everything that exists in the consumer market. A company can only have a competitive advantage if marketers can make consumer expectations come true. Consumer tastes and demands are continuously increasing. This must be used as feedback which can later increase the company's market share. Companies, especially those in the beauty business segment, that cannot follow marketing trends and consumer trends in the market will be displaced. The company must have uniqueness that makes it superior to competitors and has its own attractive value for consumers through product variants, shop windows, company brands, as well as through promotional strategies to attract consumers. One of the beauty businesses that has become a phenomenon in modern society today is the beauty business, namely *skincare*. Many *skincare brands* from abroad have entered Indonesia and stolen the buying interest of Indonesian consumers.

According to Kim and Ko (2012), *social media marketing* is two-way communication that seeks empathy with users, and the social media activities of a brand provide opportunities to reduce misunderstandings and prejudices towards the brand, as well as to increase brand value *by creating a platform*. to exchange ideas and information with the public. Introducing the existence of a product becomes *top of mind* and becomes the choice of consumers to buy the product being offered. Consumers will have more confidence in brands they know, and consumers will even be generous in their purchases by buying online repeatedly, even consumers will not hesitate to pay a high price to buy the product.

According to Kotler and Keller (2009) *Brand Awareness* is a person's ability to identify (recognize or remember) brands in a category in sufficient detail to make a purchase. With so many similar products in the skin care sector, companies make it difficult for consumers to choose which product suits their needs. One of the things that local *brand companies can do to differentiate their products from competitors' products is through branding* (Octavianti, 2012). *brands* are products that come from within their own country, produced and marketed within their own country. One of the local *skin care brands* in Indonesia is *TRUE to SKIN*.

TRUE to SKIN is a local *brand* that just arrived in December 2020. *TRUE to SKIN* is a local skin care brand that is clean and minimalist. The concept of this product is based on a single active ingredient reinforced with natural ingredients resulting in a gentle and effective formulation. and also *vegan, non-animal*, therefore this product is suitable for use by sensitive skin and for pregnant women.

TABLE I. SOCIAL MEDIA MARKETING TRUE TO SKIN

No	<i>social media marketing</i>	<i>Followers</i>
1	Instagram	142K
2	TikTok	57.4K
3	Twitter	4,738K
4	Shopee	156.6K
5	Lazada	9.0K
6	Blibli	134K

Source: TRUE to SKIN *social media marketing*

TRUE to SKIN markets its products through social media Instagram with 142K followers, TikTok 57.4K followers, Twitter 4,738RB followers and using e-commerce, namely Shopee 156.6RB followers, Lazada 9.0RB followers and Blibli 134RB followers. Name *the brand TRUE to SKIN* is not yet the most popular *skincare brand or the top brand* on Shopee which can be seen from *compas.co.id*. This data shows that *TRUE to SKIN* is not yet a *skincare brand* that is in great demand on Shopee, so in order to be able to compete with other *brands* and be known by consumers, *TRUE to SKIN* must always follow developments in marketing its products through *social media marketing*. This is very important for local *brand companies to do* so that the company can steal consumers' buying interest before deciding on the product they want to buy.

According to Kotler and Keller (2009) Purchase interest is behavior that appears as a response to objects that indicate the consumer's desire to make a purchase. One form of consumer behavior is interest or desire to buy a product. The form of consumer purchasing interest is potential consumers, namely consumers who have not yet taken purchasing action, who are potential purchasers. Buying interest is a happy attitude towards an object that makes someone try to get it by ordering and paying for it or taking it and paying for it and sacrificing something else. *TRUE to SKIN's* related efforts in *social media marketing* and *brand awareness* are still less aggressive when compared to other competitors who carry out promotions using well-known *influencers* so that *the brand* can be better known by its target market. Even so, *TRUE to SKIN* carries out a promotional content strategy through *social media marketing*, but not all promotional content can be known by many audiences.

This is proven in the results of pre-survey data that researchers have conducted to strengthen the phenomena in this research and data has been obtained from 37 respondents with questions related to the variables in the research, namely *social media marketing* and *brand awareness*. Based on the respondent data above, the largest percentage was obtained from the opinion that they had never seen *TRUE to SKIN promotional content*, 56.8% and yes, 43.2% had seen *TRUE to SKIN promotional content*, this indicates that there are many people who have never seen or hear promotional content from local *skincare brand TRUE to SKIN*. Even though promotion is an important factor in realizing the goal of selling a product so that consumers become interested.

Based on the data above, there is an opinion that states that 59.5% do not know the local *skincare brand TRUE to SKIN*, and yes, 40.5% know the local *skincare brand TRUE to SKIN*. So it can be concluded that there are still many people who don't know the local *TRUE to SKIN skincare brand*. This shows that *brand awareness* or awareness of the *TRUE to SKIN skincare product brand* in the minds of the public is still very low. The lack of brand awareness of this brand will of course affect purchasing interest

in this product, and this is the problem currently being faced by the *TRUE to SKIN brand*. Based on the phenomena above, it can be concluded that the local *TRUE to SKIN brand* still does not have much brand awareness in the community, as well as promotional activities on social media that are carried out relatively low, to influence consumers to steal consumers' buying interest. This will create consumer disinterest in buying the product.

Formulation Problem

1. How does *social media marketing influence TRUE to SKIN brand awareness* ?
2. How does *social media marketing influence purchase interest in TRUE to SKIN skincare products* ?
3. How does *brand awareness influence purchase interest in TRUE to SKIN skincare products* ?

What is the role of *social media marketing* in mediating influence *brand awareness* on purchasing interest?

II. METHOD

Research methods used in this study is quantitative analysis. This study tries explaining The Influence of *Social Media Marketing* in Increasing *Brand Awareness* on Interest in Buying *Skincare TRUE to SKIN*.

TABLE II. VARIABLES OPERATIONAL

Variables	Definition	Indicator	Scale
<i>Social Media Marketing</i> (X1)	<i>Social media marketing</i> is a process that encourages individuals to promote their websites, products, or services through online social channels.	<ol style="list-style-type: none"> 1. <i>Online communities</i> 2. <i>Interaction</i> 3. <i>Sharing of content</i> 4. <i>Accessibility</i> 5. <i>Credibility</i> As'ad and Alhadid (2014)	Likert
<i>Brand Awareness</i> (Y)	<i>Brand Awareness</i> is the ability of a person or group of people to remember, recognize, identify brands from certain product categories in sufficient detail in the basic dimensions of brand equity.	<ol style="list-style-type: none"> 1. <i>Recall</i> 2. <i>Recognition</i> 3. <i>Purchase</i> 4. <i>Consumption</i> Kotler and Keller (2012)	Likert
Purchase Interest (Z)	Purchase interest is a person's interest or desire to buy a product or service that is felt by consumers.	<ol style="list-style-type: none"> 1. <i>Transactional</i> interest 2. <i>Referential</i> interest 3. <i>Preferential</i> Interest 4. <i>Exploratory</i> interest Ferdinand (Hidayat, Elita, & Setiaman, (2012))	Likert

Population in research This is Jabodetabek *skincare* consumers . Sampling in this study Hair et al. (2010), the number of respondents in the sample must be adjusted to the size used in the research, with nx 5 observed variables (indicators) up to a maximum of nx 10 observed variables (indicators) which are assumed. The number of samples in this research is:

Sample = number of indicators x 10 = 13 x 10 = 130

Based on the calculation above, the sample size is 110. This research requires a minimum sample size of 130 respondents. So, the number for this research is 110 respondents who know the *TRUE to SKIN skincare product* in Jabodetabek. Research will be obtained directly by filling out a questionnaire which will be filled in by respondents, namely consumers who use Jabodetabek *skincare*. Data analysis method Using *Structural Equation Modeling* (SEM) Test, Partial t Test, Sobel Test.

III. RESULT AND DISCUSSION

A. Respondents Characteristic

In this research, questionnaire spread to consumer TRUE to SKIN skincare products throughout Jabodetabek and has 170 respondents also got it demographic data is known from respondents.

TABLE III. STATISTIC DISTRIBUTION OF RESPONDENTS BY DEMOGRAPHIC

Gender	Frequency	Percentage
Man	70	41.2
Woman	100	58.8
Total	170	100.0
Age	Frequency	Percentage
17-20 Years	25	14.7
21-25 Years	128	75.3
26-30 Years	17	10.0
Total	170	100.0
last education	Frequency	Percentage
High school/ equivalent	117	68.8
D3	11	6.5
S1	41	24.1
Another:	1	.6
Total	170	100.0
Work	Frequency	Percentage
Student / Students	89	52.4
Employee Private	47	27.6
Self-employed	11	6.5
Civil servants	7	4.1
Housewife	16	9.4
another:	170	100.0
Total	89	52.4
Expenditure	Frequency	Percentage

< IDR 1,000,000	43	25.3
IDR 1,000,000 - IDR 3,500,000	60	35.3
IDR 3,500,000 - IDR 5,000,000	28	16.5
> IDR 5,000,000	25	14.7
another:	14	8.2
Total	170	100.0
Domicile	Frequency	Percentage
Jakarta	22	12.9
Bogor	81	47.6
Depok	21	12.4
Tangerang	24	14.1
regency Cianjur	22	12.9
Total	170	100.0

Based on table III, can seen out of 170 respondents 70 respondents manifold sex man with percentage 41.2% and 100 respondents manifold sex Woman with percentage 58.8%. With thereby respondents from study This dominated by respondents of various types sex Woman . The table is obtained that of 170 respondents dominated by respondents aged 21-25 years , totaling 128 respondents with the percentage was 75.3% , followed by respondents aged 17-20 years , totaling 25 respondents with percentage of 14.7% and 10% of respondents 26-30 years old , with thereby respondents from study This dominated by ages 21-25 years . Based on the table is obtained that of 170 respondents domiciled with a high school / equivalent education totaling 117 respondents with the percentage was 68.8% , then S1, totaling 41 respondents with the other 24.1% percentage : totaling 1 respondent with 6%. With thereby respondents from study This dominated by respondents who are high school/ equivalent .

Based on the table can concluded that of 170 respondents as many as 89 respondents own work as student / college student with 52.4%, employee's employee private 47 Respondents with 27.6%, for employee self-employed had 11 respondents with 6.5%, per employment employee Civil servants 7 respondents with 4.1%, Mother House taga with 16 respondents or 9.4%, there were 16 respondents in other jobs with 9.4%. With thereby respondents to the research This dominated by respondents who have work as students / students .

Based on The Table, which is based on expenditure respondents with 170 respondents , has income IDR 1,000,000 - IDR 3,500,000 with 35.3% or 60 respondents, respondents who earned < IDR 1,000,000 were 25.3% with 43 respondents , then respondents with income IDR 3,500,000 - IDR 5,000,000 28 respondents or 16.5%, income > IDR 5,000,000 25 respondents with 14.7% ago For There were 14 respondents with other income with 8.2%. With thereby respondents to the research This dominated by respondents who have income as much as IDR 1,000,000 - IDR 3,500,000. Based on The Table, which is based on domicile respondents with 170 respondents , respondents with domicile the most was in Bogor with 81 respondents namely 47.6 % , followed by domicile Tangerang with 24 respondents namely 14.1%, then 22 respondents with 12.9% in Jakarta and the districts Cianjur, for domicile Depok 21 respondents with 12.4%. With thereby respondents to the research This dominated by respondents who live in Bogor.

B. Respondents Perception Index

Study This use scale Likert Where with use scale Likert Where every answer from respondents given mark score 1 to with 5 with given explanation as following : 5 Strongly Agree (SS), 4 Agree (S), 3 (Neutral (N), 2 Don't Agree (TS), 1 Very Not Agree (STS). As for the criteria interpretation of averages and categories index answer the respondent made as following :

TABLE IV. CRITERIA INTERPRETATION OF AVERAGES AND CATEGORIES INDEX

NO	INTERVALS	CRITERIA
1	1.00 – 1.80	Very low
2	1.81 – 2.61	Low
3	2.62 – 3.43	Enough
4	3.42 – 4.23	Tall
5	4.24 – 5.00	Very high

Following index answer respondents who have obtained of the 170 respondents made with use distribution frequency to results answer respondents .

TABLE V. INDEX OF RESPONDENTS PERCEPTIONS FOR VARIABLE INDICATORS

No	Indicator Code	Respondent Choice					Average	Criteria
		1	2	3	4	5		
1	<i>Social media marketing 1</i>		2	16	85	67	4.28	Very High
2	<i>Social media marketing 2</i>		1	16	97	56	4.22	Very High
3	<i>Social media marketing 3</i>		1	10	76	83	4.42	Very High
4	<i>Social media marketing 4</i>		1	25	88	56	4.17	Very High
5	<i>Social media marketing 5</i>			17	94	59	4.25	Very High
	<i>Average</i>						4.27	
1	<i>Brand Awareness 1</i>		5	22	87	56	4.14	Very High
2	<i>Brand Awareness 2</i>			25	71	74	4.29	Very High
3	<i>Brand Awareness 3</i>		1	19	95	55	4.20	Very High
4	<i>Brand Awareness 4</i>		2	17	74	77	4.33	Very High
	<i>Average</i>						4.24	
1	<i>Purchase Interest 1</i>		1	18	100	51	4.18	Very High
2	<i>Purchase Interest 2</i>		1	27	85	57	4.16	Very High
3	<i>Purchase Interest 3</i>			21	84	65	4.26	Very High
4	<i>Purchase Interest 4</i>			17	85	68	4.30	Very High
	<i>Average</i>						4.23	

Based on table above can see response from variables *Social media marketing* with index answer respondents *Online communities* with an average of 4.28% admission to Very High criteria , index answer respondents The average *interaction* is 4.22, very high criteria , *sharing of content* with the highest average namely 4.42 which is included to Very High criteria , index answer with the lowest average that is The average *accessibility* is 4.17 which is very high , for answer index The average *credibility* is 4.25 which is very high . so that can interpret that level agreement respondents to statement from variables *social media marketing* is Very High. Based on table above can see response from *Brand Awareness* variable with answer index The highest number of respondents was Consumption with an average of 4.33, very high criteria , then almost eliminated by *Recognition* with an average of 4.29 very high criteria , answer respondents *Purchase* get the average value is 4.20 with very high criteria , for average value yapling small in variables This that is *Recall* with an average of 4.14, a very high criterion . so that can interpret that level agreement respondents to statement from *Brand Awareness variable* is Very High.

Based on table above can seen response from variable Purchase Interest. Index Answer respondents' study This with the highest average, the average exploratory *interest* is 4.30 , a very high criterion , then the lowest average value for the research variable This is *referential* interest with the average value is 4.16, a very high criterion , then *Preferential* Interest average value is at 4.26 very high criteria , index answer respondent's *Transactional* interests The average score is 4.18, very high criteria . so that can interpreted that level agreement respondents to statement from variable Purchase Interest. is Very High .

C. Data Analysis Result

Based on Table VI, the results of the validity test on the variables *Social Media Marketing* (x) for question no 1 , namely 0.780; question no 2 , namely 0.618; question no 3 , namely 0.683; question no 4 , namely 0.611; question number 5 is 0.639. Calculated r-product-moment results the show more results big from the r-product-moment table of 0.149 (n=100, a=5%). as well as mark significance below 0.05, so can concluded that fifth question is valid and can be used for study furthermore .

TABLE VI. VALIDITY TEST RESULT

Question no	r-product moment calculates	r- product moment Table (n=100, a=5%	Significance	Conclusion
Social Media Marketing				
1	0.780	0.149	0.00	Valid
2	0.618	0.149	0.00	Valid
3	0.683	0.149	0.00	Valid
4	0.611	0.149	0.00	Valid
5	0.639	0.149	0.00	Valid
Brand Awareness				
1	0.740	0.1497	0.00	Valid
2	0.719	0.1497	0.00	Valid
3	0.725	0.1497	0.00	Valid
4	0.779	0.1497	0.00	Valid
Purchase Intention				
1	0.735	0.1497	0.00	Valid
2	0.770	0.1497	0.00	Valid
3	0.784	0.1497	0.00	Valid
4	0.746	0.1497	0.00	Valid

Based on Table 4.13, the results of the validity test on the variables *Brand Awareness* (y) for question no 1 , namely 0.740; question no 2 , namely 0.719; question no 3 , namely 0.725; question number 4 is 0.779. Calculated r-product-moment results the show more results big from the r-product-moment table of 0.149 (n=100, a=5%). as well as mark significance below 0.05, so can concluded that fourth question is valid and can be used for study furthermore . Based on Table 4.14, the results of the validity test on the Purchase Interest variable (z) for question no 1 , namely 0.735; question no 2 , namely 0.770; question no 3 , namely 0.784; question number 4 is 0.746. Calculated r-product-moment results the show more results big from the r-product-moment table of 0.149 (n=100, a=5%). as well as mark significance below 0.05, so can concluded that fourth question is valid and can be used for study furthermore .

TABLE VII. RELIABILITY TEST RESULT

Variable	Cronbach Alpha	Information
<i>Social media marketing</i>	0.822	Reliable
<i>Brand Awareness</i>	0.835	Reliable
Purchase Interest	0.852	Reliable

In table on showing that results from Cronbach alpha on constructs the stated reliable and capable used . Following is value obtained for every variable : Cronbach's Alpha results for the Social Media Marketing variable (x) is of 0.822 and bigger from 0.6 so Can said reliable. Cronbach's Alpha results for the Brand Awareness (y) variable is of 0.835 and bigger from 0.6 so Can said reliable. Cronbach's Alpha results for the Purchase Interest variable (z) is of 0.852 and bigger from 0.6 so Can said reliable . So, we can concluded that mark Cronbach alpha proves that construct in research This own good reliability .

TABLE VIII. NORAMALITY TEST RESULT

Variable (code)	Skewness ratio	Kurtosis ratio	Conclusion
<i>Social Media Marketing</i>	-2.814142998	0.934919758	Normal
<i>Brand Awareness</i>	-2.656373988	-0.796856899	Normal
Purchase Interest	-1.893159326	-1.089154895	Normal

Normality test in research This use method skewness and kurtosis ratio where Forget The skewness and kurtosis ratios are obtained with Skewness/Std method . Error of Skewness and with Kurtosis/Std method . Kurtosis Error. So, based on matter the obtained skewness and kurtosis ratios for every variable in study This as following : Skewness ratio for social media marketing variables is : -2.814142998 and kurtosis ratio -0.796856899 so For variable This can declared normal and acceptable used For study furthermore . Skewness ratio for variable *Brand Awareness* -2.814142998 and kurtosis ratio 0.934919758 so for variable This can declared normal and acceptable used for study furthermore . Skewness ratio for the Buying Interest variable is : -1.893159326 and the kurtosis ratio is -1.089154895 so for variable This can declared normal and acceptable used for study furthermore .

Structural model analysis in research This use Structural Equation Modeling (SEM) analysis .

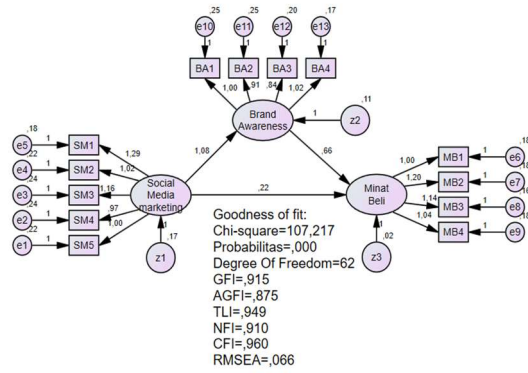


Fig. 1. SEM Based Research Model

TABLE IX. CONFIRMATOTY ANALYSIS RESULT

Indicator	Std Loading	Measurements Error	Reliable		Information
			CR	AVE	
SMM1	0.785	0.215	0.819	0.476	VALID
SMM2	0.664	0.336			
SMM3	0.694	0.306			
SMM4	0.636	0.364			
SMM5	0.661	0.339			
BA1	0.746	0.254	0.836	0.561	VALID
BA2	0.713	0.287			
BA3	0.726	0.274			
BA4	0.807	0.193			
MB1	0.734	0.266	0.853	0.591	VALID
MB2	0.793	0.207			
MB3	0.795	0.205			
MB4	0.752	0.248			

Can be concluded from all Tables above seen that all indicators inside study said reliable Because fulfil mark provision that is CR value is located above 0.70 and the AVE value is above 0.591. Based on goodness of fit criteria that can be seen in the table under This as following :

TABLE X. GOODNESS OF FIT

Fit Test Index	Results	Cut Off Value	Information
CMIN/ df	107,217/62	good fit	good fit
	=	(≤ 2.00)	

	1.729306452		
GFI	0.915	<i>good fit</i>	<i>good fit</i>
		(≥ 0.90)	
		<i>marginal fit</i> ($0.8 \leq AGFI \leq 0.9$)	
AGFI	0.875	<i>good fit</i>	<i>marginal fit</i>
		(≥ 0.90)	
		<i>marginal fit</i> ($0.7 \leq AGFI \leq 0.9$)	
NFI	0.91	<i>good fit</i>	<i>good fit</i>
		(≥ 0.90)	
		<i>marginal fit</i> ($0.8 \leq AGFI \leq 0.9$)	
CFI	0.96	<i>good fit</i>	<i>good fit</i>
		(≥ 0.90)	
		<i>marginal fit</i> ($0.8 \leq AGFI \leq 0.9$)	
TLI/NNFI	1.042857143	<i>good fit</i>	<i>good fit</i>
		(≥ 0.90)	
		<i>marginal fit</i> ($0.8 \leq AGFI \leq 0.9$)	
RSMEA	0.066	<i>good fit</i>	<i>good fit</i>
		(< 0.08)	

Based on table 4.20 were obtained 107.217 for Chi-Square, RMSEA value of $0.066 > 0.08$, GFI value of $0.915 > 0.90$, AGFI value of $0.875 < 0.90$, CMIN/DF of $1.729 > 2$, TLI value of $1.0428 > 0.90$, the CFI value is $0.947 > 0.96$ and the NFI value is $0.91 > 0.90$. From various criteria Incremental Fit Indices section throughout criteria that have been determined fulfil Terms and Conditions namely TLI, CFI and NFI. So that from criteria on showing that in a way the overall model suitability test is a suitable model fit accepted. Hypothesis testing done to four proposed hypotheses. With criteria hypothesis accepted If calculated t-value or *Critical Ratio* (CR) ≥ 1.96 and p value ≤ 0.05 .

TABLE XI. HYPOTHESIS TEST RESULT

No	Path			Estimate	S.E	CR	P	Information
H1	B.A	<-	BC	1,079	0.157	6,862	***	SUPPORTED
H2	MB	<-	B.A	0.658	0.114	5.78	***	SUPPORTED
H3	MB	<-	BC	0.217	0.131	1,652	0.098	NOT SUPPORTED

Based on table 4.21 is obtained results testing hypothesis in research This as following :

H0: the influence of *social media marketing* has an influence *significant* on *brand awareness*

H1: *social media marketing* has an effect in a way Positive and significant on *brand awareness*

Because the t-Value or CR value is $6.862 < 1.96$ and the P value is $0.707 > 0.05$, then H1 is accepted which means *social media marketing* influential in a way Positive and significant to *brand awareness* or *social media marketing* makes consumer become aware of TRUE to SKIN products .

H0: influence *brand awareness* has an effect *significant* to interest buy

H2: *brand awareness* influential in a way Positive and significant to interest buy

Because the t-Value or CR value is $5.78 < 1.96$ and the P value is $0.707 > 0.05$, then H2 is accepted which means *brand awareness* influential in a way Positive and significant to interest buy or *brand awareness* creates consumer become interest for buy TRUE to SKIN products .

H0: the influence of *social media marketing* has an influence *significant* to interest buy

H3: *social media marketing* does not influential or not significant to interest buy .

Because the t-Value or CR value is $1.652 < 1.96$ and the P value is $0.098 > 0.05$, then H3 is rejected which means *social media marketing* No influential or not significant to interest buy or *social media marketing* does not make consumer become interest buy

H0: *social media marketing, brand awareness* has an influence *significant* to interest buy

TABLE XII. SOBEL TEST RESULT

No	Path		Estimate	S.E	CR	P	Information
H4	MB	<-B.A <- SM	4,419	4.42	0.00000987	SUPPORTED	H4

H4: The role of *social media marketing* is influential significant in mediate *brand awareness* to interest buy

For test influence *brand awareness* to interest buy with *social media marketing* as mediation , yes seen from big influence direct or not direct . Viewed from table 4.18 that influence direct from *brand awareness* to interest buy only amounted to 1,079 whereas influence No straight away amounting to 4,419 so can is known If influence direct *brand awareness* to interest buys smaller compared to influence No straight away Because exists influence *social media marketing* is becoming mediation so that influence No direct more big . So, the conclusion H 4 can be drawn from the research This can accepted so that *social media marketing* influential significant in mediate *brand awareness* of interest buy TRUE to SKIN products .

D. Discussion

The influence of social media marketing towards *Brand Awareness. social media marketing* has a positive and significant effect on *brand awareness*. Because the t-Value or CR value is $6.862 < 1.96$ and the P value is $0.707 > 0.05$, H1 is accepted, which means that *social media marketing* has a positive and significant effect on *brand awareness* or *social media marketing* makes consumers aware of TRUE to products. SKINS.

The influence of *brand awareness* on buying interest in *TRUE to SKIN. brand awareness* has a positive and significant effect on interest in buying. Because the t-Value or CR value is $5.78 < 1.96$ and the P value is $0.707 > 0.05$, H2 is accepted, which means *brand awareness* has a positive and significant effect on buying interest or *brand awareness. make consumers interested in buying TRUE to SKIN products.*

The influence of social media marketing on Purchase Interest. *Social media marketing* has no effect and no significant impact on buying interest. Because the t-Value or CR value is $1.652 < 1.96$ and the P value is $0.098 > 0.05$, H3 is rejected, which means that *social media marketing* does not have a negative and significant effect on buying interest or *social media marketing* does not make consumers interested in buying.

The role of *social media marketing* in mediating *brand influence awareness. To test the influence of brand awareness* on purchasing interest with *social media marketing* as mediation, it can be seen from the magnitude of the direct and indirect influence. It can be seen from table 4.18 that the direct influence of *brand awareness* on purchasing interest is only 1.079, while the indirect influence is 4.419, so it can be seen that the direct influence of *brand awareness* on purchasing interest is smaller than the indirect

influence because of the mediating influence of *social media marketing* so that the influence not immediately bigger. So, we can draw the conclusion H4 In this research, it can be accepted that *social media* has a significant influence in mediating *brand awareness* on purchasing interest in TRUE to SKIN products.

E. Managerial Implications

Implications managerial from discussion and results analysis in study about regarding “ Influence *Social media marketing* in improving *Brand Awareness* Regarding Interest in Buying *Skincare TRUE to SKIN*”. Which can made material evaluation for *TRUE to SKIN* on deep marketing strategy promote the product . With the variables used that is *social media marketing* and *brand awareness* of interest buy each other related between moderate variables researched . If it's *social media marketing* engaging, and *brand awareness* is top of mind consumer so will There is Lots interested consumers for buy *TRUE to SKIN* . On the contrary If *social media marketing* and *brand awareness* No interesting consumer so consumer Possible will choose another brand compared *TRUE to SKIN* . Therefore That There is a number of things that *TRUE to SKIN* must do based on study on :

1. From the results findings in research This obtained that in matter. which is related with *brand awareness* own the highest value compared with other variables. Then p These implications for manufacturers or TRUE to SKIN Company and company other , that *brand awareness* has important role for steal interest buy consumer for enter TRUE to SKIN products become choice consumer . So, with exists *brand awareness* in mind consumer , consumer will more believe to the brand they are known even consumer will be royal in the purchase with method buy in a way over and over again , even consumer No will disinclined disinclined pay dearly for buy the product . One of effective marketing is with introduce existence product the be top of mind. With increase equity *brand awareness* will add wealth in value something brand , if recognition and trust in the brand will give rise to loyalty consumer so that will allow the Company to get margin and gain consumer new . With consumer semangin aware will be TRUE to SKIN brand then will the more increase interest buy consumer . Activities that can be carried out by the Company in increase *brand awareness* can do advertising , using service *influencers*, using web set for introduce and promote product , do introduction product through *social media marketing*.
2. Contribution main in study This is *social media marketing* as mediation *brand awareness* of interest buy . On research This *social media marketing* also plays a role important in increased awareness *brand awareness* in influence interest buy consumers, which if *social media marketing* is capable introduce TRUE to SKIN products to halayak consumer so will presenting profit for producer or TRUE to SKIN Company and company other .

Maintain *brand awareness* in mind consumer. Promote product *TRUE to SKIN* with consistent , then consumer will be more aware of the *TRUE to SKIN* brand with so consumer will make *TRUE to SKIN* as one his choice and is in the mind consumer with so can influence interest buy consumer to his choice.

IV. CONCLUSION AND RECOMMENDATION

A. Conclusion

Based on analysis and hypothesis testing regarding “The Influence of *Social Media Marketing* in Increasing *Brand Awareness* on Interest in Buying *Skincare TRUE to SKIN*” . The above can be concluded as follows:

1. *social media marketing* has a positive and significant effect on *brand awareness* or *social media marketing* makes consumers aware of TRUE to SKIN care products .
2. *brand awareness* has a positive and significant effect on purchase interest or *brand awareness* makes consumers interested in buying TRUE to SKIN care products.
3. *social media marketing* does not have a negative and significant effect on buying interest or *social media marketing* does not make consumers interested in buying TRUE to SKIN care.
4. The role of *social media marketing* has a significant influence in mediating *brand awareness* on purchasing interest or H₄ in this research can be accepted so that *social media marketing* has a significant influence in mediating *brand awareness* on purchasing interest in TRUE to SKIN care products.

B. Recommendation

Based on the research conclusions presented above, suggestions will be presented that can be used as consideration for companies or for further research as follows:

1. For the TRUE to SKIN company, the influence of *social media marketing* does not have a significant effect on consumer buying interest, but *brand awareness* has a significant effect on consumer buying interest with a t-Value or CR value of $5.78 < 1.96$ and a P value of $0.707 > 0.05$, meaning that if consumers are aware of TRUE to SKIN products then consumers are interested in buying that product, then the role of *social media marketing* has a significant influence in mediating *brand awareness* on consumers' buying interest in TRUE to SKIN products. In this way, *social media marketing* must be used effectively and efficiently in introducing products to consumers in the most attractive way possible, by providing interesting content so that it will create a sense of awareness and interest in buying TRUE to SKIN products.
2. For future researchers, it is recommended to ensure the quality of respondents' answers and ensure whether respondents understand and understand the statements submitted so that they can produce better results.

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