

ABSTRACT

The skincare industry is rapidly growing due to increased public awareness of appearance and skin quality. Factors such as product research investment, marketing campaigns, and lifestyle trends contribute to this phenomenon. This research focuses on Somethinc products in Jakarta, investigating the influence of Social Media Marketing, E-WOM, Lifestyle, and Brand Ambassador on Purchase Decision and Brand Image. Involving 287 respondents in a quantitative causal research design, Partial Least Square (PLS) analysis results show that Social Media Marketing, Lifestyle, and Brand Ambassador have a positive impact on Purchase Decision and Brand Image. Although E-WOM is not significant for Purchase Decision, its positive effect on Brand Image is evident. Furthermore, Brand Image mediates the relationship between these factors and Purchase Decision. These findings provide insights into the factors influencing purchasing decisions and brand image in local skincare products, such as Somethinc, amidst the growth of the skincare industry in Indonesia. The implication is the importance of effective social media marketing strategies, E-WOM, emphasis on consumer lifestyle, and collaboration with relevant brand ambassadors to build a positive brand image.

Keywords: *Social Media Marketing, E-WOM, Lifestyle, Brand Ambassador, Purchase Decision, Brand Image, Skincare, Somethinc*



ABSTRAK

Industri perawatan kulit berkembang pesat akibat meningkatnya kesadaran masyarakat terhadap penampilan dan kualitas kulit. Faktor seperti investasi riset produk, kampanye pemasaran, dan tren gaya hidup turut memengaruhi fenomena ini. Penelitian ini fokus pada produk Somethinc di Jakarta, menginvestigasi pengaruh Media sosial marketing, e-WOM, Gaya Hidup, dan Duta Merek terhadap Keputusan Pembelian dan Brand Image. Dengan melibatkan 287 responden dalam desain penelitian kausal kuantitatif, hasil analisis Partial Least Square (PLS) menunjukkan bahwa Pemasaran sosial media, Gaya Hidup, dan Duta Merek memiliki pengaruh positif terhadap Keputusan Pembelian dan Citra Merek. Meskipun e-WOM tidak signifikan terhadap Keputusan Pembelian, dampak positifnya terhadap Brand Image terbukti. Selanjutnya, Citra Merek memediasi hubungan antara faktor-faktor ini dengan Keputusan Pembelian. Temuan ini memberikan wawasan tentang faktor-faktor yang memengaruhi keputusan pembelian dan citra merek pada produk perawatan kulit lokal, seperti Somethinc, di tengah pertumbuhan industri skincare di Indonesia. Implikasinya adalah pentingnya strategi pemasaran media sosial, e-WOM yang efektif, penekanan pada gaya hidup konsumen, dan kolaborasi dengan Duta Merek yang relevan untuk membangun citra merek yang positif.

Kata Kunci: Pemasaran Media Sosial, e-WOM, Gaya Hidup, Duta Merek, Keputusan Pembelian, Citra Merek, Skincare, Somethinc

