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**PENGARUH *SOCIAL MEDIA MARKETING ACTIVITIES*
MELALUI *CONSUMER BRAND ENGAGEMENT*
TERHADAP *PURCHASE INTENTION*
PADA AKUN INSTAGRAM @WARDAHBEAUTY**



SKRIPSI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar sarjana
Program Studi Bisnis Digital

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**PROGRAM STUDI S1 BISNIS DIGITAL
UNIVERSITAS PENDIDIKAN INDONESIA
KAMPUS TASIKMALAYA
2025**

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ABSTRAK

Oleh

Baiturrahmi Nur Hizbandyah

Di era VUCA yang penuh ketidakpastian dan perubahan yang cepat, perusahaan perlu beradaptasi dengan transformasi digital, salah satunya dengan pemanfaatan media sosial. Saat ini, berkembangnya aktivitas pemasaran media sosial sangat berpengaruh terhadap meningkatnya niat beli konsumen, terlebih pada industri kecantikan. Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing activities* melalui *consumer brand engagement* terhadap *purchase intention* pada akun Instagram @wardahbeauty. Penelitian menggunakan pendekatan kuantitatif terhadap 165 responden yang mengikuti akun Instagram @wardahbeauty yang dianalisis menggunakan pendekatan SEM-PLS dengan bantuan *software* SmartPLS 4.1.1.2. Hasil penelitian mengungkapkan bahwa *social media marketing activities* melalui dimensi-dimensinya, yaitu *entertainment*, *interaction*, *trendiness*, *customization*, dan *word of mouth* dapat berpengaruh langsung secara positif dan signifikan terhadap *consumer brand engagement* melalui dimensi *consuming* dan *contributing*, artinya ketika konten yang disajikan menarik dan relevan mampu meningkatkan *consumer brand engagement*. Kemudian, ditemukan juga hubungan yang positif dan signifikan antara *consumer brand engagement* terhadap *purchase intention*. Begitu pun dengan *social media marketing activities* terhadap *purchase intention* terbukti berpengaruh positif dan signifikan, baik melalui mediasi atau pun pengaruh secara langsung. Penelitian ini memberikan implikasi teoritis dan praktis yang menekankan pentingnya penyajian konten yang menarik, interaktif, trendi, serta relevan dengan preferensi konsumen yang dapat meningkatkan *consumer brand engagement* yang kemudian dapat mendorong *purchase intention* konsumen terhadap produk Wardah.

Kata kunci: *social media marketing activities*, *consumer brand engagement*, *purchase intention*, Wardah

**THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES
THROUGH CONSUMER BRAND ENGAGEMENT
ON PURCHASE INTENTION
ON THE INSTAGRAM ACCOUNT @WARDAHBEAUTY**

ABSTRACT

by

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In the VUCA era, marked by uncertainty and rapid change, companies must adapt through digital transformation to enhance productivity and competitiveness—one of which is by utilizing social media. Currently, the rise of social media marketing activities significantly influences consumers' purchase intention, especially in the beauty industry. This study aims to analyze the effect of social media marketing activities through consumer brand engagement on purchase intention on the Instagram account @wardahbeauty. This research uses a quantitative approach with 165 respondents who follow @wardahbeauty and is analyzed using the Partial Least Square Structural Equation Model (PLS-SEM) with SmartPLS 4.1.1.2. The results reveal that social media marketing activities, through its dimensions entertainment, interaction, trendiness, customization, and word of mouth positively and significantly influences consumer brand engagement, which consists of consuming and contributing dimensions. This means that engaging and relevant content can enhance consumer brand engagement. The study also finds a positive and significant relationship between consumer brand engagement and purchase intention. Likewise, social media marketing activities are proven to have a positive and significant effect on purchase intention, both directly and through mediation. This research provides theoretical and practical implications, emphasizing the importance of delivering attractive, interactive, trendy, and consumer-relevant content to improve consumer brand engagement, which in turn can drive consumers' purchase intention towards Wardah's products.

Keywords: *social media marketing activities, consumer brand engagement, purchase intention, Wardah*

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