



## The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya

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### Abstract

Purpose: This study aims to analyze the effect of social media marketing, brand image, and brand trust on the purchase intention of Somethinc skincare products in Surabaya. These days, the internet has been growing rapidly over time. In Indonesia, internet users increase from year to year. The internet can also be an essential tool for media promotion by using social media, which can effectively create a good brand image and brand trust that can be expected to foster purchase intentions for a product.

#### Method:

This study used a purposive sampling technique, with the number of samples being 160 respondents. The respondents' characteristics were social media users who had seen content on Somethinc social media, were domiciled in Surabaya, and aged more than 17 years old. The data used were primary data obtained by distributing questionnaires. The data analysis technique used was Structural Equation Modeling with SmartPLS software

Result: The results of the study prove that Social Media Marketing has a significant effect on Brand Image, Social Media Marketing has a significant effect on Brand Trust, Brand Image has a significant effect on Purchase Intention, Trust has a significant effect on Purchase Intention, Social Media Marketing has an effect which has a significant effect on Purchase Intention through Brand Image, and Social Media Marketing has a significant effect on Purchase Intention through Brand Trust

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### INTRODUCTION

These days, the internet has been growing rapidly over time. In Indonesia, internet users increase from year to year because now all studying and working activities can be done with the internet. This is supported by the 2013 internet users in Indonesia data, which reached 72.8 million people, and currently, internet users in 2020 have reached 196.7 million people. The internet can make business activities more modern because it can become a liaison and ease consumers to find information. The internet can also be a very effective promotional medium, especially social media. Social media can be described as online applications or platforms and tools in mass media that can facilitate communication, collaboration, and information sharing

among users in general and direct sales, customer benefits, and customer returns seeking for business (Bilgin, 2018).

Social media, for example, Facebook, Flickr, Twitter, and Blogs, is an important factor in doing business today. Popular social media applications are YouTube, Facebook, Twitter, Instagram, Line, and Snapchat, in the category of social networks. The applications have many benefits as a communication medium to promote various products, and various business groups widely use them. Using social media is considered a good decision because, according to the Ministry of Communication and Information, there are 63 million internet users in Indonesia, 95% of whom use social media applications. Social media marketing is part of social media, where people can interact through existing platforms. Social media marketing is one of the marketing strategies of online consumer networks usually used by successful businesses (Elaydi, 2018).

Social media is essential for building and increasing purchase intention, brand image, and brand trust. Market competition in the digital marketing world to differentiate product brands is important to shape consumer perspectives and make products more attractive. Half of the world's population now uses various social media, which can be a source for commercial activities. Social media marketing will also affect the product brand's promotion because it strengthens its brand image. A brand image that can strengthen consumer perceptions of a product results from the consumer's thoughts (Kotler, P., & Keller, 2016). If social media marketing can be done, it will form a better product image in the eyes of the public. One way to reduce consumers' purchase risk is to buy brands with a positive brand image (Razy and Lajevardi, 2015). This is where brand image influences purchase intention in the decision-making process (Foster, 2016).

Social media platforms can be used to strengthen brand identity and increase consumer trust in a brand (Kircova et al., 2019). Brand trust has the ability, capability, and capacity needed to obtain consumer wants and needs, described as consumer intentions towards the brand, taking into account the consumers' benefits and solutions to problems (Cakmak, 2016). Consumers' need to gain brand trust comes as a clue in their purchase intentions, especially when they are confused about choosing between similar products to reduce the perceived risk. In these conditions, trust directs the purchase intention (Aydin, 2014).

With brand image and brand trust, a well-known brand will be remembered by consumers and lead to purchase intention. Purchase intention is an activity in which consumers consider purchasing a product. Consumer behavior, attitudes, and perceptions contribute to purchase intention (Hermanda et al., 2019). This is applied by various businesses in Indonesia to develop their products. Based on katadata.co.id data, it can be seen that the penetration rate and users of e-commerce in Indonesia from 2017 to 2023 ( $\pm 78\%$  or  $\pm 210$  million) are predicted to continue to increase. This growth can open up opportunities for businesses to improve their brands.

In Indonesia, people are currently asked always to follow health protocols and maintain their health wherever they are due to the ongoing Covid-19 pandemic. Therefore, health products have become the most-sought products by the public and experienced a high increase in sales during the pandemic, one of which is skincare products. The public, especially women, often uses skincare products after cosmetics. This makes skincare a daily necessity and a product used daily for skin health. The increase in skincare sales is evident from e-commerce's product analysis data, with high sales in 2020 occupied by skincare such as serum as much as 11.18 million, toner 5.08 million, and face masks as much as 4.50 million in several e-commerces in Indonesia (Digimind.id, E-Commerce Report 2020). Figure 1 exhibits the best-selling local skincare brand in e-commerce in the February 2021 period, with Somethinc brand occupying the third position (Compas.co.id, 2021).



**Figure 1**  
**The Best-Selling Local Skincare Brand in E-Commerce**  
Source: Compas.co.id (2021)

Something is a local skincare product founded in 2019 and is well-known among today's young generation. The brand uses several social media platforms to market and share product information. One social media Something used for promotion is TikTok, which is very popular now. According to a survey by iPrice, Something is currently in first position as the most popular skincare product on the TikTok application, with a total number of hashtag views of 57.3 million times (Vivin Dian Devita, 2021). This shows that marketing done on social media can improve brand image and brand trust. The more people use social media, the more people know the brand image. Therefore, it is essential to identify several factors that will affect brand image, brand trust, and purchase intention.



**Figure 2**  
**The Most-Watched Skincare Products On TikTok**  
Source : iPrice.co.id (Devita, 2021)

Something tagline: "Halal, Breathable, Be You Be Somethinc! Skin First, Makeup Second, Glow Always" shows that the brand intends to meet people's needs for beauty products with a halal certificate and is of high quality and affordable prices. Something presents products such as serum, essence, cleanser, toner, moisturizer, mask, eye gel, and many more with various variants and benefits according to the needs of consumers' skin. Something presents skin care products with the concept of clean beauty, the best formulations, the latest technology, halal certification, and affordable prices.

The brand prioritizes consistency in its services and builds positive customer relationships. In addition, it intends to educate consumers about Something products and not be easily influenced by unrealistic advertising. Irene Ursula, the founder of the brand, introduced many Something products through influencers' reviews. Something also provides several channels, such as a call center or SMS, to communicate directly with the available admin number and can be

contacted Monday to Friday from 10 am to 4 pm (Liputan 6, 2020). Many consumers choose Somethinc because the price and product quality are good and can not be doubted. In addition to the many positive reviews given to Somethinc products, it also received a halal certificate and BPOM number, which make consumers not hesitate to buy Somethinc products.

This study aims to examine and analyze the effect of social media marketing on purchase intention through brand image and brand trust of Somethinc skincare products in Surabaya. Therefore, this research is entitled "The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya".

## LITERATURE REVIEW

Social media marketing is one of the many marketing strategies successful businesses use to become part of an online consumer network (Elaydi, 2018). In addition, Karman (2017) revealed that digital word of mouth pushes social media marketing into a rapidly growing marketing phenomenon. According to Godey et al. (2016), social media marketing has five dimensions: entertainment, interaction, trendiness, customization, and word of mouth (WOM). Meanwhile, Bilgin (2018) considered social media marketing activities as entertainment, interaction, trend, advertising, and customization. Social media dramatically affects our lives today because it is a new form of communication and can also influence purchase decisions (Pongpaew et al., 2017).

Social media marketing is the process of promoting using websites, products, and online social channel services as a means of communication. It is an activity carried out using social media to attract visitors to visit the company's official website. These visitors can see the information available on the website. The available information is generally about a new product, achievements, and promotions (Khan & Jan 2015). Business actors have widely used social media marketing because it can increase the company's brand value, expand its reach, and help companies get feedback from potential customers directly (Maulani & Brillyanes Sanawiri, 2019).

Brand image is the customer's perception of a brand promoted by the interaction of affective, cognitive, and evaluative processes in the customer's mind. It represents product information and knowledge that leads to the brand's perception (Wijaya, 2013). Brand image is also associated with the beliefs and perceptions held by consumers about a brand (Foster, 2016). According to Kotler and Keller (2016), brand image is a consumer's perception of a brand as a reflection that comes from associations in the consumers' minds. It is a combination of consumers' feelings about the product and is related to indirect factors. Thus, brand image is the picture of a brand that consumers receive through their sense organs (Seo & Park, 2018).

Brand image is a physical structure that can be formed in the consumers' minds. It is described as the sum of the total brand associations that consumers have in memory and leads to the brand's perception. According to Sangadji and Sopiah (2016), brand image can be positive or negative and depends on people's perceptions, tastes, and perspectives. According to Kotler and Armstrong (2016), brand image is a brand name or symbol that has a critical element in the company's relationship with customers. According to Kotler & Keller (2016), the brand image refers to an extrinsic trait in products or services, including the brand's efforts to complement customers' psychological or social needs.

Brand trust is seen as central in many studies. Trust is defined as the customer's belief that a specific brand can satisfy his desire, so when the customer has trust in the brand, repeat buying behavior will be created, which leads to commitment to the brand, and the relationship between the brand and the customer can be established (Chinomona, 2017). According to Cakmak (2016), brand trust has the ability, capability, and capacity needed to obtain consumer wants and needs, described as consumer intentions towards brands, taking into account consumer benefits and problem solutions. Brand trust is an essential factor in determining individual attitudes in business relationships. Thus, managers must see it as the key to success in business transactions.

Trust is important because it can help consumers reduce time and risk for a brand. Brand trust eases consumers in choosing brands and reduces the time to make a purchase decision. It can also reduce uncertain purchases. According to Costabile in Rizan et al. (2012), brand trust is

a perception of reliability from a consumer's point of view that comes from experience, the sequence of each transaction, and interactions, as evidenced by fulfilled expectations of product performance and satisfaction.

Purchase intention is an activity in which a consumer considers or contemplates buying a product or service. Consumer behavior, perceptions, and attitudes contribute to purchase intention (Her-manda et al., 2019). From the journal, researchers stated that many factors influence purchase intentions, including brand image (Foster, 2016). Rahmaningtyas et al. (2017) determined purchase intention as the consumer's possible desire to buy in the future. Consumers do not decide to buy, but sometimes they intend to make a transaction. According to Hosein (2012), purchase intention is classified as a cognitive attitude from consumers about how someone intends to buy a specific brand or product.

Purchase intention is a multi-step process that considers personal customer experience to develop product knowledge on a particular product. It is defined as a response to consumer behavior on objects that indicate a person's desire to purchase (Kotler & Keller, 2012). It is a mental statement or expression based on consumers considering a plan to purchase several products with particular brands (Priansa, 2012). 2017). The intention is something that grows by itself after getting a stimulus from a product that has been seen, and interest arises to buy the product (Febriani & Dewi, 2018).

According to Godey et al. (2016), social media marketing has become essential for building brand image. It is a social media activity to attract visitors to visit the company's official website. Visitors will see information about new products, achievements, or promotions. Social media can also make businesses more interactive through communication and innovation, making products and brands more affordable through online marketing. This makes marketing activities on social media can have a significant effect on consumer brand image (Bilgin, 2018). Suwarsih et al. (2021) from Universitas Katolik Parahyangan, in their study titled "the Effect of Social Media on Brand Image and Purchase Intention," revealed that social media marketing has a positive effect on brand image.

H1: Social media marketing has a positive effect on the brand image of Somethinc skincare products in Surabaya.

Trust is one of the keys or the primary thing to improving relationships with customers and also building long-term relationships with customers. Consumer marketing experience is driven by social media and positively influences brand trust (Tatar & Erdoğan, 2016). Elaydi (2018) found that interaction and communication between users and brands can occur through the brand's social media platform, so it can be assumed that marketing through social media has a significant impact on brand trust. Research conducted by Sanny et al. (2020) from Universitas Bina Nusantara titled "Purchase Intention On Indonesia Male's Skin Care By Social Media Marketing Effect Towards Brand Image and Brand Trust", revealed that social media marketing has a positive effect on brand trust.

H2: Social media marketing has a positive effect on the brand trust of Somethinc skincare products in Surabaya.

According to Citra and Santoso (2016), trust positively influences purchase intention. This is because there is an effect between brand trust and purchase intention, which means that higher brand trust contributes to higher purchase intention (Takaya, 2019). Gottoya (2016) assumed that brand trust contributes to higher purchase intention. Consumer trust will affect consumers' purchase intentions for these products because consumers will be more careful and wary of unfamiliar or unknown brands and products. Research conducted by Sanny et al. (2020) from Universitas Bina Nusantara titled "Purchase Intention On Indonesia Male's Skin Care By Social Media Marketing Effect Towards Brand Image and Brand Trust" revealed that brand trust has a positive effect on purchase intention.

H3: Brand trust has a positive effect on the purchase intention of Somethinc skincare products in Surabaya.

According to Sallam (2016), a product with a relatively high brand image is generally considered to have better product quality than products with a lower brand image. Brand image is also associated with the consumers' beliefs and perceptions about a brand (Foster, 2016). Brand image can influence the consumers' purchase intention because the stronger the brand image of a product, the higher the purchase intention. This happens because a good brand image can ease people to recognize the product and arouse their interest in purchasing it. Research by Suwarsih et al. (2021) from Universitas Katolik Parahyangan titled "the Effect of Social Media on Brand Image and Purchase Intention", revealed that brand image has a positive effect on purchase intention.

H4 : Brand image has a positive effect on the purchase intention of Somethinc skincare products in Surabaya.

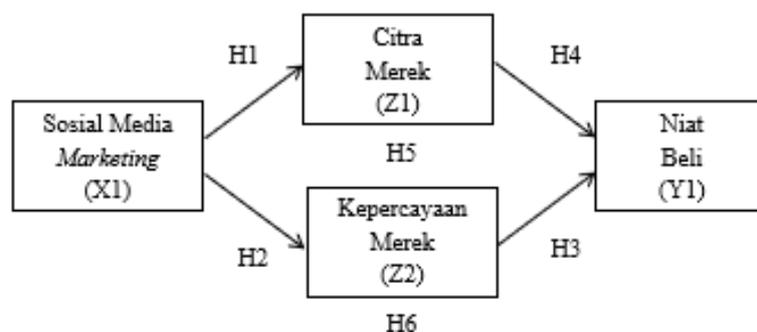
Social media is companies' means to expand market share and strengthen consumer relationships. According to Wang et al. (2015 in Suwarsih. et al. 2021), social media can directly affect positive and significant purchase intentions. However, it may produce a significant negative effect when social media uses the brand image as a mediator on purchase intentions. Another study conducted by Tholib (2019) postulated that the brand image variable mediates the effect of social media green marketing strategy on purchase intention. Research by Suwarsih et al. (2021) from Universitas Katolik Parahyangan titled "the Effect of Social Media on Brand Image and Purchase Intention", revealed that a positive effect of social media on Generation Z's purchase intention by mediating brand image.

H5: Brand image mediates the effect of social media marketing on the purchase intention of Somethinc skincare products in Surabaya.

Social media marketing can positively shape product perceptions and affect consumer purchase intentions if used effectively. Perception and trust can increase the relationship between customers and a brand which will also affect consumer purchase intentions. Building and maintaining brand trust is critical because it has a direct impact on repurchase intention (Dharmayana & Ra-hanatha, 2018). Research conducted by Sanny et al. (2020) from Universitas Bina Nusantara titled "Purchase Intention On Indonesia Male's Skin Care By Social Media Marketing Effect Towards Brand Image and Brand Trust", postulated that brand trust mediates social media marketing on purchase intentions.

H6: Brand trust mediates the effect of social media marketing on the purchase intention of Somethinc skincare products in Surabaya.

Based on the problem formulation, research objectives, and theoretical framework above, it can be seen that the independent variable (X) is social media marketing (X1), while the intervening variables (Z) are brand image (Z1) and brand trust (Z2), with the dependent variable (Y) is purchase intention (Y1). These variables can affect each other significantly, positive or negative, and will have an impact on the dependent variable of purchase intention.



**Figure 3**  
**Research Framework**

Source: Sammy et al. (2020) and Suwarsih et al. (2021).

## RESEARCH METHODS

This research is quantitative. According to Sugiyono (2016), quantitative research is a research method based on the philosophy of positivism. It is used to examine specific populations or samples, collect data using research instruments, and analyze quantitative or statistical data to test predetermined hypotheses. In this study, the data collection method used was a survey through a questionnaire (Google form). The data analysis technique used SEM-PLS software for data analysis. In this study, the population used was social media users in Surabaya who have seen Somethinc's content on Instagram, TikTok, Twitter, and Facebook. The sample used in this study was 160 respondents. The sample selection method used purposive sampling, namely, applying certain criteria in determining the research sample: (a) Have seen Somethinc content on social media such as Instagram, TikTok, Twitter, and Facebook in the past three months. (b) Domiciled in Surabaya. (c) Minimum age of 17 years (because they are considered can carry out various social media activities). The independent variable in this study is Social Media Marketing (SMM). Intervening variables in this study are Brand Image (CM) and Brand Trust (KM). The dependent variable in this study is Purchase Intention (NB).

## RESULTS & DISCUSSION

**Table 1**  
**The Results of the Descriptive Test**

No	Variable	Mean	Std -deviation	Description
1	SMM	4.393	0.682	Strongly agree
2	CM	4.404	0.662	Strongly agree
3	KM	4.322	0.681	Strongly agree
4	NB	4.224	0.772	Strongly agree

Table 1 exhibits that respondents feel the usefulness, social media marketing, brand image, brand trust, and purchase intention of Somethinc skincare products.

**Table 2**  
**The Results of Hypothesis Testing**

Hyp.	Structural Relationships	Coefficient	T-value	Description
H1	SMM→CM	0.693	14.693	Sig.
H2	SMM→KM	0.662	12.441	Sig.
H3	KM→NB	0.385	4.901	Sig.
H4	CM→NB	0.437	5.705	Sig.
H5	SMM→CM →NB	0.303	4.863	Sig.
H6	SMM→KM →NB	0.255	4.413	Sig.

The results of hypothesis testing indicate that social media marketing has a positive and significant effect on brand image, with a coefficient of 0.693 and a t-value of 14.693. This implies that increasing social media marketing will increase brand image. Thus, based on the current results, H1: social media marketing has a positive effect on the brand image of Somethinc skincare products in Surabaya is accepted. Social media marketing is proven to have an effect on brand image. Social media marketing can include specific tactics such as creating engaging content or broader brand development initiatives such as communicating with people. Four elements are used as the key to the success of social media marketing: content creation, sharing, connecting, and community building.

These results are also in line with Bilgin (2018), which revealed that social media could also make businesses more interactive in communication and innovative to make products and brands more affordable through online marketing. This makes marketing activities on social media can have a significant effect on consumer brand image. Furthermore, these results are in line with Suwarsih et al. (2021), which stated that social media marketing has a positive effect on brand image.

The results of hypothesis testing indicate that social media marketing has a positive and significant effect on brand image with a coefficient of 0.662 and a t-value of 12.441. This implies that increasing social media marketing will increase brand trust. Thus, based on the current results, H2: social media marketing has a positive effect on brand trust of Somethinc skincare products in Surabaya is accepted.

Content sharing can lead to direct sales, while the latter can increase brand trust, brand image, and brand loyalty, leading to indirect sales. This signifies that content sharing creates an excellent opportunity to get attention and be remembered by online viewers, leading to increased brand trust. Social media marketing can help expand a business' network and broaden its online audience.

These results are in line with Elaydi (2018), who found that interaction and communication between users and brands can occur through the brand's social media platform, so it can be assumed that marketing through social media has a significant effect on brand trust. Furthermore, these results are in line with Sanny et al. (2020), which stated that social media marketing has a positive effect on brand trust.

The results of hypothesis testing indicate that brand trust has a positive and significant effect on purchase intention, with a coefficient of 0.385 and a t-value of 4.901. This implies that increasing brand trust can increase purchase intention. Thus, based on the current results, H3: brand trust has a positive effect on purchase intention of Somethinc skincare products in Surabaya is accepted. Brand trust is all consumers' knowledge and conclusions about brands, objects, attributes, and benefits. Objects can be products, people, companies, and anything a person has beliefs and attitudes on. Moreover, brand trust affects purchase intention because consumers are warier toward unfamiliar brands.

These results are in line with Citra and Santoso (2016), which stated that brand trust has a positive effect on purchase intention. This implies that increasing brand trust will increase purchase intention. These results are also in line with Sanny et al. (2020), which stated that brand trust has a positive effect on purchase intention.

The results of hypothesis testing indicate that brand image has a positive and significant effect on purchase intention, with a coefficient of 0.437 and a t-value of 5.705. This means that increasing brand image will increase purchase intention. Thus, based on the current results, H4: brand image has a positive effect on purchase intention of Somethinc skincare products in Surabaya is accepted. Brand image is an assumption about a brand that consumers reflect in the form of consumer memories. Brand image is a vision and belief hidden in the consumers' minds, as a reflection of associations in consumers' memories that affect someone's purchase intention.

These results are in line with Foster (2016), that said brand image is also associated with beliefs and perceptions held by consumers about a brand. Brand image can influence consumer purchase intentions because the stronger the brand image of a product, the higher the purchase intention. These results are also in line with Suwarsih et al. (2021), which stated that brand image has a positive effect on purchase intention.

The results of hypothesis testing indicate that social media marketing has a positive and significant effect on purchase intention through brand image, with a coefficient of 0.303 and a t-value of 4.863. This implies that increasing social media marketing will increase purchase intention through brand image. Thus, based on the current results, H5: brand image mediating the effect of social media marketing on purchase intention of Somethinc skincare products in Surabaya is accepted. The success of the social media marketing concept run by the company can be used as promotional media; even social media can be used as an interactive marketing tool and service and build relationships with customers and potential customers.

These results are in line with Wang et al. (2015 in Suwarsih et al. 2021), that said social media has a direct effect on purchase intentions positively and significantly. These results are also in line with Suwarsih et al. (2021), which stated that a positive effect of social media on Generation Z's purchase intention by mediating brand image.

The results of hypothesis testing indicate that social media marketing has a positive and significant effect on purchase intention through brand trust, with a coefficient of 0.255 and a t-value of 4.863. This signifies that increasing social media marketing will increase purchase

intention through brand trust. Thus, based on the current results, H6: brand trust mediating the effect of social media marketing on purchase intention of Somethinc skincare products in Surabaya is accepted.

These results are in line with Dharmayana & Rahanatha (2018) that said perception and trust could increase the relationship between customers and a brand, which will also affect consumers' purchase intentions. Building and maintaining brand trust is critical because it has a direct impact on repurchase intention. These results also align with Sanny et al. (2020), which explained that brand trust mediates social media marketing on purchase intention.

## CONCLUSION

Social media marketing has a positive and significant effect on brand image. The increasing number of information, promotions, and communications carried out on social media can lead to consumers' good perception or picture of the brand image of Somethinc skincare products. Furthermore, the more information, promotions, and communications that are carried out on social media will increase the consumers' minds about the brand trust of Somethinc skincare products. Brand trust has a positive effect on purchase intention, indicating that brand trust can remind consumers of a brand, which will lead to consumers' intention to buy Somethinc skincare products. The existence of perceptions or images from consumers creates a good brand image and will lead to purchase intention. Social media marketing can increase purchase intention through the brand image of Somethinc skincare products in Surabaya.

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