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**Research Article**

# The Influence of Social Media Marketing and Brand Image on the Purchase Intention of Make Over Products on Tiktok

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**ABSTRACT**

This study investigates the influence of social media marketing and brand image on purchase intention for Make Over products on TikTok platform in Indonesia's evolving digital economy. With rapid technological advancement driving increased internet dependency, Indonesia's 213 million internet users (77% of the population) spend an average of 7 hours 42 minutes daily online, fundamentally shifting consumer behavior toward online information sources for purchasing decisions. Make Over, a local cosmetics brand under PT Paragon Technology and Innovation offering makeup tools, foundations, lip creams, and eyeshadows, leverages social media marketing, particularly on TikTok, to reach younger generations through influencer collaborations and creative content. This research employs a quantitative approach with causal design to analyze the relationships between social media marketing, brand image, brand trust, and purchase intention, with electronic word-of-mouth (E-WOM) as a moderating variable. Using purposive sampling, data was collected from 384 respondents who are active TikTok users familiar with Make Over products through questionnaires and analyzed using SEM-PLS software. Results confirm that social media marketing significantly influences purchase intention, brand image, and brand trust, while both brand image and brand trust positively affect purchase intention. Furthermore, E-WOM effectively moderates the relationship between social media marketing and purchase intention. These findings demonstrate that integrated digital marketing strategies combining social media engagement, brand image management, and leveraging positive electronic word-of-mouth can significantly enhance consumer purchase intentions in Indonesia's competitive cosmetics market, providing valuable insights for brands seeking to optimize their digital marketing effectiveness on platforms like TikTok.

**Keywords:** Social Media Marketing, Brand Image, Brand Trust, Ewom, Purchase Intention, TikTok, Make Over

## INTRODUCTION

The era of globalization is characterized by rapid advances in information and communication technology, significantly increasing humanity's need for information (Subandowo, 2022). The internet has emerged as a global network that serves as an important platform across politics, business, and entertainment, eliminating distance barriers and enabling global interaction. The rapid development of internet as a primary means of global communication and information exchange has impacted various economic sectors including business in Indonesia (Fauzi et al. 2023). Indonesia's increasing internet penetration has accelerated e-commerce growth with intense competition (Machella Shevany, 2018), transforming business operational models (Nasution et al., 2020) while technology drives efficiency and productivity improvements in production processes (Baiturrahmi Nur Hizbandyah et al., n.d.). According to We Are Social and Hootsuite (2023), Indonesia has 213 million internet users as of January 2023, comprising 77% of the country's 276.4 million population (Annur, 2023), with users spending an average of 7 hours 42 minutes daily online (APJII, 2023). This technological progress has shifted consumer behavior, as people increasingly rely on internet and social media platforms to research brands, products, services, and reviews before

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making purchasing decisions (Maulana et al., 2020), demonstrating a growing dependence on online information sources for informed decision-making.

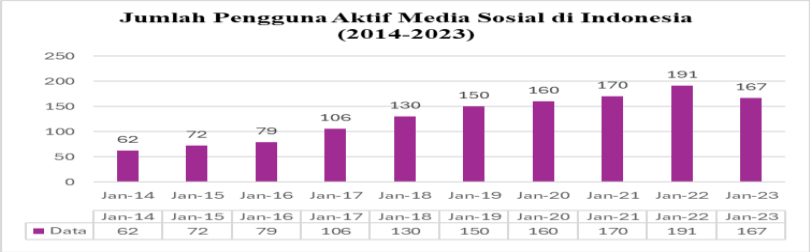


**Figure 1.1**

**Number of active social media users in Indonesia (2014-2023)**

Source : dataindonesia.id (2023)

Based on figure 1.1, active social media users in Indonesia reached 60.4% of the population, equivalent to 167 million people, as of January 2023. However, the number of active social media users in that month experienced a 12.57% decrease compared to 2022, when total users reached 191 million. This decline, the first in ten years, was caused by revisions or adjustments made by We Are Social in January 2023, meaning the data shown in the graph cannot be directly compared with percentage figures or running years in this research object. The graph of active social media users in Indonesia reveals a phenomenon in social media user trends. With a large population and increasingly rapid technology adoption, social media has become an important tool not only for social interaction but also as a strategic instrument for companies (Andi Muh Akbar Saputra et al., 2023). By utilizing social media, companies can reach wider audiences, interact directly with customers, and build loyal communities. Additionally, enhancing brand image helps companies become more recognized and remembered by the public, thus driving purchase interest. This strategy not only boosts company popularity but also contributes to sales growth and business sustainability in an increasingly competitive market (Asi & Hasbi, 2021).

**Table 1.1 The Most Used Social Media Platforms Of 2023**

| Platform Media Sosial | Presentase |
|---|---|
| **WhatsApp** | 92,1% |
| **Instagram** | 86,5% |
| **Facebook** | 83,8% |
| **TikTok** | 70,8% |
| **Telegram** | 64,3% |
| **Twitter** | 60,2% |
| **FB Messenger** | 51,9 % |
| **Snack Video** | 37,8% |
| **Pinterest** | 36,6% |
| **Line** | 31,9% |
| **LinkedIn** | 26,8% |
| **Discord** | 15,9% |
| **Snapchat** | 15,5% |

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| | |
|---|---|
| **Likee** | 11,9% |
| **Skype** | 11,0% |

*Source: We are Social (2023)*

Instagram Facebook Data in Table 1.1 shows that WhatsApp occupies the first position as a social media that is often used with 92.1% followed by Instagram at 86.5%, Facebook at 83.8% and in fourth place is TikTok with a value of 70.8 %. A survey conducted by We Are Social as of January 2023 explains that people use social media for various reasons, some of the main reasons for using social media are looking for inspiration for things they want to do or buy with a value of 50.4%, looking for video content 48.8%, watching live streams 38% and looking for products to buy at 36.5% (We are Social, 2023). Although TikTok ranks fourth according to data on We Are Social but in 2023, TikTok is one of the social media platforms that are being used by companies in Indonesia to promote and sell their products. Here is an overview of the largest number of Tiktok users in the world in 2023 in graph 1.1 as follows:

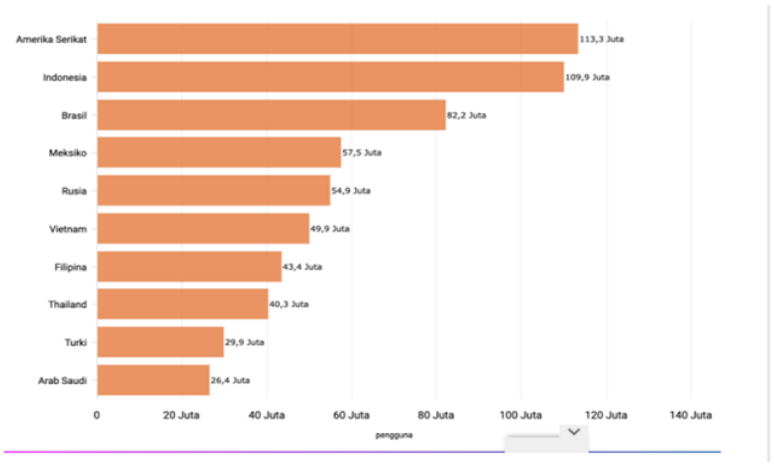


**Figure 1.3**

**The largest number of TikTok users in the world 2023**

Source : Databoks.katadata.co.id

According to databoks.data.co.id data from 2023 (Figure 1.3), Indonesia has the second-largest TikTok user base globally with 109.9 million users, following the United States with 113.3 million users. This substantial user base presents TikTok as a strategic platform for Indonesian companies to develop effective marketing strategies and engage with target audiences through innovative features that enable attractive content creation and stronger consumer interaction (Anam & Fasa, 2024). The cosmetic industry, with numerous brands participating in this sector, actively leverages social media for business. According to Mutia (2022), cosmetics have become a basic human necessity that continues to evolve, playing an important role in helping individuals appear attractive. Statista data shows significant growth in Indonesia's beauty and personal care market, with revenue increasing from US$5.93 billion in 2020 to US$6.34 billion in 2021 and US$7.23 billion in 2022 (equivalent to Rp111.83 trillion at an exchange rate of Rp15,467.5), with projected annual growth of 5.81% (CAGR) from 2022 to 2027. This growth reflects changing consumer behavior increasingly aware of appearance importance and product quality. Cosmetics serve as essential products for women seeking to enhance their beauty effectively (Miftakhul Winivia et al., 2020), leading many companies to compete by offering various products and implementing diverse marketing strategies to attract consumers, particularly women. In Indonesia, numerous local cosmetic brands like Make Over are gaining popularity, with surveys showing consumers increasingly prefer local brands that meet their needs due to intense competition in the cosmetic industry.

According to a 2022 Populix survey, 54% of Indonesian consumers prefer local cosmetic brands over international ones (11%). Among favorites, Wardah leads with 48% user preference, followed by Emina (40%) and Make Over (22%). Make Over distinguishes itself by targeting young adults with professional, high-quality products, despite

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ranking third. The brand has successfully built its presence on social media platforms, particularly TikTok, Instagram, and Shopee, with millions of followers. As TikTok becomes a crucial marketing platform for cosmetics in Indonesia, Make Over utilizes features like TikTok Live and TikTok Shop to create engaging content. Positive comments and testimonials on social media strengthen Make Over's brand image and influence purchase intentions. This research aims to analyze how social media marketing and brand image affect purchase intention for Make Over products on TikTok, with electronic word-of-mouth (eWOM) as a moderating variable, addressing a significant gap in current marketing research specific to Indonesian cosmetics on TikTok.

## LITERATUR REVIEW

### 2.1 Social Media Marketing

Social Media Marketing refers to the strategic utilization of social media platforms to promote products, services, or brands through engaging content creation, community interaction, and targeted advertising. According to Yadav & Rahman (2018), effective social media marketing encompasses five critical dimensions: interactivity, informativeness, personalization, trendiness, and word-of-mouth. In the cosmetics industry, particularly for brands like Make Over, TikTok has emerged as a pivotal platform for reaching younger demographics through visually compelling content that showcases product applications and benefits. The platform's algorithm-driven content discovery mechanism enables brands to achieve significant organic reach when their content resonates with users, fostering higher engagement rates compared to traditional marketing channels. Furthermore, the interactive nature of social media marketing facilitates two-way communication between brands and consumers, allowing for real-time feedback, personalized responses, and the cultivation of brand communities that enhance customer loyalty and advocacy.

### 2.2 Brand Image and Brand Trust

Brand Image represents the collective perceptions, beliefs, and associations that consumers hold regarding a brand, encompassing both tangible attributes and emotional connections. As Kotler & Keller (2016) articulated, brand image is constructed through the strength, favorability, and uniqueness of brand associations in consumers' memory networks. For cosmetic brands like Make Over, brand image is particularly critical as it influences consumers' perceptions of product quality, efficacy, and value. Concurrently, Brand Trust signifies consumers' confidence in a brand's reliability, integrity, and ability to consistently deliver on its promises. According to Bilgin & Kethüda (2022), brand trust develops through repeated positive interactions and experiences with the brand, fostering a sense of security and risk reduction in purchase decisions. In the beauty industry, where products directly impact personal appearance and potentially skin health, the establishment of trust becomes paramount for cultivating long-term customer relationships. Both brand image and trust interact synergistically, with a positive image enhancing trust and established trust reinforcing positive brand associations, ultimately creating a virtuous cycle that drives consumer preference and loyalty.

### 2.3 EWOM and Purchase Intention

Electronic Word of Mouth (EWOM) represents a transformative evolution of traditional word-of-mouth communications, encompassing consumer-generated content about products or services distributed via digital platforms. According to Goyette et al., as cited in Salhab et al. (2023), EWOM can be measured through four dimensions: intensity, valence of opinion, content, and platform support. In the cosmetics industry, beauty influencers, user reviews, and social media discussions significantly shape consumer perceptions and decisions. Purchase Intention, as defined by Kotler et al. (2022), reflects the likelihood that consumers will plan or be willing to purchase a specific product or service in the future, influenced by awareness, appeal, inquiry, action, and advocacy stages in the consumer journey. For beauty brands like Make Over, understanding the relationship between EWOM and purchase intention is crucial, as positive online reviews and recommendations can substantially lower perceived risk and increase confidence in purchase decisions. Moreover, the moderating effect of EWOM on the relationship between social media marketing and purchase intention highlights the interconnected nature of digital marketing strategies, where planned marketing content and organic consumer communications collectively shape buying behavior.

### 2.4 Framework Of Thought

The conceptual framework presented in the research illustrates the intricate relationships between Social Media Marketing (SMM), Brand Image, Brand Trust, Electronic Word of Mouth (EWOM), and Purchase Intention specifically for Make Over cosmetic products on TikTok. Based on comprehensive literature review, the framework

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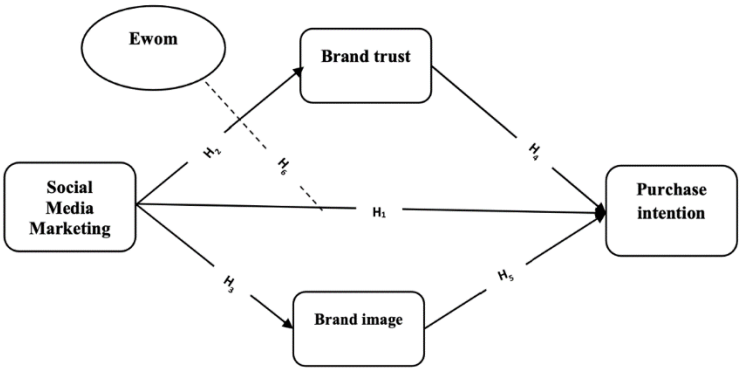
proposes that effective SMM positively influences both Brand Image and Brand Trust, which subsequently enhance Purchase Intention. The model distinctively positions EWOM as a critical moderating variable that strengthens the relationship between SMM and Purchase Intention, acknowledging how consumer-generated content significantly impacts purchasing decisions in the digital marketplace. Various studies support these relationships, including research by Salhab et al. (2023), Savitri et al. (2022), and Aji et al. (2020), which collectively demonstrate how SMM strategies, when properly implemented, can create sustainable impact on consumer purchasing decisions through the enhancement of brand perceptions and trust. This theoretical foundation provides valuable insights for cosmetic brands seeking to optimize their digital marketing strategies on visual-centric platforms like TikTok where content engagement drives consumer conversion.




## METHODS

### 3.1 Measurement

This research employs a quantitative approach utilizing a comprehensive measurement framework based on validated scales from previous studies to assess the relationships between the constructs. Social Media Marketing is measured through five dimensions adapted from Yadav & Rahman (2018): interactivity (ease of interaction, company responsiveness), informativeness (accuracy and relevance of information), personalization (meeting specific needs, relevance to preferences, unique experiences), trendiness (product popularity, content relevance to current trends), and word of mouth (influence of recommendations). Brand Image assessment follows Schiffman & Kanuk's (2022) framework, examining quality perceptions (product quality, superiority over competitors, consistency), reliability (dependability in meeting needs, public trust, credibility based on experience), price factors (value for money, benefit alignment, long-term affordability), and brand image factors (positive perceptions, alignment with consumer values, reputation). Brand Trust is evaluated using the dimensions proposed by Ika & Kustini as cited in Suntoro & Silintowe (2020): survival (satisfaction with the brand, alignment with consumer values) and intentionality (sense of security, consumer trust). Electronic Word of Mouth (EWOM) is measured through Goyette et al.'s dimensions as cited in Salhab et al. (2023): intensity (frequency of social media access, information seeking), valence of opinion (positive comments, recommendations, satisfaction expressions), content (information about product variety, transaction security, quality), and platform support (ease of review submission, reliable information display). Finally, Purchase Intention is assessed using Kotler et al.'s (2022) framework: awareness (knowledge of the brand, information sources), appeal (brand attractiveness compared to competitors, relevance of solutions), asking (information seeking, review reading), action (purchase decision, satisfaction after use), and advocacy (brand loyalty, willingness to recommend). All constructs are measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), allowing for standardized assessment across all variables.

### 3.2 Population and Sample

The research population comprises individuals who actively use TikTok social media platform and have either purchased or viewed Make Over cosmetic products, targeting adults aged 16-60 years who represent the primary demographic for Make Over's premium cosmetic products. The sampling technique employed is non-probability sampling with purposive sampling, where respondents must meet specific criteria: active TikTok users, previous exposure to Make Over content on TikTok, age between 16-60 years, and residence in Indonesia. Given that the exact population size of Make Over consumers on TikTok is unknown, the sample size was determined using the Bernoulli

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formula with a 95% confidence level (Z-score = 1.96), maximum variance (p = 0.5), and a 5% margin of error, resulting in a minimum required sample of 385 respondents. This approach aligns with Sugiyono's (2022) recommendation for causal research with unknown population sizes, ensuring adequate statistical power for structural equation modeling while maintaining representation across demographic segments. The strategic selection of sample criteria enhances the validity of findings in relation to the research objectives, particularly in understanding how TikTok marketing influences purchase intention among Make Over's target audience. The geographical distribution of respondents across Indonesia further strengthens the generalizability of findings, although the study acknowledges a higher concentration of participants in urban areas such as Jakarta (28.6%) and Bandung (18.2%), reflective of Make Over's primary market penetration.

### 3.3 Data Collection

The data collection process employed both primary and secondary data sources to ensure comprehensive analysis. Primary data was gathered through an online questionnaire distributed via Google Forms, leveraging social media platforms to efficiently reach the target demographic of active TikTok users familiar with Make Over products. The questionnaire was structured into four sections: respondent characteristics (demographic information including age, occupation, education level, monthly income, and location), screening questions (to verify TikTok usage and familiarity with Make Over), and the main instrument containing 50 statements measuring the five research variables (Social Media Marketing, Brand Image, Brand Trust, EWOM, and Purchase Intention). Each construct was measured using previously validated scales adapted to the context of cosmetic products on TikTok, with responses recorded on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data was sourced from credible academic journals, reference books, and online publications to establish the theoretical framework and support the research design. The questionnaire underwent pretesting for validity and reliability before full-scale implementation, and data collection occurred over a cross-sectional timeframe to capture consumer perceptions at a specific point in time. This methodology aligns with Sekaran and Bougie's (2016) recommendation for studies examining consumer behavior in digital environments, ensuring data accuracy while minimizing potential for self-selection bias through transparent participant recruitment strategies.

### 3.4 Data Analysis

The research employs Structural Equation Modeling with Partial Least Squares (PLS-SEM) using SmartPLS 3.2.9 software as the primary analytical technique, chosen for its ability to simultaneously examine complex relationships between multiple constructs while accommodating non-normal data distribution. The analysis follows a two-stage approach: first evaluating the measurement model (outer model) and then assessing the structural model (inner model). The outer model evaluation includes convergent validity testing (examining factor loadings > 0.70 and Average Variance Extracted > 0.50), discriminant validity assessment (using cross-loading analysis and Fornell-Larcker criterion), and reliability testing (through Composite Reliability > 0.70 and Cronbach's Alpha > 0.60). The inner model assessment involves examining R-Square values to determine the explanatory power of the model (with values of 0.169 for Brand Image, 0.203 for Brand Trust, and 0.294 for Purchase Intention), Q-Square analysis to evaluate predictive relevance (with values > 0), and F-Square calculations to assess effect sizes between constructs. Hypothesis testing is conducted through bootstrapping procedures with 5,000 resamples, where hypotheses are accepted when t-statistics exceed 1.645 (one-tailed test) or 1.974 (two-tailed test) and p-values are below 0.05. Additionally, the moderating effect of EWOM on the relationship between Social Media Marketing and Purchase Intention is specifically tested using interaction terms within the PLS-SEM framework. This comprehensive analytical approach, guided by Hair et al.'s (2021) recommendations for PLS-SEM implementation, enables robust examination of both direct relationships between constructs and the mediating/moderating effects hypothesized in the research model.

## RESULTS

### 4.1 Respondent Characteristics

The research involved 385 respondents who were all active TikTok users (100%) with exposure to Make Over cosmetic products content, providing valuable insights into the demographic profile of the target market. The majority of respondents (72.4%) reported spending 3 hours or more daily on TikTok, indicating high platform engagement, with 38% spending exactly 3 hours and 34.4% spending more than 3 hours daily. Age distribution revealed a predominantly young demographic, with the highest concentration of respondents at age 22 (15.6%), followed by those aged 25 (9.6%) and 21 (9.4%), collectively demonstrating that Make Over's TikTok audience

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primarily consists of users aged 20-25 years. Educational background analysis showed that most respondents had completed either high school/vocational school (47.4%) or diploma/undergraduate degrees (45%), while occupational data indicated that students constituted the largest segment (41.6%), followed by entrepreneurs (21.8%) and civil servants (14.3%). Monthly income data revealed that 47% of respondents earned between Rp 1,000,000-5,000,000, while 23.4% earned between Rp 5,000,000-8,000,000, suggesting a middle-income consumer base. Geographically, respondents were distributed across Indonesia with notable concentrations in urban centers, particularly Jakarta (28.6%) and Bandung (18.2%), while Bali, Yogyakarta, Lombok, Sulawesi, Kalimantan, Sumatra, and East Java were also represented, though in smaller proportions, indicating Make Over's stronger market penetration in major Javanese urban areas.

### 4.2 Descriptive Statistical Analysis

The following are the results of a descriptive statistical analysis of the research data showing that all indicators have a normal distribution:

#### 4.2.1 Data Normality Test Results

According to Indrawati (2015), data normality test is necessary because the results of statistical tests (t or F test) will be interpreted into population parameters. This is due to the normal distribution of both population and sample data, especially small samples. As a result, the T and F tests conclude that the residual values follow a normal distribution. If this assumption is violated or not met, the statistical test is invalid. Normality test can be done by researchers using graphs and statistical tests. Normality test is used to determine whether the data in the regression model, the dependent variable, and the independent variable has a normal distribution (Non-Normal). The following table 3.1 which is the result of data normality to determine whether the data is normally distributed, this study calculates the value of excess kurtosis and skewness.

**Table 4.1 Data Normality Results**

| Variabel | Indikator | *Excess Kurtosis* | *Skewness* |
|---|---|---|---|
| *Social Media Marketing* | SCM.1 | 0,130 | -1.322 |
| | SCM.2 | 0,288 | -1.240 |
| | SCM.3 | 0,346 | -1.318 |
| | SCM.4 | 0,306 | -1.201 |
| | SCM.5 | 0,275 | -1.308 |
| | SCM.6 | 0,382 | -1.274 |
| | SCM.7 | 0,305 | -1.308 |
| | SCM.8 | 0,334 | -1.293 |
| | SCM.9 | 0,329 | -1.249 |
| | SCM.10 | 0,340 | -1.297 |
| | SCM.11 | 0,364 | -1.292 |
| | SCM.12 | 0,370 | -1.270 |
| | SCM.13 | 0,150 | -1.285 |
| *Brand Image* | BI.1 | 0.076 | -1.201 |
| | BI.2 | 0.005 | -1.136 |
| | BI.3 | -0.209 | -1.149 |
| | BI.4 | 0.026 | -1.095 |
| | BI.5 | -0.106 | -1.123 |
| | BI.6 | -0.036 | -1.177 |
| | BI.7 | 0.007 | -1.154 |
| | BI.8 | 0.081 | -1.160 |

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| Variabel | Indikator | *Excess Kurtosis* | *Skewness* |
|---|---|---|---|
| | BI.9 | -0.030 | -1.136 |
| | BI.10 | -0.186 | -1.134 |
| | BI.11 | -0.008 | -1.100 |
| | BI.12 | -0.023 | -1.194 |
| *Brand Trust* | BT.1 | 0.031 | -1.133 |
| | BT.2 | -0.115 | -1.116 |
| | BT.3 | -0.051 | -1.102 |
| | BT.4 | -0.149 | -1.159 |
| *E-Wom* | EW.1 | 0,305 | -1.320 |
| | EW.2 | 0,238 | -1.211 |
| | EW.3 | 0,262 | -1.248 |
| | EW.4 | 0,242 | -1.326 |
| | EW.5 | 0,345 | -1.234 |
| | EW.6 | 0,165 | -1.275 |
| | EW.7 | 0,260 | -1.253 |
| | EW.8 | 0,277 | -1.233 |
| | EW.9 | 0,177 | -1.302 |
| | EW.10 | 0,287 | -1.295 |
| | EW.11 | 0,304 | -1.232 |
| *Purchase Intention* | PI.1 | 0.037 | -1.186 |
| | PI.2 | -0.032 | -1.158 |
| | PI.3 | 0.029 | -1.139 |
| | PI.4 | -0.053 | -1.092 |
| | PI.5 | 0.038 | -1.124 |
| | PI.6 | -0.229 | -1.157 |
| | PI.7 | 0.038 | -1.123 |
| | PI.8 | 0.026 | -1.162 |
| | PI.9 | 0.006 | -1.171 |
| | PI.10 | -0.217 | -1.164 |

Source: SmartPLS Analysis Results (2024)

Table 4.1 describes that this study, the value of excess kurtosis ranged between -1.362 and -1.152, and the value of skewness ranged between -0.422 and -0.541. The value of excess kurtosis is considered normally distributed if it is between -3 and +3, and the value of skewness is not greater than +1 and not smaller than -1 (Fahmeyzan et al., 2018). An excess kurtosis value between -3 and +3 indicates an acceptable distribution. Conversely, a skewness value between -3 and +3 indicates an acceptable distribution. Thus, it can be concluded that the distribution of data in this study is normal based on this criterion. This is evidenced by the fact that the items in the study had excess kurtosis and skewness values corresponding to the criteria, as shown by table 4.17

**4.2.2 Evaluation Of The Outer Model**

This study utilizes a method of analysis referred to as PLS, or partial least squares approach. The analysis process was carried out using SmartPLS software version 3.2.9, which assisted the study. SmartPLS is a statistical technique designed to overcome multiple regression problems when there are certain constraints on the data, such as a limited

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number of samples (Solling Hamid & Suhardi, 2019). The equation in the outer model (measurement model) shows a cause-and-effect relationship between indicators and research variables (Ghozali, 2021).

### 4.2.3 Convergent Validity

In research, convergent validity becomes an important element to determine the extent to which indicators can accurately measure the variables or objects that are the focus of analysis. Convergent validity was tested using loading factor and Average Variance Extracted (AVE). Loading factor reflects the weight or contribution of each item in the indicator to the variable under study. Whereas, AVE refers to the average variance described by the indicator against the latent variable, which describes the internal consistency of the indicator (Siregar et al., 2022). Convergent validity can be evaluated through the reliability value of an item, which is integrated with the loading factor. Loading factor testing is done by comparing the correlation between composite score or item score with construct score produced through Partial Least Squares (PLS) approach. A loading factor value above 0.70 indicates a high level of validity (Ghozali, 2019). After data analysis using SmartPLS software version 3.2.9, the value of loading factor as shown in Table 4.2.

**Table 4.2 *Outer Loading***

| Variabel | Indikator | *Outer Loading* | Keterangan |
|---|---|---|---|
| ***Brand Image*** | **BI.1** | **0,938** | *Valid* |
| | **BI.10** | **0,942** | *Valid* |
| | **BI.4** | **0,898** | *Valid* |
| | **BI.7** | **0,918** | *Valid* |
| | **BI.11** | **0,909** | *Valid* |
| | **BI.12** | **0,938** | *Valid* |
| | **BI.2** | **0,919** | *Valid* |
| | **BI.3** | **0,948** | *Valid* |
| | **BI.5** | **0,926** | *Valid* |
| | **BI.6** | **0,938** | *Valid* |
| | **BI.8** | **0,928** | *Valid* |
| | **BI.9** | **0,921** | *Valid* |
| ***Brand Trust*** | **BT.1** | **0,945** | *Valid* |
| | **BT.2** | **0,927** | *Valid* |
| | **BT.3** | **0,923** | *Valid* |
| | **BT.4** | **0,927** | *Valid* |
| ***E-Wom*** | **EW.1** | **0,923** | *Valid* |
| | **EW.10** | **0,914** | *Valid* |
| | **EW.11** | **0,904** | *Valid* |
| | **EW.2** | **0,906** | *Valid* |
| | **EW.3** | **0,910** | *Valid* |
| | **EW.4** | **0,919** | *Valid* |
| | **EW.5** | **0,917** | *Valid* |
| | **EW.6** | **0,924** | *Valid* |
| | **EW.7** | **0,914** | *Valid* |
| | **EW.8** | **0,905** | *Valid* |
| | **EW.9** | **0,947** | *Valid* |
| ***Purchase Intention*** | **PI.1** | **0,936** | *Valid* |
| | **PI.10** | **0,949** | *Valid* |
| | **PI.2** | **0,922** | *Valid* |

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| Variabel | Indikator | *Outer Loading* | Keterangan |
|---|---|---|---|
| | **PI.3** | **0,923** | *Valid* |
| | **PI.4** | **0,913** | *Valid* |
| | **PI.5** | **0,913** | *Valid* |
| | **PI.6** | **0,947** | *Valid* |
| | **PI.7** | **0,914** | *Valid* |
| | **PI.8** | **0,919** | *Valid* |
| | **PI.9** | **0,939** | *Valid* |
| ***Social Media Marketing*** | **SCM.10** | **0,915** | *Valid* |
| | **SCM.11** | **0,917** | *Valid* |
| | **SCM.12** | **0,908** | *Valid* |
| | **SCM.13** | **0,945** | *Valid* |
| | **SCM.2** | **0,882** | *Valid* |
| | **SCM.3** | **0,918** | *Valid* |
| | **SCM.4** | **0,897** | *Valid* |
| | **SCM.5** | **0,923** | *Valid* |
| | **SCM.6** | **0,915** | *Valid* |
| | **SCM.7** | **0,925** | *Valid* |
| | **SCM.8** | **0,911** | *Valid* |
| | **SCM.9** | **0,913** | *Valid* |
| | **SCM.1** | **0,952** | *Valid* |

Source: SmartPLS Analysis Results (2024)

Table 4.2 shows the results of loading factor or outer loading of all variable items in the range of 0.882 to 0.952. Thus, all variable items have met the minimum requirements for loading factor or outer loading, which is equal to 0.70. Based on Table 4.19, all variable items have values above 0.70, which indicates that the model meets the validity criteria (Ghozali, 2023). Furthermore, the calculation of Average Variance Extracted (AVE) for each construct, taking into account the correlation between one construct with another in the model. The condition of a good model is if the value of the average Variance Extracted (AVE) of each construct reaches a value of more than 0.50 (Ghozali, 2014). A similar statement was put forward by Hair et al. (2017), where the same logic is applied to individual indicators. Ave value of 0.50 or more indicates that the average construct is able to explain more than half of the variance of the indicators. Table 4.3 shows the Average Variance Extracted (AVE).

**Table 4.3 *Average Variance Extracted***

| Variabel | ***Average Variance Extracted* (AVE)** |
|---|---|
| *Brand Image* | 0,859 |
| *Brand Trust* | 0,865 |
| *EWOM* | 0,840 |
| *Purchase Intention* | 0,861 |
| *Social Media Marketing* | 0,841 |

Source: SmartPLS Analysis Results (2024)

Table 4.3 explains that all variables in the table have a very high average Variance Extracted (AVE) value, which is above 0.50, indicating that each construct is able to explain more than half of the variance of its indicators, thus meeting the convergent validity criteria. Brand Image has an AVE value of 0.859, indicating a very good construction in explaining the variance of the indicator. Brand Trust also showed strong validity with an AVE value of 0.865,

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reflecting high quality in the measurement of Brand Trust. EWOM, with a value of Ave 0.840, has a very good ability to explain the variance of its indicators. Purchase Intention has an AVE value of 0.861, indicating effectiveness in measuring purchase intention. Meanwhile, Social Media Marketing with an AVE value of 0.841 also has a very good convergent validity. then it can be interpreted that all variables have a validity greater than 0.5.

### 4.2.4 Discriminant Validity

Discriminant validity of measurement model with reflective indicator is assessed based on cross loading between measurement and construct. If the correlation between latent constructs and measurement items is higher than the correlation with other constructs, it shows that the latent constructs are able to predict measurement items in their blocks better than items in other blocks (Ghozali, 2014). The Following Is table 4.4 which displays the results of cross loading that has been analyzed using SmartPLS.

**Table 4.4 Cross Loading**

| Indikator | *Brand Image* | *Brand Trust* | *EWOM* | *Purchase Intention* | *Social Media Marketing* |
|---|---|---|---|---|---|
| **B1.1** | **0,938** | 0,344 | 0,394 | 0,389 | 0,352 |
| **B1.10** | **0,942** | 0,448 | 0,335 | 0,328 | 0,362 |
| **B1.4** | **0,898** | 0,521 | 0,362 | 0,455 | 0,364 |
| **B1.7** | **0,918** | 0,410 | 0,360 | 0,432 | 0,298 |
| **BI.11** | **0,909** | 0,496 | 0,388 | 0,452 | 0,365 |
| **BI.12** | **0,938** | 0,305 | 0,333 | 0,340 | 0,386 |
| **BI.2** | **0,919** | 0,382 | 0,346 | 0,379 | 0,371 |
| **BI.3** | **0,948** | 0,400 | 0,376 | 0,392 | 0,395 |
| **BI.5** | **0,926** | 0,358 | 0,368 | 0,329 | 0,431 |
| **BI.6** | **0,938** | 0,404 | 0,354 | 0,379 | 0,439 |
| **BI.8** | **0,928** | 0,368 | 0,397 | 0,412 | 0,375 |
| **BI.9** | **0,921** | 0,311 | 0,340 | 0,334 | 0,429 |
| **BT.1** | 0,438 | **0,945** | 0,345 | 0,486 | 0,498 |
| **BT.2** | 0,425 | **0,927** | 0,414 | 0,385 | 0,393 |
| **BT.3** | 0,405 | **0,923** | 0,325 | 0,346 | 0,437 |
| **BT.4** | 0,294 | **0,927** | 0,324 | 0,303 | 0,305 |
| **EW.1** | 0,311 | 0,270 | **0,923** | 0,320 | 0,301 |
| **EW.10** | 0,355 | 0,401 | **0,914** | 0,316 | 0,332 |
| **EW.11** | 0,393 | 0,361 | **0,904** | 0,376 | 0,328 |
| **EW.2** | 0,379 | 0,412 | **0,906** | 0,310 | 0,363 |
| **EW.3** | 0,396 | 0,375 | **0,910** | 0,377 | 0,350 |
| **EW.4** | 0,309 | 0,354 | **0,919** | 0,295 | 0,258 |
| **EW.5** | 0,390 | 0,339 | **0,917** | 0,374 | 0,366 |
| **EW.6** | 0,344 | 0,367 | **0,924** | 0,309 | 0,258 |
| **EW.7** | 0,366 | 0,378 | **0,914** | 0,371 | 0,342 |
| **EW.8** | 0,327 | 0,289 | **0,905** | 0,288 | 0,301 |
| **EW.9** | 0,357 | 0,274 | **0,947** | 0,360 | 0,311 |
| **PI.1** | 0,369 | 0,431 | 0,322 | 0,936 | 0,394 |
| **PI.10** | 0,365 | 0,360 | 0,389 | **0,949** | 0,345 |
| **PI.2** | 0,306 | 0,338 | 0,340 | **0,922** | 0,316 |
| **PI.3** | 0,474 | 0,468 | 0,363 | **0,923** | 0,446 |
| **PI.4** | 0,375 | 0,388 | 0,309 | **0,913** | 0,361 |

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| Indikator | *Brand Image* | *Brand Trust* | *EWOM* | *Purchase Intention* | *Social Media Marketing* |
|---|---|---|---|---|---|
| **PI.5** | 0,397 | 0,362 | 0,330 | **0,913** | 0,361 |
| **PI.6** | 0,339 | 0,387 | 0,348 | **0,947** | 0,353 |
| **PI.7** | 0,325 | 0,433 | 0,389 | **0,914** | 0,338 |
| **PI.8** | 0,445 | 0,353 | 0,285 | **0,919** | 0,415 |
| **PI.9** | 0,443 | 0,354 | 0,358 | **0,939** | 0,361 |
| **SCM.10** | 0,411 | 0,419 | 0,360 | 0,365 | **0,915** |
| **SCM.11** | 0,424 | 0,396 | 0,313 | 0,425 | **0,917** |
| **SCM.12** | 0,296 | 0,416 | 0,299 | 0,283 | **0,908** |
| **SCM.13** | 0,406 | 0,385 | 0,350 | 0,419 | **0,945** |
| **SCM.2** | 0,329 | 0,365 | 0,273 | 0,335 | **0,882** |
| **SCM.3** | 0,342 | 0,419 | 0,340 | 0,332 | **0,918** |
| **SCM.4** | 0,439 | 0,449 | 0,417 | 0,465 | **0,897** |
| **SCM.5** | 0,365 | 0,364 | 0,233 | 0,317 | **0,923** |
| **SCM.6** | 0,352 | 0,391 | 0,304 | 0,330 | **0,915** |
| **SCM.7** | 0,403 | 0,415 | 0,325 | 0,393 | **0,925** |
| **SCM.8** | 0,326 | 0,419 | 0,314 | 0,313 | **0,911** |
| **SCM.9** | 0,393 | 0,476 | 0,316 | 0,393 | **0,913** |
| **SCM.1** | 0,378 | 0,441 | 0,299 | 0,351 | **0,952** |

Source: SmartPLS Analysis Results (2024)

Table 4.4 shows the results of cross loading which shows that the correlation between latent constructs and indicators is higher than the correlation with other constructs. This indicates that all constructs in the model have excellent discriminant validity, accompanied by high convergent validity with values above 0.70 (Ghozali, 2014). Furthermore, table 4.5 presents the results of the analysis using the Fornell-Larcker Criterion that has been done in this study.

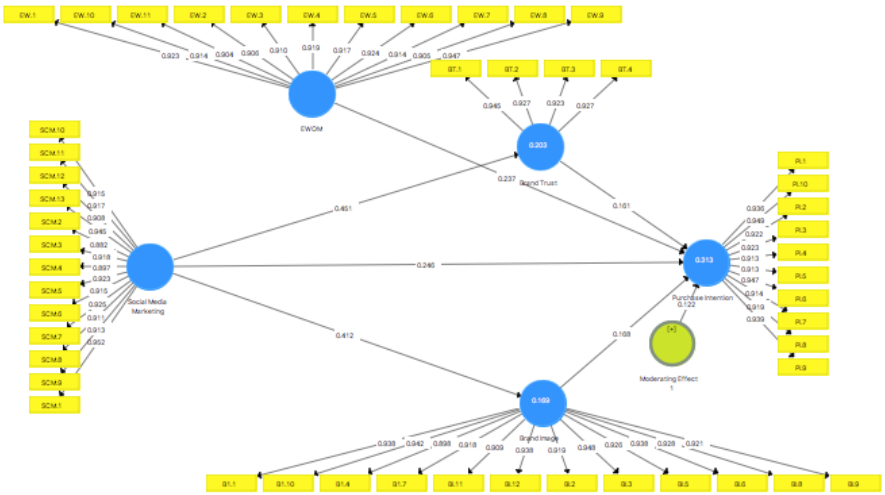


**Figure 4.1 Inner Model**
Source: SmartPLS Analysis Results (2024)

Figure 4.1 illustrates the inner model used in this study. To gain a deeper understanding of the inner workings of the model, a path value analysis is needed. Testing the value of this path is an important step to identify the effect of the independent variable on the dependent variable in the model that has been designed

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## DISCUSSION

**Tabel 4.5 *Boostrapping***

| Hipotesis | Path | *Original Sample (O)* | *T Statistics* | *P Values* | Keterangan |
|---|---|---|---|---|---|
| H1 | *Social Media Marketing -> Purchase Intention* | 0,246 | 0,244 | 0,085 | Diterima |
| H2 | *Social Media Marketing -> Brand Image* | 0,412 | 0,413 | 0,057 | Diterima |
| H3 | *Social Media Marketing -> Brand Trust* | 0,451 | 0,452 | 0,051 | Diterima |
| H4 | *Brand Image -> Purchase Intention* | 0,168 | 0,169 | 0,085 | Diterima |
| H5 | *Brand Trust -> Purchase Intention* | 0,161 | 0,165 | 0,081 | Diterima |
| H6 | *Moderating Effect (EWOM->SMM) -> Purchase Intention* | 0,122 | 2,220 | 0,027 | Diterima |

Source: SmartPLS Analysis Results (2024)

H1: Social Media Marketing positively influences Purchase Intention
The analysis results demonstrate that Social Media Marketing has a positive and significant influence on Purchase Intention, with an original sample value of 0.246, t-statistic of 0.244, and p-value of 0.085. Although these findings contradict some reference journals that claimed no significant relationship exists, our results align with Saputra et al. (2023), who discovered that Social Media Marketing positively affects Purchase Intention among TikTok users in Sleman. This indicates that social media marketing strategies can effectively enhance consumer purchase intentions for Make Over products on TikTok.
H2: Social Media Marketing positively influences Brand Image
The research confirms that Social Media Marketing has a positive significant effect on Brand Image, with an original sample value of 0.412, t-statistic of 0.413, and p-value of 0.057. These results are consistent with reference journals and supported by Huda et al. (2023), who found similar positive effects in the context of fishery e-commerce in Jakarta. This demonstrates that social media marketing activities are effective in forming positive brand perceptions in consumers' minds, particularly for cosmetic brands like Make Over on the TikTok platform.
H3: Social Media Marketing positively influences Brand Trust
Testing results confirm that Social Media Marketing positively and significantly influences Brand Trust, with an original sample value of 0.451, t-statistic of 0.452, and p-value of 0.051. These findings align with reference journals and Rizma and Marsasi's (2023) research showing that trust in social media promotions positively affects Brand Trust, especially among Generation Z consumers. This affirms that trustworthy social media marketing strategies can effectively build consumer trust in the Make Over brand through TikTok engagement.
H4: Brand Image positively influences Purchase Intention
Analysis shows that Brand Image has a positive significant effect on Purchase Intention, with an original sample value of 0.168, t-statistic of 0.169, and p-value of 0.085. These results are consistent with reference journals and supported by Huang's (2023) research finding that innovations in Brand Image can significantly increase Purchase Intention. This indicates that a positive brand image effectively drives consumer purchase intentions for Make Over products featured on TikTok.
H5: Brand Trust positively influences Purchase Intention
The research proves that Brand Trust positively and significantly affects Purchase Intention, with an original sample value of 0.161, t-statistic of 0.165, and p-value of 0.081. While these results contradict some reference journals claiming no significant relationship, our findings support Rizma and Marsasi's (2023) research that discovered

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similar positive effects in the context of social media promotions. This demonstrates that consumer trust in the Make Over brand can effectively drive their purchase intentions when exposed to TikTok content.

H6: EWOM moderates the relationship between Social Media Marketing and Purchase Intention

Analysis results confirm that EWOM significantly strengthens the relationship between Social Media Marketing and Purchase Intention, with an original sample value of 0.122, t-statistic of 2.220, and p-value of 0.027. Despite differing from some reference journals claiming no significant moderation effect, these results align with Saputra et al. (2023), who found that Electronic Word of Mouth has a significant positive influence and moderates the relationship between Social Media Marketing and Purchase Intention. This indicates that reviews and recommendations from other consumers can substantially enhance the impact of social media marketing on purchase intentions for Make Over products on TikTok.

The significant findings from our hypothesis testing offer valuable insights into the dynamics of social media marketing for cosmetic brands on TikTok. The confirmed positive relationship between Social Media Marketing and Purchase Intention aligns with contemporary digital marketing theory, suggesting that TikTok's visual-centric platform provides an ideal environment for showcasing cosmetic products like Make Over. This relationship is particularly relevant in the Indonesian market, where TikTok has emerged as a dominant platform with over 109.9 million users. The effectiveness of Make Over's TikTok marketing strategy can be attributed to its ability to leverage the platform's short-form video format to demonstrate product applications, share beauty tutorials, and collaborate with influencers who resonate with their target demographic of young adults aged 20-25, as evidenced by our respondent profile.

The strong influence of Social Media Marketing on Brand Image (β=0.412) represents a higher coefficient than its direct effect on Purchase Intention (β=0.246), suggesting that Make Over's TikTok content works more effectively as a brand-building tool than as a direct sales driver. This finding supports the theoretical framework proposed by Kotler and Keller (2016), which emphasizes that strong brand associations precede purchase decisions in the consumer journey. For Make Over, this indicates that consistent, high-quality content on TikTok helps establish the brand's professional and premium positioning in the competitive Indonesian cosmetics market. The visual nature of TikTok enables Make Over to showcase product quality, texture, and performance—key attributes that contribute to building a positive brand image among potential customers who may require multiple exposures to content before converting to purchasers.

The highest path coefficient in our model was observed between Social Media Marketing and Brand Trust (β=0.451), highlighting the critical role of authenticity and reliability in cosmetic product marketing. This finding is particularly significant for the beauty industry, where products directly impact personal appearance and potentially skin health, making trust a paramount concern for consumers. Through transparent product information, authentic demonstrations, and consistent messaging on TikTok, Make Over appears to be successfully building trust with its audience. The relationship between Social Media Marketing and Brand Trust points to the importance of credibility signals in content, such as featuring genuine customer experiences, providing detailed product information, and maintaining responsive customer interaction in comments sections—all elements that respondents likely encountered in Make Over's TikTok content.

The moderating effect of Electronic Word of Mouth (EWOM) on the relationship between Social Media Marketing and Purchase Intention (β=0.122, t=2.220) represents one of the most statistically significant findings in our study. This moderating effect indicates that when consumers encounter positive reviews, recommendations, or testimonials about Make Over products alongside the brand's official marketing content, their purchase intentions are substantially strengthened. The power of this EWOM effect can be explained by the perceived authenticity of peer recommendations compared to brand-generated content. On TikTok, this manifests through user-generated content, comments sections, and content from beauty influencers who share their genuine experiences with Make Over products. For cosmetic brands, this underscores the importance of not only creating compelling marketing content but also actively encouraging and amplifying positive customer experiences through features like duets, stitches, and hashtag challenges that prompt user participation and content creation.

The relatively moderate R-square values for our endogenous variables (Brand Image: 16.9%, Brand Trust: 20.3%, Purchase Intention: 29.4%) suggest that while our model captures significant relationships, additional factors beyond the scope of this study also influence these constructs. For Make Over's marketing strategy on TikTok, this indicates opportunities for expansion and refinement, potentially incorporating elements such as pricing strategies, product innovation, competitive positioning, and offline marketing integration. The limited explanatory power also reflects the complex nature of consumer decision-making in the cosmetics category, where sensory experiences, personal preferences, and individual skin considerations play important roles that cannot be fully captured through digital interactions alone. Nevertheless, the confirmed hypotheses provide a solid foundation for understanding how Make

Over can optimize its TikTok marketing strategy to build brand equity and drive purchase intentions in the competitive Indonesian cosmetics market.

## CONCLUSION

This research demonstrates that all six hypotheses were accepted, revealing significant relationships between social media marketing, brand image, brand trust, and purchase intention for Make Over products on TikTok, with E-WOM serving as an effective moderating variable. Social media marketing proves to have a positive and significant influence on purchase intention (β = 0.246, p = 0.085), brand image (β = 0.412, p = 0.057), and brand trust (β = 0.451, p = 0.051), indicating that Make Over's marketing strategies on TikTok successfully enhance consumer engagement, build positive brand perception, and establish trust among potential customers. Both brand image (β = 0.168, p = 0.085) and brand trust (β = 0.161, p = 0.081) significantly influence purchase intention, highlighting the importance of maintaining a strong, trustworthy brand presence in the competitive cosmetics market. The moderating role of E-WOM (β = 0.122, p = 0.027) in strengthening the relationship between social media marketing and purchase intention emphasizes the power of consumer reviews and recommendations in amplifying marketing effectiveness on TikTok. These findings provide valuable insights for Make Over and other cosmetic brands, suggesting that an integrated approach combining social media marketing efforts with brand image management and trust-building strategies, while leveraging positive electronic word-of-mouth, can significantly enhance consumer purchase intentions in the Indonesian beauty market through TikTok platform

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