

## **Effect of Social Media Marketing on Purchase Intention Mediated by Customer Trust and Consumer Brand Engagement (Survey on Consumer of Local Brand Of Skincare Product in West Sumatra, Indonesia)**

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**ABSTRACT:-** Purchase intention is the main factor in marketing success. Through interactions on social media, customer trust, and consumer brand involvement are believed to be able to predict purchase intentions. Empirical research was conducted to examine social media marketing, customer trust, and consumer brand involvement in mediating marketing on purchase intention. A total of 200 respondents were collected using an online questionnaire. The data were analyzed using the PLS SEM method. The study findings show that social media marketing has a positive and significant effect on customer trust, consumer brand engagement, and purchase intention. Brand engagement mediates the relationship between social media marketing and purchase intention. However, customer trust is not significant to purchase intention, nor does it mediate the relationship between social media marketing and purchase intention. The results of this study can help companies to determine the right marketing strategy by taking into account the factors that can predict consumer buying intentions.

**Keyword:** Social Media Marketing, Customer Trust, Consumer Brand Engagement, Purchase Intention

### **I. PENDAHULUAN**

In recent years, the business world has experienced rapid changes that are influenced by technological developments. Where, there is a change in the way consumers buy and the tools marketers use are becoming much more sophisticated than before. Especially during the Covid-19 pandemic, there is an acceleration of digital technology transformation which plays an important role in all human activities in the world. This affects consumer behavior to prefer online shopping over offline shopping. Where, consumers tend to avoid physical contact, thereby increasing interest in carrying out various virtual or online activities. Therefore, businesses rely more on digital marketing, especially social media marketing than ever before. Marketers in Asia have extensively adopted social media marketing as the main type of marketing strategy aimed at building trust, consumer brand engagement, and purchase intention (Cheung et al., 2020).

Various sectors of companies in Indonesia have utilized social media marketing, one of which is in the cosmetic industry. The high purchase intention of consumers towards cosmetic products, one of which is skincare products encourage the rapid development of the cosmetic industry in the country. Absolutely, in the midst of the crisis situation during the Covid-19 pandemic, this business sector was able to contribute significantly to foreign exchange with exports reaching US\$ 317 million in the first semester of 2020 or an increase of 15.2% (yoy) (via: <https://kemenperin.go.id/>).

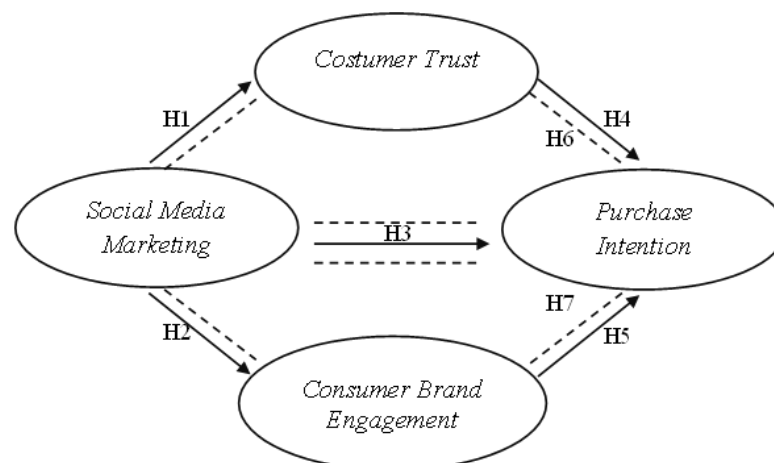
Based on data from the Ministry of Industry, there is a significant growth in the cosmetics sector in 2020 as much as 9.39%. Consumer interest in local beauty products continues to grow. Indonesia's large young population, economic growth, and high use of social media support the beauty industry players. An e-marketer market research institute said that during the initial period of February 2021, the market potential for the beauty category in e-commerce had reached a totalsales of IDR 963.5 billion. With the best-selling category, skincare products, dominating 39.3% of total sales for the beauty category, reaching Rp378 billion. For local skincare brands, Indonesia is no less competitive, with total sales in the marketplace reaching IDR 91.22 billion with a total transaction of 1,285,529. in early February 2021 (via: <https://www.alinea.id/>). This potential makes industry players, especially local cosmetic brand owners motivated to continue to present the latest products.

This of course presents marketers with the challenge of how to increase sales of skincare products. This study answers the urgency of research on the things that underlie the right way of communicating on social media for brands, especially skincare brands to achieve the expected positive goals. Thus, advances in

technology, social media, and digital platforms will make cosmetic and skincare products more diverse and have affordable access for consumers.

Based on this, the objectives of this research are; 1) To find out and analyze the influence of Social Media Marketing on Customer Trust on Skincare Local Brand Indonesia Consumers in West Sumatra. 2) To find out and analyze the influence of Social Media Marketing on Consumer Brand Engagement on Skincare Local Brand Indonesia Consumers in West Sumatra. 3) To find out and analyze the influence of Social Media Marketing on Purchase Intention on Skincare Local Brand Indonesia Consumers. 4) To find out and analyze the influence of Customer Trust on Purchase Intention of Skincare Local Brand Indonesia Consumers in West Sumatra. 5) To find out and analyze the effect of Consumer Brand Engagement on Purchase Intention of Skincare Local Brand Indonesia Consumers in West Sumatra. 6) To find out and analyze the influence of Social Media Marketing on Purchase Intention with the mediation of Customer Trust on Skincare Local Brand Indonesia Consumers in West Sumatra. And 7) To find out and analyze the influence of Social Media Marketing on Purchase Intention with the mediation of Consumer Brand Engagement on Skincare Local Brand Indonesia Consumers in West Sumatra.

The hypotheses in this study consist of; 1) Social Media Marketing has a positive and significant effect on Customer Trust. 2) Social Media Marketing has a positive and significant effect on Consumer Brand Engagement. 3) Social Media Marketing has a positive and significant effect on Purchase Intention. 4) Customer Trust has a positive and significant effect on Purchase Intention. 5) Consumer Brand Engagement has a positive and significant effect on Purchase Intention. 6) Social Media Marketing has a positive and significant effect on Purchase Intention with Customer Trust mediation. And 7) Social Media Marketing has a positive and significant effect on Purchase Intention with the mediation of Consumer Brand Engagement.



**Figure 1. Conceptual Framework**

### 1.1 PURCHASE INTENTION

Kim and Ko (2012) explain purchase intention as a combination of consumer interest and willingness to buy a particular product. Purchase intention occurs in the decision-making process of consumers who are ready to move towards a particular product or brand (Husnain & Toor, 2017; Liu et al., 2019). Furthermore, purchase intention enters the mental stage of consumers during the decision-making process where they have developed a real desire to buy a particular product/brand (Wells et al., 2011; (Dodds et al., 1991). the tendency to buy a brand based on the suitability of consumers with the attributes or characteristics of the brand being considered (Belch & Belch, 2015).

Purchase intention is important to consider in studying consumer buying behavior (Lita et al., 2020). Consumers will carry out the process of introducing the product to be purchased, researching, and analyzing the product before committing to buy it (Lim et al., 2016). Purchase intention is a complex process related to consumer behavior, perceptions, and attitudes, so that it becomes an effective tool to predict the buying process (Mirabi et al., 2015). In line with the concept of purchase intention above, the researcher agrees with the opinion that purchase intention is an important indicator to evaluate consumer behavior because it can measure the possibility of consumers to buy a product. Where, the higher the purchase intention, the higher the consumer's readiness to buy a product (Husnain & Toor, 2017). Thus, it is very important to recognize consumer purchase intentions because consumer actions can be predicted through purchase intentions (Hsu et al., 2017).

## **1.2 SOCIAL MEDIA MARKETING**

Marketing through social media is a modern marketing strategy implemented by almost all companies on virtual networks to reach customers, so companies can use social media to introduce new concepts or products, as well as to provide company information to potential clients (Manzoor et al., 2020). Social media is a channel used by business entities to develop good relationships with consumers (He et al., 2017). Marketing through social media with digital platforms can facilitate interaction, collaboration, and information sharing directly with consumers (Kim & Ko, 2012).

Social media marketing is the process of creating, communicating, and delivering marketing through social media with digital platforms. The goal is to develop good relationships with stakeholders that allow them to interact, share information, organize personalized purchase recommendations, manage WOM on products and services that are currently trending (Yadav & Rahman, 2017). Social media marketing has now developed into an interesting field of research and has explained a lot of phenomena in the customer relationship aspect (Yadav, 2018).

In the relation between brands and consumers, social media marketing provides a channel for consumers to interact socially with a centralized network (Chu & Kim, 2011). Through social media, consumers can receive the latest information (Hamid et al., 2016). Thus, businesses are increasingly using social media to retain existing customers, acquire new customers, build credibility, increase product attention, and develop their brand image (Mills, 2012). To achieve the goals of social media marketing, business entities need to adapt their marketing processes, content, and goals to the consumer's tendency to interact with friends/relatives, seek the latest information, and even follow celebrities as entertainment through social media (Zhu & Chen, 2015).

## **1.3 CUSTOMER TRUST**

Customer trust can be defined as the perception of reliability from the consumer's perspective based on experiences, sequences of transactions, or interactions characterized by meeting product performance and satisfaction expectations (Costabile, 2000). Trust is defined as a positive belief that consumers can rely on a company or brand to deliver the promised products and services (Cuong, 2020). Trust is a psychological state in the form of a willingness to accept the intentions or behavior of others with positive expectations (Rousseau et al., 1998). The behavior of the relationship that occurs between a company/brand and its partners is largely determined by trust and commitment, so trust is expected to have a positive relationship with intention and loyalty (Morgan & Hunt, 1994). Brands must be able to foster trust, provide security, and provide greater added value to consumers in the future (Westbrook & Angus, 2020).

## **1.4 CONSUMER BRAND ENGAGEMENT**

Consumer brand engagement is the consumer's desire to like a particular brand based on the strength of the consumer's relationship with the brand (Brodie et al., 2011; Cheung et al., 2020; Hollebeek et al., 2014). It can be interpreted that a high level of engagement is induced when a consumer builds a brand community after having a pleasant experience in buying a brand product or carrying out positive activities from WOM directly (Van Doorn et al., 2010). Consumer brand engagement can also be defined as the level of a motivating state of mind related to a brand, and depends on the context of the individual customer which is characterized by activity in brand interactions at certain cognitive, emotional, and behavioral levels (Brodie et al., 2011).

Consumer engagement directs their repeated interactions with the brand, which involves emotional, psychological, or physical (Chaffey & Chadwick, 2012). In the process of customer empowerment, the company transfers some resources to the customer, giving the customer the right to participate in service brand processes and to exchange their information with community members (Bove et al., 2009). Consumer brand engagement can also be interpreted as an affective and cognitive commitment that is actively connected to a particular brand through computer devices to communicate brand values (Mollen & Wilson, 2010). When consumers have the right to share information, they feel that the company gives them certain rights, they spend more time and effort to buy so that it fosters love for the company (Ramani & Kumar, 2008). Consumer brand engagement has a very close relationship with relationship marketing that emphasizes ideas or interactions, as well as customer experience (Vivek et al., 2012).

## **II. METHOD**

This study was designed to examine the effect of social media marketing on consumer purchase intention with the mediating variables of customer trust and consumer brand engagement. This study uses quantitative methods, to test the hypothesis using statistical methods. Where, data collection was carried out by conducting a survey, the unit of analysis of this research was skincare local brand Indonesia consumers in West Sumatra.

The population in this examination are representatives of local Indonesian brand skincare consumers in West Sumatra. In order for the sample to be representative of the population, the sample size considered representative for use is at least 5 or not more than 10 times the number of indicators (Sekaran, 2017).

Therefore, the following results were obtained  $5 \times 40$  (total number of indicators) = 200. The minimum sample size for this study was 200 respondents. Dissemination of questionnaires in different places, and distributed online via google form. The questionnaire contains respondents' demographic information and indicators of each variable. Measurement of data used in this study using a Likert scale.

Each variable was measured using a 5-point Likert scale. Social media marketing adopts an instrument consisting of 19 items from Cheung et al. (2020). Customer trust uses a 4-item indicator adopted from Cuong (2020). The measurement of the Consumer brand engagement variable adopted the instrument from Cheung et al. (2020) which consists of 10 indicator items. The purchase intention variable was measured using 7 indicators based on the instrument developed by Husnain and Toor (2017).

Data were analyzed using Structural Equation Model (SEM) with Smart PLS 3.0 statistical tool. The validity and reliability of the research instruments were first tested, and the test results showed that the data collected was valid and reliable. Data analysis consists of two stages, the first is testing the measurement model or also known as the outer model; the second is testing the structural model, also known as the inner model. These measurements explain the relationship between one latent variable and other latent variables.

**III. RESULTS AND DISCUSSION**

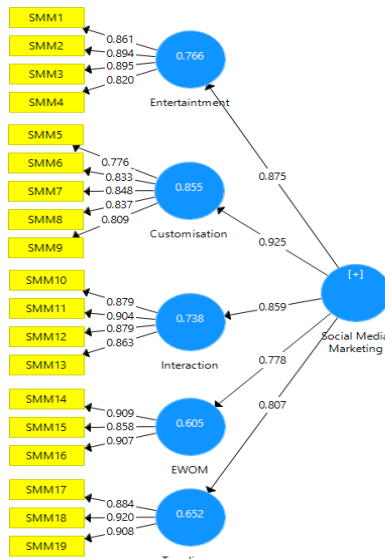
Based on Table 1, the AVE value of each variable is greater than 0.5, it is meaning that the variable is valid according to the criteria of convergent validity. Furthermore, the value of outer loading can be seen in the following figure.

**Table 1. AVE Value**

Variable	Average Variance Extracted (AVE)
Consumer Brand engagement	0.683
Customer Trust	0.732
Customisation	0.674
EWOM	0.795
Entertainment	0.754
Interaction	0.777
Purchase Intention	0.734
Trendiness	0.817

Source: Primary data processed by SmartPLS 3.0 (2022)

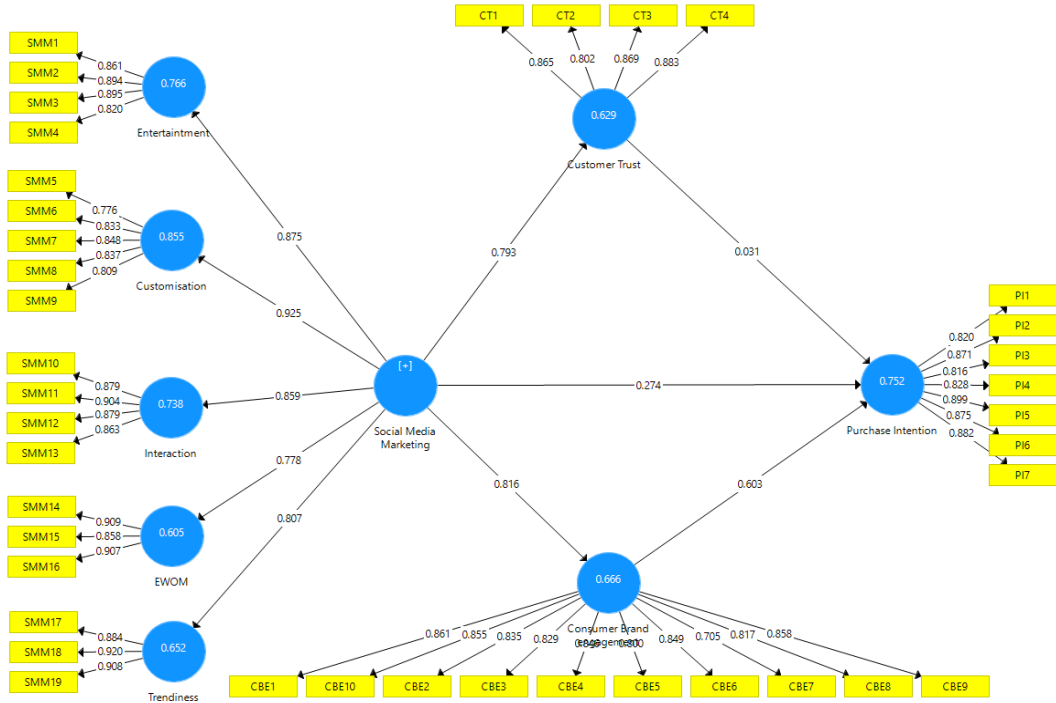
Based on the image of the results of the convergent validity test on the social media marketing variables in Figure 2, it was found that the social media marketing indicators had met the convergent validity criteria (load factor value > 0.5). Figure 4.1 also proves that social media marketing variables consist of five dimensions, namely entertainment, customization, interaction, E-WOM, and trendiness. After testing the convergent validity specifically for the second order model, then tests the convergent validity on each research variable.



**Figure 2. Convergent Validity Test on the second order variable Social Media Marketing**

Source: Primary data processed by SmartPLS 3.0 (2022)

Convergent validity test on the first order research variables in Figure 3, it was found that there were no indicators that did not meet the convergent validity criteria. These results indicate that all indicators have good convergent validity. Thus, all indicators are said to be valid in measuring each of the latent variables. The model between the constructs can be seen in the figure below:



**Figure 3. Convergent Validity Test on first order research variables**  
 Source: Primary data processed by SmartPLS 3.0 (2022)

From Table 2 it can be seen that the results of the direct influence test show that the consumer brand involvement variable significantly influences purchase intention (T-statistic: 6.760 > T-table: 1.65). Meanwhile, customer trust does not significantly affect purchase intention, because the value of T-statistic (0.375) < T-table (1.65). Social media marketing affects consumer brand engagement significantly, where the value of T-statistic (30.803) > T-table (1.65). Likewise, social media marketing has a positive and significant impact on customer trust (T-statistic: 25,722 > T-table: 1.65). Furthermore, social media marketing also has a positive and significant effect on purchase intention, because the value of T-statistics (26.884) > T-table (1.65). Social media marketing on purchase intention can be tested further by looking at the indirect effect through customer trust and consumer brand engagement.

**Table 2. Results of Direct Effect**

Variable	T Statistic	T Table	Result
Consumer Brand Engagement -> Purchase Intention	6.760	1.65	Supported
Customer Trust -> Purchase Intention	0.375	1.65	Rejected
Social Media Marketing -> Consumer Brand Engagement	30.803	1.65	Supported
Social Media Marketing -> Customer Trust	25.722	1.65	Supported
Social Media Marketing -> Purchase Intention	26.884	1.65	Supported

Source: Primary data processed by SmartPLS 3.0 (2022)

The mediation effect test is used to see the indirect effect of the mediating variable: customer trust between social media marketing on purchase intention and consumer brand engagement between social media



marketing on purchase intention. The test is seen from the coefficient of the output path by looking at the value of T-statistics. The following is a T-statistic and a T-table using the mediating effect.

**Table 3. Results of Indirect Effect**

	T Statistic	T Table	Result
Social Media Marketing -> Consumer Brand Engagement -> Purchase Intention	6.624	1.65	Supported
Social Media Marketing -> Customer Trust -> Purchase Intention	0.372	1.65	Rejected

Source: Primary data processed by SmartPLS 3.0 (2022)

The indirect or mediating effect test is seen from the path coefficient by looking at the T-statistical value and the T-table value. The test results in table 3 show that social media marketing has a positive and significant effect on purchase intention mediated by consumer brand engagement where the value of T-statistics (6.624) > T-table (1.65). So this hypothesis is supported. However, the results of the indirect effect of social media marketing on purchase intention through customer trust have no significant effect, where the T-statistical value (0.372) < T-table (1.65). So that the mediating hypothesis of customer trust is not supported.

Furthermore, this study has one hypothesis with a significant mediating variable, namely: the effect of social media marketing on purchase intention mediated by consumer brand engagement. After testing the significance of the variables and finding significant variables, the following is the VAF value of the hypothesis:

$$VAF (Consumer Brand Engagement) = \frac{208,2}{26,884 + 208,2} = 0,88564 \text{ or } 89\%$$

The indirect effect value is seen through the VAF calculation based on the T-statistical value of the relationship between SMM→CBE multiplied by CBE→ PI, which is 30,803 × 6,760 = 208.2 and the direct effect value in table 4.12 is 26,884. So the result of the VAF calculation is 89%. This shows that social media marketing influences purchase intention through mediating consumer brand engagement which is categorized as full mediation because the VAF value is above 80%. This means that consumer brand involvement has a full influence in mediating social media marketing on purchase intention.

The first hypothesis states that social media marketing influence customer trust positively and significantly on Indonesian local brand skincare consumers in West Sumatra. Result of the sample mean value shows the number 0.794, which is positive. For every 1 increase in the respondent's perception score about social media marketing, it will increase the respondent's perception of customer trust by 0.794 units. The more social media marketing, the more customer trust will increase.

Based on the T-statistic value of 25.722 > T-table 1.65 at the 95% confidence interval and 5% alpha level, namely that social media marketing has a positive and significant effect on customer trust in local skincare consumers Indonesian brand in West Sumatra. This result is in line with several previous studies. Consumer social relationships developed through social media significantly affect customer trust (Chahal & Rani, 2017). Furthermore, by empowering consumers, provide the possibility to express their voice and idea to other consumers for improving products on social media helps brands to achieve customer trust (Irshad et al., 2020). Information obtained from social media is more accurate than the company's website, so it can encourage customer trust (Kaplan & Haenlein, 2010). Other previous studies showed that social media affects on customer trust (Hajli, 2014; Manzoor et al., 2020).

The second hypothesis shows that social media marketing affects significantly and positively on consumer brand engagement on local Indonesian skincare brand consumers in West Sumatra. Build upon sample mean value of 0.818, which is positive. That is, social media marketing has a positive and significant impact on consumer brand engagement. For every 1 increase in the respondent's perception score about social media marketing, it will increase the respondent's perception of consumer brand engagement by 0.818 units. The better the social media marketing, the higher the consumer brand engagement. Based on the T-statistic value of 30.803 > T-table 1.65 at 95% confidence interval and 5% alpha level, so that second hypothesis is supported.

This finding supports previous studies, which states that social media can be an effective channel to strengthen relationship between consumers and brands, which subsequently affects consumer brand engagement (Schultz & Peltier, 2013). Content on social media can Motivate consumers to engage in posting activities on social media-based brand communities, and affects consumer brand engagement (Barger et al.,

2016). Other research also show that the dimensions of interaction, trendiness, and E-WOM affect consumer brand engagement directly in social media marketing (Cheung et al., 2020).

The results of hypothesis 3 test indicate that social media marketing has a positive and significant influence on the purchase intention of Indonesian local brand skincare consumers. Sample mean value shows the number 0.790, which is positive. For every 1 increase in the respondent's perception score about social media marketing, it will increase the respondent's perception of purchase intention by 0.790 units. The better social media marketing, the higher the purchase intention. Based on the T-statistic value of  $26,884 > T\text{-table } 1.65$  at 95% confidence interval and 5% alpha level, so the third hypothesis is acceptable. This finding supports previous studies which found that each dimension found in social media marketing positively affects purchase intention (Kim & Ko, 2010). Social media can be an effective channels for marketing strategy and improve future purchase behavior or response (Kim & Ko, 2012). Consumers are affected by the content shared by brands on social media, so consumers will immediately seek detailed information about the product and service offerings, so that they can increase purchase intentions (Godey et al., 2016). Husnain & Toor, (2017) also found that, social media marketing positively and significantly effect on purchase intention.

The results of hypothesis test 4 show that the influence of customer trust on purchase intention is not significant. Based on the T-statistic value of  $0.375 < T\text{-table } 1.65$  at the 95% confidence interval and 5% alpha level, so the fourth hypothesis is unsupported. This result is not in accordance with previous research which found that customer trust has a positive and significant impact on purchase intention (DAM, 2020). In addition, in the initial survey conducted by researchers, the majority of respondents agreed that skincare has become a primary need for women today. Allegedly, consumers in West Sumatra are too confident and believe in local brand skincare products. Therefore, customer trust is not too important/significant to influence their purchase intention or interest in using and buying a product in a brand.

The results of hypothesis 5 test indicate that consumer brand engagement has a positive and significant impact on purchase intention on Indonesian local skincare brand consumers in West Sumatra. Result of Sample mean value show number 0.603, which is positive. This means that for every 1 increase in the respondent's perception score about customer trust, it will increase the respondent's perception of purchase intention by 0.603 units. The better social media marketing, the higher the purchase intention. So that hypothesis 5 is supported (T-statistic value of  $6.760 > T\text{-table } 1.65$  at 95% confidence interval and 5% alpha level). This finding supports a previous study which found that engaged consumers remain committed to building a closer relationship with the brand, even though they sometimes experience bad experiences (Rosetta, 2014). Consumer brand engagement is preceded by emotional attachment, its can increase consumer buying behavior on a brand. So that leads to customer loyalty, where this attitude is often shown through positive word of mouth promotions that are passed on to other users online (Barhemmati & Ahmad, 2015).

The results of hypothesis testing 6 show that social media marketing does not significantly affect purchase intention through mediating customer trust on Indonesian local brand skincare consumers in West Sumatra (T-statistic value of  $0.372 < T\text{-table } 1.65$  at the 95% confidence interval and 5% alpha level ). So this hypothesis is not supported. This finding does not support previous research which shows how E-WOM developed on social media affects purchase intention through customer trust. When potential consumers note that there is a large amount of positive E-WOM about the products sold by the brand, they will develop positive expectations about product quality. E-Wom influences purchase intention through customer trust (See-To & Ho, 2014). As a study conducted by Manzoor et al., (2020) shows that customer trust mediates the effect of social media marketing on purchase intention.

The results of hypothesis testing 7 show that consumer brand engagement mediates the relationship between social media marketing and purchase intention on Indonesian local skincare brands in West Sumatra. The sample mean value is 0.493, which is positive. This means for every 1 increase in the respondent's perception score about social media marketing, it will increase the respondent's perception of purchase intention by 0.493 units with consumer brand engagement as a mediation. The better the social media marketing, the higher the purchase intention mediated by consumer brand engagement. Based on the T-statistic value of  $6.624 > T\text{-table } 1.65$  at the 95% confidence interval and 5% alpha level, so the seventh hypothesis is supported. This finding is in line with previous studies which found that consumer engagement mediates the effect of social media marketing on purchase intention. Husnain & Toor (2017) found that social media marketing that is used by companies to strategically increase consumer brand engagement and also consumers willingness to share information and experiences, which in turn encourages consumer purchase intention.

#### **IV. CONCLUSIONS AND IMPLICATIONS**

This research found that social media marketing has a positive and significant effect on customer trust. Social media marketing plays an important role in influencing customer trust. Where, the influence given to consumers is positive. This means that when a brand is able to manage and utilize social media marketing well, it will encourage higher customer trust. However, if the brand is not able to manage and utilize social media

marketing appropriately, then customer trust will also be lower. Social media marketing effect consumer brand engagement. Social media marketing plays an insignificant role influencing consumer brand engagement. When a brand is able to manage and utilize social media marketing strategically, it will increase consumer brand engagement. Furthermore, social media marketing has a positive and significant effect on purchase intention. This shows that social media marketing plays an important role in influencing purchase intention. Where, the influence given to consumers is positive. This means that when brands are able to manage and utilize social media marketing strategically well, it will encourage higher consumer purchase intentions.

Customer trust has no significant effect on purchase intention. There are other factors that are more significant to encourage consumer purchase intention, such as consumer brand engagement. Consumer brand engagement has a positive and significant effect on purchase intention. Consumer brand engagement plays an crucial role in influencing purchase intention. Where, the influence given to consumers is positive. This means that when brands are able to manage consumer brand engagement strategically well, it will increase consumer purchase intention. However, when the brand is not able to manage and utilize social media marketing, the consumer's purchase intention will also be lower.

Social media marketing also has a notable effect significantly on purchase intention through customer trust. Customer trust does not mediate social media marketing on purchase intention. However, social media marketing has a positive and significant effect on purchase intention through consumer brand engagement. Consumer brand engagement mediates relationship of social media marketing and purchase intention.

The implication of this research for companies or brands is that this research can be used as a material for consideration and a source of information, as well as evaluation material on indicators in social media marketing that can increase consumer purchase intention. So to increase consumer purchase intention, brands can improve content quality and engagement on social media marketing. There are several main things that Indonesian local skincare brands must pay attention on social media marketing, customer trust, and consumer brand engagement, by providing interesting and accessible content for consumers anytime and anywhere, providing useful information and becoming a forum for interact and share product-related information, provide up-to-date or current content on social media platforms. Furthermore, this research can also provide recommendations on local Indonesian skincare brands to be more aggressive in collaborating with influencers who have high credibility on social media to market products, take advantage of testimonials and reviews of consumers who have used the product, and take advantage of online communities and several podcasts to build and maintain consumer engagement.

The majority of respondents are 17-36 years old, last education is S1, and income of Rp. 2.000.001 – Rp. 5.000.000 monthly. Where, in the age range of 17-36 years, social media is very important to influence consumer decisions. If the research is conducted on respondents with a more mature age range and have a more mature monthly income and economy, the research results may be insignificant because respondents prefer to use international products with higher prices than local skincare brands, and social media is not the main reference. This study only analyzes aspects of social media marketing, customer trust, consumer brand engagement, and purchase intention. The number of samples in this study is relatively small with a fairly short observation period, so that the resulting conclusions cannot be generalized to a larger sample. This research is only based on data from questionnaires and does not use other methods in collecting research data. The object of this research is limited to local skincare brand consumers in West Sumatra, so the results of this study are limited to generalizations. The object of this research are all local Indonesian skincare brands, so they do not focus on one brand. Therefore, it is recommended in the next research to be able to examine other variables that have not been studied in this study, which have a strong role in influencing purchase intention so that they can obtain better research results. Further research is expected to add and expand the object of research, and increase the number of research samples used. Adding data collection methods through direct interviews with each respondent so that the research results are more accurate and relevant. Can research across geographic boundaries not only in West Sumatra but also in other geographic areas. And, researching about social media marketing from the perspective of the organization/company. Finally, further research can conduct research that focuses on one skincare local brand Indonesia to get maximum research results.

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