The Influence of Social Media Marketing and Brand Awareness on Somethinc Product Purchase Intention

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KEYWORDS:	ABSTRACT
Brand Awareness, Digital Marketing, Purchase Intention, Social Media Marketing, Somethinc Marketing	This study aimed to examine the effect of Social Media Marketing and Brand Awareness on the Purchase Intention of Somethinc products. The research employed a quantitative approach with a population consisting of individuals who were familiar with Somethinc products. The sample consisted of 104 respondents selected using a non-probability sampling method with purposive sampling technique. Data were collected through an online questionnaire and analyzed using multiple linear regression to test the partial and simultaneous effects among variables. The results showed that Social Media Marketing had a positive and significant effect on Purchase Intention. Brand Awareness also had a positive and significant effect on Purchase Intention. Furthermore, Social Media Marketing and Brand Awareness simultaneously had a positive and significant effect on the Purchase Intention of Somethinc products. These findings confirmed that effective social media–based marketing strategies and high Brand Awareness could increase consumers' Purchase Intention. This research provided practical contributions for cosmetic companies, particularly Somethinc, in designing more targeted marketing communication strategies, as well as academic contributions to the development of literature related to digital marketing and consumer behavior.

INTRODUCTION

Today, the *era of digitalization* has brought fundamental changes in people's behavior patterns in accessing information, seeking entertainment, and interacting with brands. The rapid development of information technology has driven a shift in marketing strategies from traditional such as pamphlets, newspapers, radio, and television to digital platforms that are more interactive, personalized, and measurable in effectiveness. One of the platforms that now plays a strategic role is social media, especially *Instagram*, which emphasizes the power of visual content and can create a direct connection between brands and consumers through various interactive features.

In Indonesia, social media adoption shows significant year-on-year growth. *According to Reportal Data* (DataReportal, 2025), in 2025 there will be more than 143 million active social media users whose average usage time is around 3 hours per day. This fact shows that there is an opportunity for companies to leverage an efficient *digital marketing* strategy to attract a wider range of customers.

Social media was initially an entertainment for its users, but is currently used as an effective means of marketing communication, including to build brand *awareness*. According to Nurchayati,

(Nurchayati, n.d.)*Social Media* is not only an entertainment *platform*, but also functions as an effective communication medium, providing information, education, and entertainment in real time. In line with that, the Indonesian Internet Service Providers Association (APJII), (Haryanto, 2024) data in 2024 shows that 79.5% of Indonesia's population, which is around 221.56 million people, have used the internet out of a total population of around 280 million people. This condition provides a great opportunity for business people to utilize digital platforms as the main marketing medium.

Instagram is becoming one of the most popular platforms with more than 173 million users in Indonesia by 2025. (The Global Statistics, 2025)The *platform* allows brands to promote products through visual content, advertising, as well as collaborations with *influencers*. The influence *of influencers* is also huge in *digital marketing*. According to *the Influencer Marketing Hub*(Influencer Marketing Hub, 2025), 76% of social media users in Indonesia follow at least one *influencer*, and 68% of them have bought products based on *influencer recommendations*. This fact confirms that influencer-based marketing strategies have great potential in influencing consumer purchasing behavior.

In addition to marketing strategy, *Brand Awareness* is an important element in influencing *Purchase Intent*. Purwati and Cahyanti (Purwati & Cahyanti, 2022), stated that brand awareness has a positive influence on buying interest because it helps reduce risk in decision-making. This is in line with the findings of Debora & Herianto (Debora & Herianto, 2015)and Muslimawati, et al., (Muslimawati et al., 2017) who show that promotion through *Instagram* significantly increases consumer buying interest in various products.

However, in the midst of very fierce competition in the beauty industry, not all brands are able to optimize the potential of social media. *Somethinc* is one of the local *premium brands* that has a good reputation and strong market segmentation among Gen Z and millennials. Based on April 2025 data, the number of *Somethinc Instagram* followers reached 1.4 million, placing it in 4th place out of the top five competing brands. To give a clearer picture of *Somethinc*'s position compared to competitors, here is a comparison of the number of *Instagram* followers on the five brands:

**Table 1.** Number of Instagram Followers

No.	Brand (Username)	Followers
1.	Scarlettofficial	5.2 million
2.	Beauty	3.1 million
3.	Msglowbeauty	1.8 million
4.	Somethincofficial	1.4 million
5.	Eminacosmetics	1 million

Source : April 2025 follower data

The data in the table shows that although *Somethinc*'s follower count is quite large, the brand still lags behind some competitors with a wider audience base. This condition confirms the need for an innovative marketing strategy so that *Somethinc* is able to compete with brands that have greater resources or a greater number of followers on social media.

In addition, *Brand Awareness* is also heavily influenced by message consistency and visual identity. Brands that have a strong visual appearance and an easily recognizable message will be easier for consumers to remember. *Somethinc* can leverage relevant elements of local culture or trends to strengthen brand identity, for example through local campaigns or collaborations with Indonesian

influencers. Apart from the number of followers, *Somethinc's sales performance* also shows a trend that needs to be considered. Data from *Kompas Market Insight* during the Ramadan period 2022 to 2024 shows a decline *in Somethinc*'s position in the list of the top five beauty brands. In 2022, *Somethinc* recorded a market share of 2.1% and ranked fifth. However, in 2023 and 2024, this brand will no longer be on the list. Meanwhile, brands such as *Skintific* and *The Originote* managed to break into the top five with a market share of 5.6% and 1.9%, respectively.
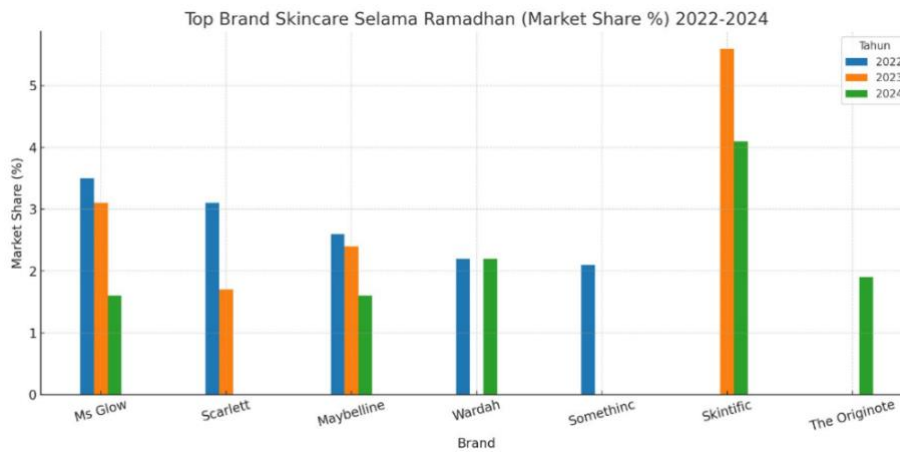
Figure 1. TOP 5 Beauty Package Product Sales
Source : Kompas Market Insight (2024)

This phenomenon reflects the importance of a strong digital strategy in maintaining consumer buying interest. New brands have managed to gain market attention through aggressive campaigns on social media, while *Somethinc* seems to need to evaluate the effectiveness of its digital marketing strategy. Sales performance during Ramadan 2024 in the three major *e-commerce* (Tokopedia, Shopee, and Blibli) also provides a more detailed picture. Based on this data, *Somethinc* was recorded in the 8th position with sales of around 168 thousand units, far below *Hanasui* which occupies the top position with more than 813 thousand units.
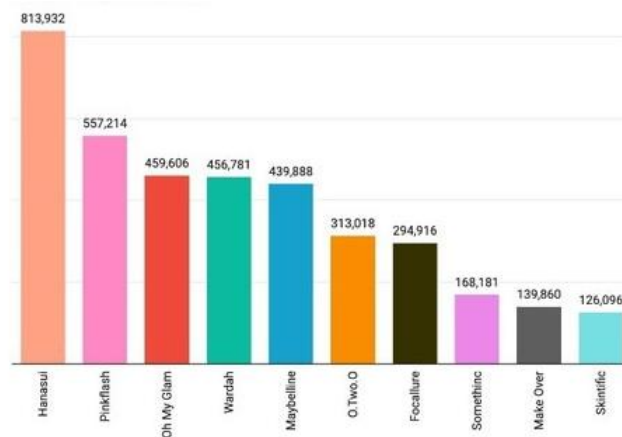
Figure 1. Top 10 Brands Sales of Ramadan 2024
Source : Kompas (2024)

This condition shows that even though *Somethinc* is known as a local *premium brand* with a strong digital strategy, this brand still faces great challenges in competing quantitatively. *Social Media Marketing* and *Brand Awareness* are key elements that influence *Purchase Intent*, especially in the highly competitive beauty industry.

The urgency of this research lies in the need *for Somethinc* to immediately strengthen a social media-based digital marketing strategy to maintain relevance and competitiveness in the market. Delays in optimizing strategies can lead to further decline in market share, loss of loyal consumers, and a weakening of brand image amid the penetration of new brands. In terms of potential and utilization, this research is expected to be able to provide strategic guidance for *Somethinc* and other beauty industry players in optimizing the role of *Social Media Marketing* and *Brand Awareness* to build emotional relationships with consumers, expand market share, and encourage increased sales. With the number of *Instagram* users continuing to grow, the right strategy can have a long-term effect on brand loyalty.

Future prospect development of this research includes opportunities to develop digital marketing models that focus on the use of interactive features such as *Reels*, *Stories*, and *Live Streaming*, *user-generated content management*, and the integration of consumer data analytics for campaign personalization. These strategies can be adapted by other local brands, not only in the beauty industry but also in other retail sectors. The expected impact is the preparation of an empirical model that explains the relationship between *Social Media Marketing* and *Brand Awareness* to *Purchase Intention* in the beauty industry, as well as practical recommendations that can be implemented directly by companies. Academically, this research provides scientific novelty by filling the literature gap related to the integration of these two variables in the context of local Indonesian brands competing in the digital realm.

The results of this study are intended to be input not only for the companies that are the object of the study, but also for other companies engaged in similar fields. In addition, assisting companies in setting a more targeted marketing strategy so that the products and services offered are in line with consumer desires is the hope of this study.

Academically, this research adds to the wealth of science in the fields of Social Media Marketing, Brand Awareness, and Purchase Intention, which can be a reference for future researchers and students who study similar topics. This research aims to analyze the influence of Social Media Marketing and Brand Awareness on Purchase Intention for Somethinc products.

For policymakers in the industry and related institutions, the results of this research can be a reference in formulating policies or programs that support the development of digital marketing strategies in the local beauty industry. This research also contributes information to the public about the usefulness of digital marketing strategies on purchase intent, which can ultimately lead consumers to be more critical and wise in choosing products according to their needs.

RESEARCH METHOD

This study uses an explanatory type of research with a quantitative approach. Researchers do not have precise information regarding the number of people who know about Somethinc products, non-probability sampling is the sampling method used.

Data Sources and Types

There are two categories of data sources used in this study, which are as follows:

1. Primary data is information collected from questionnaires that are disseminated directly online to individuals who are aware of Somethinc products.
2. Secondary data, which includes journals, articles, and research-related data, is a source of information collected outside of the research object.

Hypothesis

Judging from the formulation of the problem and the research objectives that have been formulated, the hypotheses in this study are as follows:

1. H1: Social Media Marketing has a positive and significant effect on Purchase Intention for Somethinc products.
2. H2: Brand Awareness has a positive and significant effect on Purchase Intention for Somethinc products.
3. H3: Social Media Marketing and Brand Awareness simultaneously have a positive and significant effect on Purchase Intention for Somethinc products.

Research Ethics

This research was conducted following ethical research standards. Participation in the study was entirely voluntary, and respondents were provided with clear information about the purpose of the research before completing the questionnaire. Informed consent was obtained from all respondents, ensuring that they agreed to participate with full awareness. All data collected were kept confidential and used solely for research purposes. Respondent identities were kept anonymous to protect privacy, and no personally identifiable information was recorded or disclosed.

Data Analysis Techniques

In this study, to test the independent variable that affects the dependent variable, multiple linear regression analysis method was applied to see the extent of the impact. The research data was then processed using the Statistical Package for the Social Sciences (SPSS) version 25 application, which functions for statistical analysis. The test stages include descriptive statistical analysis to provide an overview of the characteristics of the data, classical assumption tests to assess the feasibility of regression models, and the application of multiple linear regression in analyzing the relationships between variables. Furthermore, to test the partial influence of each independent variable on the dependent variable, it was carried out through the t-test.

RESULTS AND DISCUSSION

Descriptive Analysis of Respondents

Respondent Characteristics

A total of 112 questionnaires were successfully collected through *Google Form*. However, 8 of them were eliminated because they did not meet the research criteria. Therefore, the respondents used in this study are individuals of age according to the provisions and already have knowledge about

Somethinc products.

The elimination process was carried out based on the quality of the data, namely respondents who did not know Somethinc products and incomplete questionnaire filling. The following is an overview of the initial data of respondents before the elimination process is carried out:
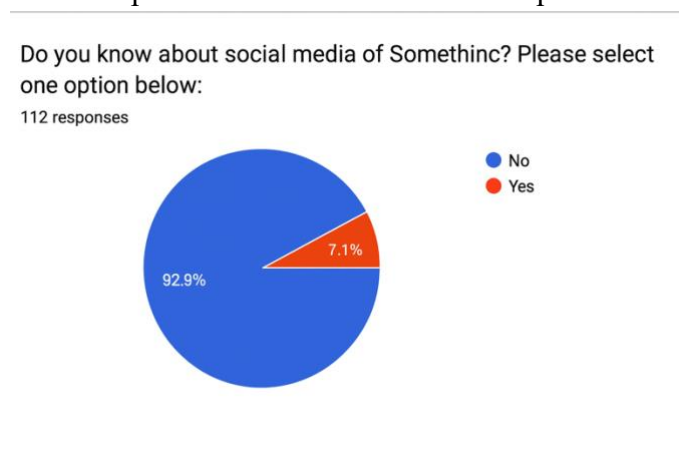

Figure 3. Preliminary Data Distribution Chart
Source: Primary data, processed 2025

After the data verification and validation process, the final analysis of the study was based on 104 respondents who provided complete answers and met all the research criteria. The analysis of the characteristics of the respondents in this study is presented as follows:

Gender
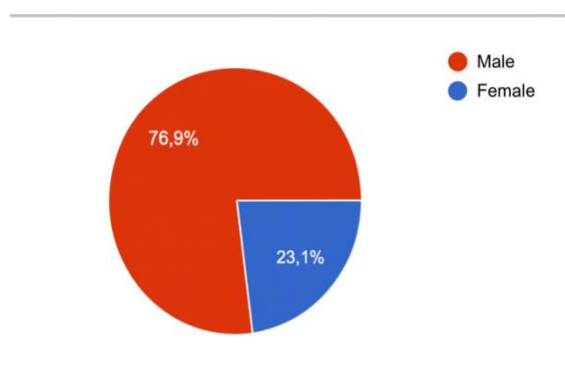
Figure 4. Gender Chart
Source: Primary data, processed 2025

Based on Figure 4.2, which is about the demographic characteristics of the gender in this study, out of a total of 104 respondents analyzed, there were 85 women (75.9%) and 27 men (24.1%). This proportion shows that the number of female respondents is significantly higher than that of men.

The distribution of more female respondents indicates that the majority of the data in this study is dominated by the perspectives of female respondents. Nevertheless, the presence of male respondents still contributes to the diversity of views in the study, especially in the context of Somethinc products among different gender groups.
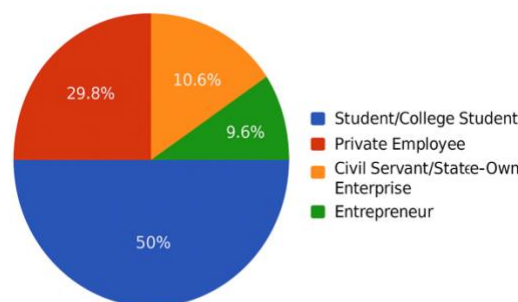
Age (by generation)
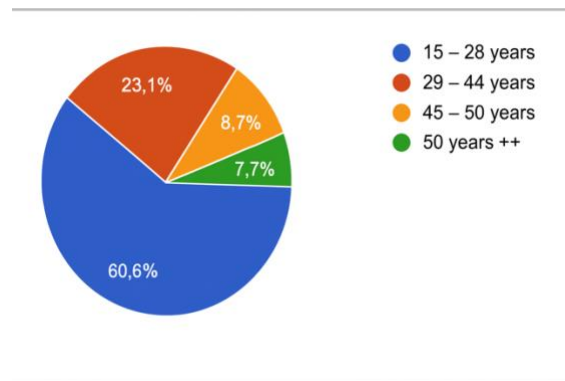
Figure 5. Age Type Chart
Source: Primary data, processed 2025

Based on Figure 4.3, namely the age distribution data of the respondents in this study, the age characteristics of the respondents that were successfully collected consisted of four age groups. Of the total 104 respondents who met the criteria, the largest proportion was in the age range of 15–28 years. Where as many as 63 respondents (60.6%) were in the age group of 15–28 years, making this group the majority of participants in the study about Somethinc products. Furthermore, as many as 24 respondents (23.1%) were in the age group of 29-44 years. For the age group of 45–50 years, there were 9 respondents (8.7%), while respondents over 50 years old amounted to 8 people (7.7%).

This distribution shows that most of the respondents are from the young to early adulthood range, which is in line with the main market profile of beauty products such as Somethinc, while the presence of respondents in the older age group also enriches the diversity of viewpoints in this study.

Employment Status

Figure 6. Job Status Chart
Source: Primary data, processed 2025

Based on Figure 4.4, namely the distribution data of the respondents' employment status in this study, it can be seen that there is a fairly clear variation among professional groups. Of the total 104 respondents analyzed, the majority were in the student or student category, which amounted to 52 people or around 50% of the total respondents. The next group is private employees as many as 31 people or 29.8% of the total respondents. Respondents who work as civil servants/state-owned enterprises were recorded as many as 11 people (10.6%). Meanwhile, as many as 10 people (9.6%)

identified themselves as entrepreneurs.

This distribution shows that the majority of respondents come from students, which are then followed by private employees. The number of respondents from the civil servants/SOEs and entrepreneurs is relatively less when compared to the other two groups. This diversity of employment status provides a fairly representative picture of the economic background and professional experience of respondents in research related to Somethinc products.

Earnings per Month
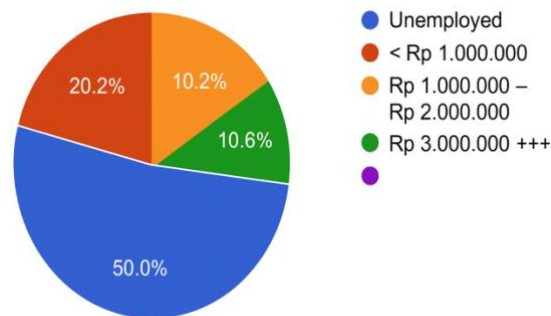
Figure 7. Income Chart
Source: Primary data, processed 2025

Based on Figure 4.5, namely data on the distribution of monthly income of respondents in this study, there is a fairly clear variation in income level groups. Of the total 104 respondents analyzed, most of them were in the category of not having income, which was 35 people or 33.7% of the total respondents.

Furthermore, the group of respondents with an income of less than IDR 1,000,000 amounted to 21 people (20.2%), followed by the group with an income of IDR 1,000,000 – IDR 2,000,000 consisting of 20 people (19.2%). Meanwhile, 17 people (16.3%) were in the group with a monthly income of IDR 2,000,000 – IDR 3,000,000. Only a small percentage of respondents, namely 11 people (10.6%), have an income of more than IDR 3,000,000 per month.

The distribution of income of these respondents shows that the majority of participants come from groups that do not have a fixed income or that are still at a low income level. This diversity of income levels provides a comprehensive picture of the variation in the economic background of respondents in the study of Somethinc products.

Respondent Opinion Analysis

Table 2. Respondents' Opinions on *Social Media Marketing*

No.	Statement	Score					Total
		STS	TS	CS	S	SS	
1	The content uploaded by Somethinc's social media accounts feels entertaining and fun to look at.	0	9	30	39	26	104
2	Somethinc adjusts product promotions or recommendations on social media according to the skin type or needs of its users.	0	9	30	47	19	104
3	Somethinc's social media content is always *up-to-date* and follows the communication style that is popular among young people.	1	10	24	45	24	104
4	I find it easy to interact directly with Somethinc through social media.	1	7	33	35	28	104
5	Somethinc's user reviews and testimonials on social media influenced my interest in their products.	0	8	29	42	25	104

Source: Primary data, processed 2025

Based on Table 2 the majority of respondents gave a positive assessment of *the Social Media Marketing* variable in the Somethinc brand. In general, respondents rated that Somethinc's social media content was entertaining, relevant to user needs, followed communication trends, facilitated good interactions, and was supported by positive reviews from other users. However, there are a small number of respondents who have not felt the optimal impact of this marketing strategy, so Somethinc still needs to improve content personalization and audience engagement to maximize the effectiveness of *Social Media Marketing*.

Table 3. Respondents' Opinions on *Brand Awareness*

No.	Statement	Score					Total
		STS	TS	CS	S	SS	
1	Before seeing ads or social media content, I had never heard of Somethinc products.	1	10	29	44	20	104
2	I can recognize the logo or packaging of Somethinc products when I see them in stores or social media.	1	15	24	41	23	104
3	I can mention the Somethinc brand as one of the options when talking about skincare products.	3	14	25	35	27	104
4	Somethinc is the first brand I think of when I hear the word "local skincare."	1	10	31	35	27	104

Source: Primary data, processed 2025

Based on Table 3 the majority of respondents showed a positive level of brand *awareness* towards Somethinc. The four dimensions measured as *unaware of brand*, *brand recognition*, *brand recall*, and *top of mind* generally received positive responses. These results illustrate that most

respondents are familiar with Somethinc through social media exposure, are able to identify their visual identity, and put Somethinc on the *consideration set* when talking about skincare products. In fact, in the *top of mind dimension*, Somethinc is considered to have succeeded in becoming the first brand to be remembered in the local skincare category.

However, there are still a small number of respondents who are not completely familiar, especially in the aspect of *brand recognition*. This indicates the need for visual identity consistency, increased frequency of brand exposure, and optimization of marketing communication strategies to expand the reach of awareness across all target market segments.

Table 4 Respondents' Opinions on *Purchase Intention*

No.	Statement	STS	TS	CS	S	SS	Total
1	Before seeing ads or social media content, I had never heard of Somethinc products.	1	17	38	41	7	104
2	I can recognize the logo or packaging of Somethinc products when I see them in stores or social media.	2	16	49	28	9	104
3	I can mention the Somethinc brand as one of the options when talking about skincare products.	2	24	47	20	11	104
4	Somethinc is the first brand I think of when I hear the word "local skincare."	1	14	46	36	7	104

Source: Primary data, processed 2025

Based on Table 4, the *Purchase Intention* level for Somethinc products is in the medium to high category. Social media exposure and digital promotion play an important role in shaping respondents' initial knowledge, brand recognition, and purchase considerations. Most respondents were able to recognize Somethinc's products, logos, and packaging, and consider it as one of the options in the local skincare category. However, only a small percentage of respondents put Somethinc as the top choice (*top of mind*). These findings show that Somethinc's marketing strategy has been effective in building buying interest, but it still needs to be strengthened through improved brand positioning and the conversion of interest into real purchase decisions.

A. Data Analysis
Test Instruments
Validity Test

The validity test is carried out to ensure that each item of the statement in the questionnaire is able to accurately measure the construct in question. The test was conducted after data was collected from 104 respondents who met the research criteria. The method used is Pearson correlation (Pearson Product Moment), which is by comparing the r-value of each item to the r-table.

An item is considered valid if the r-count is greater than the value of the r-table. In this study, the r-table value was determined to be 0.1927 with a significance level of 5% ($\alpha = 0.05$) and degree of freedom (df) = 102, the result of the calculation df = n – 2 with n = 104. Items that meet these criteria are considered legitimate to be used in measuring the variables of Social Media Marketing, Brand Awareness, and Purchase Intention. Valid items are then reused in reliability tests and subsequent regression analysis.

Table 5 Validity Test Results of *Social Media Marketing Variables*

Uji Validitas Variabel *Social Media Marketing* (X1)

Item Pernyataan	R Hitung	R Tabel	Keterangan
Item X1.1	0,751	0,192	Valid
Item X1.2	0,801	0,192	Valid
Item X1.3	0,735	0,192	Valid
Item X1.4	0,750	0,192	Valid
Item X1.5	0,769	0,192	Valid

Source: SPSS Data Processing Results, 2025

Based on the results of data processing in Table 5, the five statement items in the *Social Media Marketing* variable have *an r-count* value between 0.735 and 0.801. All of these values are greater than *the r-table* (0.192), so all indicators are declared valid. Thus, the entire item can be used in advanced analysis because it has met the established validity criteria.

Table 6. Results of the Validity Test of *the Brand Awareness Variable*

Uji Validitas Variabel *Brand Awareness* (X2)

Item Pernyataan	R Hitung	R Tabel	Keterangan
Item X2.1	0,797	0,192	Valid
Item X2.2	0,809	0,192	Valid
Item X2.3	0,844	0,192	Valid
Item X2.4	0,782	0,192	Valid

Source: SPSS Data Processing Results, 2025

Based on the data processing results in Table 6, the four statement items used to measure the *Brand Awareness* variable had *a calculated r-value* between 0.782 and 0.844, all exceeding *the r-table* by 0.192. Thus, all items are declared valid and suitable for use in advanced analysis because they meet the established validity criteria.

Table 7. Results of the Purchase Intention Variable Validity Test

Uji Validitas Variabel *Purchase Intention* (Y)

Item Pernyataan	R Hitung	R Tabel	Keterangan
Item Y.1	0,774	0,192	Valid
Item Y.2	0,778	0,192	Valid
Item Y.3	0,763	0,192	Valid
Item Y.4	0,768	0,192	Valid

Source: SPSS Data Processing Results, 2025

Based on the results of data processing in Table 7, the four statement items that make up the *Purchase Intention* variable have a calculated *r-value* between 0.763 and 0.778, all of which is greater than *the r-table* of 0.192. Thus, all items are declared valid and suitable for use in advanced analysis because they have met the established validity criteria.

Reliability Test

Reliability testing ensures that the research instrument produces consistent data when used to measure the same variable. The test uses *Cronbach's Alpha coefficient*, with the criterion of reliability if the value is > 0.6. All variables in this study met these criteria, so that the instrument was declared feasible for further analysis. Detailed results are presented in the following table:

Table 8. Reliability Test Results

Variabel	Cronbach Alpha	Koefisien	Keterangan
X1	0,817	> 0,6	Reliabel
X2	0,823	> 0,6	Reliabel
Y	0,771	> 0,6	Reliabel

Source: SPSS Data Processing Results, 2025

Based on Table 8, all instruments for *the Social Media Marketing*, *Brand Awareness*, and *Purchase Intention* variables were declared reliable with *Cronbach's Alpha* value above 0.6. These results confirm that each questionnaire item has high reliability in representing the constructed being measured. Thus, the data obtained is declared valid, trustworthy, and eligible for use in the next stage of analysis.

Classic Assumption Test

Normality Test

The purpose of the normality test is to ensure that the residual data in the regression model have a normal distribution pattern. In this study, the test was carried out using *the Kolmogorov-Smirnov One-Sample* method. Decisions are made based on significance values (*Asymp. Sig.* 2-tailed); If the significance value > 0.05, then the residual data is declared to be normally distributed.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		104
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.24918159
Most Extreme Differences	Absolute	.071
	Positive	.062
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Figure 8 Normality Test Results
Source: SPSS Processing Results, 2025

Referring to Table 8, the results of the Kolmogorov-Smirnov normality test show a significance value of 0.2, which exceeds the limit of 0.05. This condition confirms that the residual regression model follows a normal distribution, so that the assumption of normality is fulfilled and

the data can be used in linear regression analysis at a later stage.

Multicollinearity Test

The multicollinearity test aims to detect high correlations between independent variables that can disrupt the stability of the regression coefficient estimation. The test was carried out using *Tolerance* and *Variance Inflation Factor* (VIF) values. The model is declared free of multicollinearity if *the Tolerance* ≥ 0.10 and the VIF ≤ 10. Conversely, if *the Tolerance* ≤ 0.10 or VIF ≥ 10, there are indications of multicollinearity to watch out for.

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	2.571	1.585		1.622	.108		
	X1_Total	.254	.065	.323	3.939	.000	.999	1.001
	X2_Total	.384	.069	.457	5.576	.000	.999	1.001

a. Dependent Variable: Y_Total

Figure 9 Multicollinearity Test Results
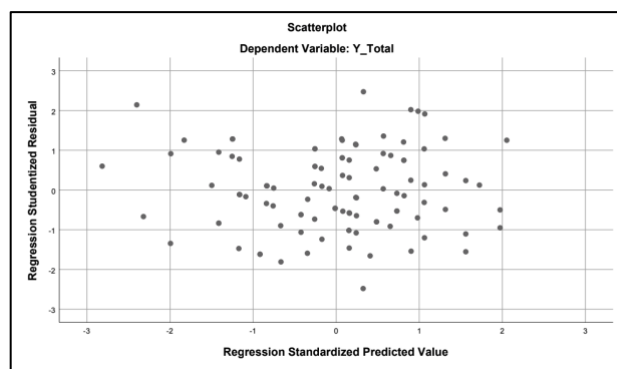Source: SPSS Processing Results, 2025

Based on Table 9, the results of the multicollinearity test with the analysis *of Tolerance* and *VIF* values using SPSS version 25 showed that there were no symptoms of multicollinearity in independent variables. The *Social Media Marketing* (X1) variable has a *Tolerance* value of 0.999 and VIF of 1.001, while *Brand Awareness* (X2) has the same value. The entire *Tolerance value is* well above 0.10 and the VIF is well below 10, so the two independent variables are not highly correlated with each other.

Thus, the multiple linear regression model in this study fulfills the assumption of multicollinearity-free, so that the resulting coefficient estimation can be interpreted validly and reliably.

Heteroscedasticity Test

Heteroscedasticity testing aims to verify whether there is an error variance inequality along the range of predicted values in the regression model. The method used is the analysis of the scatterplot pattern between standardized and standardized residual prediction values.

The following are the results of the *scatterplot* test on the dependent variable (*Purchase Intention*):

Figure 10. Gender Chart
Source: SPSS Processing Results, 2025

Referring to Figure 4.6, the scatterplot shows a distribution of points that are randomly scattered around a zero horizontal line and do not form a typical pattern such as a funnel, curve, or a specific cluster. This pattern of random distribution both above and below the Y axis indicates that the residual variance is consistent across the prediction level. Therefore, the regression model has fulfilled the assumption of homogeneity, so that it can be used for advanced analysis without the need to transform or modify the model.

Model Feasibility Test (F)

The F test is a statistical procedure used to evaluate the predictive ability of the regression model as a whole. In this study, the F test was conducted to assess the simultaneous influence of Social Media Marketing (X1) and Brand Awareness (X2) variables on Purchase Intention (Y). The regression model can be declared significant if the F-calculated value exceeds the F-table value at a predetermined significance level.

In this study, the significance level was set at 5% ($\alpha = 0.05$). Using 104 respondents and 2 independent variables, the degrees of freedom $df_1 = 2$ (number of independent variables) and $df_2 = 101$ (n-k-1 = 104-2-1) were obtained. Based on the distribution table F, the F-table values for $df_1 = 2$ and $df_2 = 101$ at a significance level of 5% are 3.94. The results of the calculation of the F Test are presented in the following table:

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246.596	2	123.298	23.900	.000^b
	Residual	521.058	101	5.159		
	Total	767.654	103			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Brand Awareness, Social Media Marketing						

Figure 11. F Test Results
Source: SPSS Processing Results, 2025

Based on Table 4.10, the F-calculated value is 23,900 > F-table 3.94 with a significance of 0.000 < 0.05, so that *Social Media Marketing* (X1) and *Brand Awareness* (X2) simultaneously have a significant effect on *Purchase Intention* (Y). The regression model is declared feasible and has good predictive capabilities for advanced analysis.

Coefficient Determination Test

The determination coefficient test aims to assess the ability of independent variables, namely *Social Media Marketing* and *Brand Awareness*, to explain the variations that occur in the dependent variable, namely *Purchase Intention*. The test was performed using the *R Square value*, which shows the proportion of variance of the dependent variables that can be explained by the regression model. Here are the test results:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.567[a]	.321	.308	2.271

a. Predictors: (Constant), Brand Awareness, Social Media Marketing

Figure 12. Coefficient Test Results
Source: SPSS Processing Results, 2025

Based on the test results shown in the table above, an R Square value of 0.321 or 32.1% was obtained. This shows that *the Social Media Marketing* and *Brand Awareness* variables together are able to explain 32.1% of the variation *in Purchase Intention* of Somethinc products. While the remaining 67.9% was influenced by other factors that were not studied in this study.

The value for *the Adjusted R Square* of 0.308 indicates that after adjusting for the number of variables and sample size, the model's predictive ability is still at the level of 30.8%, which indicates that the model has a fairly good predictive ability although there is still room for improvement by including other relevant variables.

Multiple Linear Regression Test

Multiple linear regression tests were used to determine the influence of *Social Media Marketing* and *Brand Awareness* on *Purchase Intention* simultaneously. This analysis aims to form a mathematical equation that describes the relationship between independent and dependent variables, as well as measure the magnitude of the influence of each variable on changes *in Purchase Intention*. Data processing was carried out using SPSS version 25, resulting in the following coefficients and regression equations:

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	2.571	1.585		1.622	.108		
	X1_Total	.254	.065	.323	3.939	.000	.999	1.001
	X2_Total	.384	.069	.457	5.576	.000	.999	1.001

a. Dependent Variable: Y_Total

Figure 13. Coefficient Test Results
Source: SPSS Processing Results, 2025

In this multiple linear regression test, the model of the equation that corresponds to the study is as follows:

$$Y = 2.571 + 0.254X_1 + 0.384X_2 + e$$

Description of variables:

- Y = *Purchase Intention*
- α = Constant
- X_1 = *Social Media Marketing*
- X_2 = *Brand Awareness*
- e = Error term

From the above equation, an interpreted regression model is obtained:

1. *Purchase Intention* (Y)

    In this study, a constant value of 2.571 was obtained, indicating that without the influence of *Social Media Marketing* or *Brand Awareness* (both values are zero), *Purchase Intention* for Somethinc products remained at the base level of 2.571.

2. *Social Media Marketing* ($X_1 = 0.254$)

    For the X_1 variable or *Social Media Marketing*, a constant value of 0.254 is obtained, which means that every one point increase in marketing effectiveness on social media will increase consumer *Purchase Intention* by 0.254 points, assuming the other variables remain constant.

3. *Brand Awareness* ($X_2 = 0.384$)

    Based on the results of the regression analysis on the *Brand Awareness* variable, it was recorded higher, namely 0.384. This value indicates that each one-point increase *in Brand Awareness* will increase *Purchase Intention* by 0.384 points, with other variables remaining constant. This value also confirms that the influence *of Brand Awareness* is more dominant than *Social Media Marketing* in shaping consumer purchase intentions.

Hypothesis Test

The hypothesis test was carried out to determine the influence of each independent variable on the dependent variable partially through the t-test. At a significance level of 5% ($\alpha = 0.05$) with df = 101, a t-table value of 1.984 is obtained. The hypothesis is accepted if t-calculates > t-table and the significance value < 0.05.

Coefficients^a							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.571	1.585		1.622	.108		
	X1_Total	.254	.065	.323	3.939	.000	.999	1.001
	X2_Total	.384	.069	.457	5.576	.000	.999	1.001
a. Dependent Variable: Y_Total								

Figure 14. Coefficient Test Results
Source: SPSS Processing Results, 2025

Based on the results of the hypothesis test presented in the table above, it can be concluded that the two independent variables have a significant effect on *Purchase Intention*. For *Social Media Marketing* (X_1), the t-calculated value is 3.939 > t-table is 1.984 with a significance of 0.000 < 0.05, so that H_1 is accepted. This shows a positive and significant influence on the *Purchase Intention* of Somethinc products. For *Brand Awareness* (X_2), the t-value is calculated 5.576 > t-table is 1.984 with a significance of 0.000 < 0.05, so H_2 is accepted. A higher t-count value than X_1 indicates that *Brand Awareness* has a greater contribution to influencing *Purchase Intent*.

Discussion

This study was conducted to test the influence of *Social Media Marketing* and *Brand Awareness* on *Purchase Intention* in Somethinc products. Through data analysis from the distribution of questionnaires and various statistical tests, research findings were obtained. The discussion of the results of this research is presented in the following sections:

Social Media Marketing* has a positive and significant effect on *Purchase Intention

Based on the results of the multiple linear regression test, *the Social Media Marketing* variable had a positive and significant effect on *the Purchase Intention* of Somethinc products, as evidenced by a t-count value of 3.939 > t-table of 1.984 and a significance of 0.000 < 0.05. The regression coefficient of 0.254 shows that every one-point increase in *Social Media Marketing* will increase *Purchase Intention* by 0.254 points.

These findings are in line with previous research put forward by Aimanisa and (Putri & Isa, 2024)Supeni et al. (Priatni et al., 2020)which proves the effectiveness *of Social Media Marketing* in encouraging purchase intent, both in beauty products and services. Digital marketing activities that are interactive, relevant, and trend-appropriate have been proven to create a personalized experience for consumers, thereby increasing buying interest.

Social Media Marketing* has a positive and significant effect on *Purchase Intention

The results of the multiple linear regression test showed that *Brand Awareness* had a positive and significant effect on Somethinc product Purchase Intent, as evidenced by a t-count value of 5.576 > t-table of 1.984 and a significance of 0.000 < 0.05. The regression coefficient of 0.384 shows that every one-point increase *in Brand Awareness* will increase *Purchase Intention* by 0.384 points, higher than the influence of *Social Media Marketing*.

These findings are in line with previous research by Fenetta and Keni and Eliasari and Sukaatmadja which proved that (Fenetta & Keni, 2019)(Eliasari & Sukaatmadja, 2017)*Brand Awareness* not only influences purchase intent directly, but also strengthens consumer loyalty. High brand awareness makes Somethinc top *of mind* in the local skincare category, thus encouraging consumers to choose this product.

Social Media Marketing* and *Brand Awareness* simultaneously have a positive and significant effect on *Purchase Intention

Based on the results of the F test, it shows that *Social Media Marketing* and *Brand Awareness* simultaneously have a positive and significant effect on *Somethinc product Purchase Intention* (F-count 23,900 > F-table 3.94; sig. 0.000 < 0.05). The two variables together explain 32.1% of the variation in purchase intention, while 67.9% is influenced by other factors outside the model.

This finding is in line with the research of Taufik et al. [22] on Indonesian Iced Tea drink products and Dermawan et al. in the Kopiria café business, which both prove the simultaneous influence of (Pratama & Muttaqin, 2024)*Social Media Marketing* and *Brand Awareness* on *Purchase Intention*.

CONCLUSION

Based on the results of the research, data analysis, and discussion that have been previously presented, it can be concluded that Social Media Marketing has a positive and significant effect on Purchase Intention in Somethinc products. Marketing activities carried out through social media—such as interactive campaigns, collaborations with influencers, and the presentation of attractive promotional content—contribute significantly to increasing consumer buying interest. The more often

consumers are exposed to relevant and engaging promotional content, the stronger their intention to make a purchase.

Furthermore, Brand Awareness also positively and significantly influences Purchase Intention. Consumer awareness of a brand, whether through recognition, reminders, or positive perceptions, plays a vital role in shaping purchasing decisions. Strong and memorable brands are more likely to be considered by consumers when selecting skincare or cosmetic products. Moreover, Social Media Marketing and Brand Awareness collectively have a synergistic effect in driving Purchase Intention, showing that these two factors are complementary and equally essential for influencing consumer behavior.

For practical implications, Somethinc should focus on strengthening its communication strategies on social media by creating interactive and creative campaigns, collaborating with relevant influencers, and maintaining consistency in its brand image. This approach can help build emotional closeness and trust among consumers, ultimately encouraging purchase decisions. Additionally, the company should regularly evaluate consumer feedback and market trends to ensure that its marketing strategies remain relevant and effective.

For future research, scholars are encouraged to expand the scope of the study by including other variables such as customer engagement, electronic word-of-mouth (e-WOM), or customer loyalty to provide a more comprehensive understanding of consumer behavior. Future studies may also consider different sample demographics or compare multiple beauty brands to explore the generalizability of the findings and provide deeper insights into the dynamics of digital marketing in the beauty industry.

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