

The Effect of Digital Marketing, Social Media Interaction, and Influencers on The Intention to Purchase Skincare Products, With Brand Awareness as A Mediating Variable, Within the Shopee User Community Among Millennials in Surabaya

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Abstract: The development of digital technology has transformed consumer behavior and shopping patterns, including the increasing use of e-commerce platforms such as Shopee. Millennials represent the most active and strategic segment in digital marketing. This study aims to analyze the influence of Digital Marketing, Social Media Interaction, and Influencers on Purchase Intention of skincare products, with Brand Awareness as a mediating variable among Shopee users in Surabaya. A quantitative approach was employed using an online survey of 100 millennial respondents, predominantly aged 30–44 years. Data were analyzed using PLS-SEM. The results indicate that Digital Marketing, Social Media Interaction, and Influencers have a positive and significant effect on Brand Awareness. Furthermore, Brand Awareness significantly influences Purchase Intention and acts as a mediating variable. These findings highlight the importance of building strong Brand Awareness before driving purchase decisions. Therefore, Shopee is advised to optimize digital strategies through enhanced social media engagement and influencer collaborations.

Introduction

The development of information and communication technology over the past two decades has been one of the key drivers of change in the global economic system. Technological advancements have influenced patterns of human interaction across various aspects of life, including lifestyles, consumption preferences, and the ways in which people access and process information.

Digital technology not only accelerates the flow of information but also reshapes market structures and the dynamics of competition among businesses. This transformation has sparked a paradigm shift in marketing, moving from conventional approaches toward digital marketing that leverages the internet and digital platforms. This shift is driven by the

increasing use of the internet and the public's growing habit of engaging in digital consumption activities, including shopping through e-commerce platforms.

Digital technology not only accelerates the flow of information but also fundamentally changes market structures and the dynamics of competition among businesses. These developments foster a more competitive, transparent, and data-driven business environment, where businesses are required to adapt quickly to changes in consumer behavior. Digital transformation also expands market reach beyond geographical boundaries, enabling companies of all sizes to compete within a single global ecosystem. Furthermore, technological advancements such as big data, artificial intelligence, and digital analytics provide opportunities for companies to gain a deeper understanding of consumer needs and design more targeted marketing strategies.

This transformation has also triggered a shift in the marketing paradigm from conventional approaches toward digital marketing based on the use of the internet and various digital platforms. This change is supported by increasing internet penetration and shifts in people's lifestyles, which increasingly rely on technology in daily activities, including information searches and purchasing decisions. The emergence of e-commerce platforms is a tangible manifestation of this shift, where consumers can easily access a wide range of products and services quickly, conveniently, and efficiently. This environment encourages businesses to optimize their digital marketing strategies—such as leveraging social media, interactive content, and collaborations with influencers—to enhance product appeal and build stronger relationships with consumers.

According to the GoodStats (2025) report, based on a survey by the Indonesian Internet Service Providers Association (APJII), Shopee continues to dominate as the most-accessed e-commerce platform among Indonesians, with a user share reaching 53.22%. Shopee's dominance aligns with findings (Lukitaningsih et al., 2024) explaining that Shopee's position as the top online shopping platform is influenced not only by price and product variety but also by the success of its branding strategies, influencer promotions, and a seamless, interactive digital shopping experience. Regular promotional strategies such as the "Shopee 11.11" campaign, along with improvements in logistics and digital payment services, further strengthen consumer loyalty and preference for Shopee.

This dominance indicates that Shopee has successfully built strong and consistent brand awareness in the minds of consumers. Brand awareness refers to consumers' ability to recognize, recall, and associate a brand with a specific product category. When brand awareness is high, consumers are more likely to make purchases because trust and familiarity have been established. Shopee's position in the market is not solely determined by price promotions or product variety, but primarily by its success in building strong brand awareness and brand image. This trend indicates that Shopee has successfully positioned itself as a key player in Indonesia's e-commerce ecosystem by 2025. The combination of an entertainment-based approach (shoppertainment), extensive reach across various regions, and support for small and medium-sized businesses keeps Shopee relevant amid increasingly fierce competition. This phenomenon also underscores that the public's habit of online shopping is becoming deeply ingrained, and highlights Shopee's significant role in driving national digital economic growth (GoodStats.id, 2025).

This is reflected in Shopee's dominance as the brand most top-of-mind among consumers, with a recall rate of 54%, higher than that of other competitors. This high brand awareness indicates that shifts in digital behavior directly contribute to consumer preferences when choosing an e-commerce platform (Hidayat, R., & Mardiyana, 2024).

Based on the data in the figure, Shopee dominates the e-commerce market share in Indonesia with a significant lead over other competitors, followed by Tokopedia in second place with a still-significant but smaller share. TikTok Shop is beginning to demonstrate its strength as a new player with a competitive market share, surpassing several established platforms such as Bukalapak, Lazada, and Blibli, which rank lower. This indicates that e-commerce competition is becoming increasingly dynamic, with content-based platforms like TikTok Shop capable of attracting users and displacing established players in the market.

This study focuses on Shopee customers aged 29 to 44, who constitute the most active group of millennials (the generation born between 1981 and 1996) in online shopping. Specifically, online shopping activity is dominated by the 25–34 age group at 52.4%, followed by the 20–24 age group at 28.6% and the 35–39 age group at 19% (GoodStats (2025) and APJII (2025)).

This generation is known as a group of consumers who are highly adaptable to digital technology and exhibit intense online shopping behavior. This generation was selected because Millennials are the most active and influential users within the e-commerce ecosystem; thus, understanding their preferences, habits, and engagement on Shopee can provide deeper insights into digital consumption trends among modern society (Rachbini, 2024).

Digital marketing strategies enable companies to reach a broader, faster, and more personalized target market at relatively efficient costs. Digital marketing, also known as e-marketing, refers to a company's efforts to conduct marketing activities by promoting products through online channels and facilitating internet-based sales. Through various channels such as social media, websites, digital ads, and email marketing, companies can build more interactive and measurable relationships with their audiences. However, the effectiveness of digital marketing depends not only on the frequency or quality of content but also on the level of consumer engagement on social media (Az-Zahra & Sukmalengkawati, 2022).

Social media interaction is a highly effective tool for fostering two-way communication between brands and consumers, as it facilitates conversation, immediate responses, and a more personal exchange of experiences. One common form of consumer interaction occurs during the purchasing process. Through such interactions, consumers feel engaged in the activities and values cultivated by a brand, thereby fostering an emotional connection.

When consumers feel valued and given the space to participate, this strengthens positive perceptions and increases brand awareness. Furthermore, consumers do not merely act as recipients of information but also become active participants in the communication process through various forms of engagement, such as comments, sharing experiences, reviews, and creating user-generated content (UGC), which indirectly helps expand the brand's reach and image in the digital space (Husna, Mala, 2024).

The role of influencers in digital marketing is becoming increasingly significant because they are perceived to have high credibility and trust among their followers. The relationships built through interactions on social media make the opinions and recommendations they share more readily accepted by the audience. Influencers come from diverse backgrounds, including celebrities, politicians, public figures, entrepreneurs, and others; this diversity allows them to reach various consumer groups aligned with a brand's desired segmentation. Through Influencer Endorsement, brands can enhance Brand Awareness, strengthen their image, and influence positive consumer perceptions, which ultimately drive interest and purchasing decisions (Handayani, 2023).

The three elements above are expected to increase consumer purchase interest. However, the effectiveness of digital marketing, social media interactions, and influencers in influencing purchase interest is significantly influenced by Brand Awareness as a mediating variable. Brand Awareness serves as a bridge connecting marketing strategy exposure to purchasing decisions, as consumers tend to be more confident in making a purchase when they are familiar with and trust a brand. This finding aligns with research showing that digital marketing and Brand Awareness significantly influence purchasing decisions (Rismaharani et al., 2023).

Based on the above phenomenon, this study aims to analyze the influence of digital marketing, social media interactions, and influencers on consumer purchase intent, with Brand Awareness as the mediating variable. This research is important for providing strategic insights to marketers in allocating their digital resources more effectively.

Research Method

This study employs a quantitative approach using an explanatory research design aimed at examining the influence of digital marketing, social media interaction, and influencers on the intention to purchase skincare products, with brand awareness serving as the mediating variable. The population in this study consists of Shopee users among millennials in Surabaya, with a sampling technique using purposive sampling, comprising 100 respondents who have seen or been exposed to digital marketing activities, social media interactions, and influencers related to skincare products. Data were collected through an online questionnaire using a 1–5 Likert scale to measure respondents' perceptions of each research variable.

The data analysis technique employed was inferential statistical analysis using a Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) to test direct and indirect relationships among variables, including the mediating role of Brand Awareness. Validity and reliability tests were conducted first to ensure the research instrument was suitable for use, followed by hypothesis testing via path analysis. The results of this analysis are expected to provide an empirical understanding of the influence of digital marketing, social media interaction, and influencers on purchase intent, as well as the role of Brand Awareness in strengthening these relationships among millennial Shopee users in Surabaya.

Result and Discussion

The outer model in the SmartPLS framework is used to test the extent to which measured variables (indicators) can accurately represent constructs or latent variables. In the initial stage of PLS modeling, the primary focus is on the analysis of the reflective measurement model, which examines the validity and reliability of each instrument. This series of procedures is crucial to ensure that the indicators used are indeed appropriate and aligned with the latent variables designed in the study. Validation at this stage serves as a vital foundation for ensuring the accuracy of the analysis and the reliability of data interpretation when moving on to structural model testing later on.

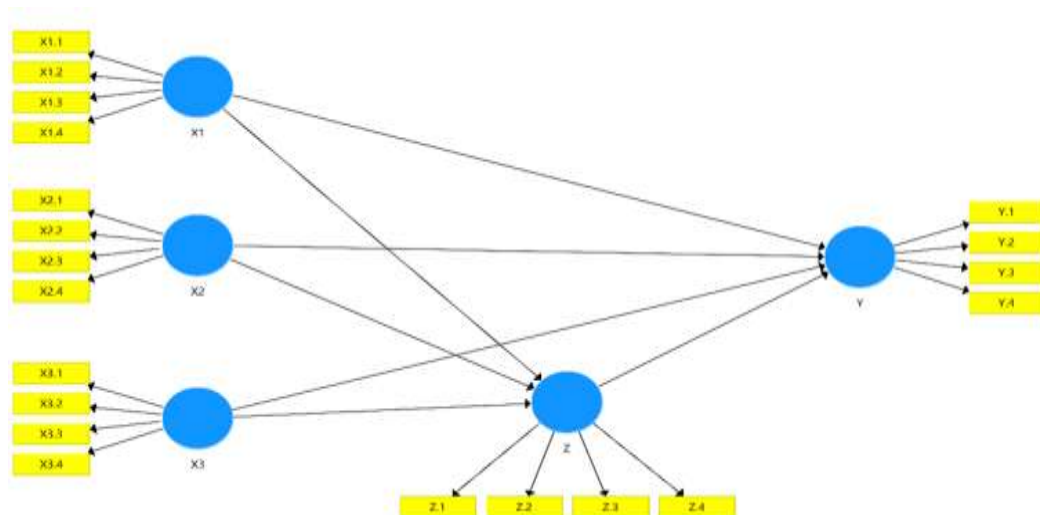


Figure 1. Result of Outer Model

Convergent validity testing in the PLS model using the reflective indicator approach is based on the factor loading scores obtained. A measurement instrument is considered to meet validity criteria if its loading coefficients are above 0.60. The results of the analysis of this model show the following findings

Table 1. Outer Loading Results

Indicator	Outer Loading Value	Conditions	Description
X1.1	0,717	> 0.6	Valid
X1.2	0,733	> 0.6	Valid
X1.3	0,796	> 0.6	Valid
X1.4	0,688	> 0.6	Valid
X2.1	0,828	> 0.6	Valid
X2.2	0,790	> 0.6	Valid
X2.3	0,689	> 0.6	Valid
X2.4	0,718	> 0.6	Valid
X3.1	0,718	> 0.6	Valid
X3.2	0,773	> 0.6	Valid
X3.3	0,744	> 0.6	Valid
X3.4	0,797	> 0.6	Valid
Z.1	0,801	> 0.6	Valid
Z.2	0,700	> 0.6	Valid
Z.3	0,695	> 0.6	Valid
Z.4	0,683	> 0.6	Valid
Y.1	0,747	> 0.6	Valid
Y.2	0,903	> 0.6	Valid
Y.3	0,874	> 0.6	Valid
Y.4	0,855	> 0.6	Valid

Source: SmartPLS 3 (Data processed by the researcher, 2025)

All indicators have outer loadings above 0.6 and are therefore considered valid. This indicates that each indicator effectively represents its respective variable and meets the criteria for convergent validity within the overall SmartPLS-based research model.

Furthermore, these results are supported by average variance extracted (AVE) values greater than 0.50, as follows:

Table 2. Average Variance Extracted (AVE) Results

Variable	Average Variance Extracted (AVE)	Description
X1	0.525	Valid
X2	0.534	Valid
X3	0.544	Valid
Y	0.557	Valid
Z	0.532	Valid

Source: SmartPLS 3 (Data processed by the researcher, 2025)

Based on the results of the convergent validity test using the Average Variance Extracted (AVE) parameter, all variables in this study were deemed valid because they exceeded the minimum threshold of 0.50. Specifically, the Digital Marketing (X1) variable had a value of 0.525, Social Media Interaction (X2) of 0.534, and Influencer (X3) of 0.544, proving that these latent constructs were able to explain the variance of their indicators well. Similar conditions were also demonstrated by the Purchase Intention (Y) variable, which achieved the highest AVE value of 0.557, and the Brand Awareness (Z) variable at 0.532; thus, it can be concluded that this measurement model possesses a level of validity that meets the criteria to proceed to the structural analysis stage.

Reliability testing was conducted to ensure the consistency of the research instrument when used in repeated measurements. The reliability of a construct in this model was evaluated using Cronbach's Alpha and Composite Reliability. Referring to the applied methodological standards, a variable is deemed to meet reliability criteria if it has a Composite Reliability score above 0.7 and a Cronbach's Alpha value exceeding the threshold of 0.6. Based on the data analysis results, the reliability levels for each research variable are presented as follows

Table 3. Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Conditions	Description
X1	0,728	0,824	> 0,6	Reliable
X2	0,759	0,843	> 0,6	Reliable
X3	0,758	0,844	> 0,6	Reliable
Y	0,868	0,910	> 0,6	Reliable
Z	0,693	0,812	> 0,6	Reliable

Source: SmartPLS 3 (Data processed by the researcher, 2025)

Based on the table of Cronbach's Alpha and Composite Reliability values, both are greater than 0.6. Therefore, it can be concluded that all variables in this study are reliable.

Hypothesis testing was conducted using the bootstrapping method to evaluate the significance of relationships between variables using path coefficients, t-statistics, and p-values. A hypothesis is considered supported or to have a significant effect at the 5% significance level if the t-statistic exceeds 1.96 and the p-value is below the 0.05 threshold. Based on these criteria, the summary of the hypothesis testing results in this study is presented as follows

Table 4. Results of the Direct Effect Test

	Original Sample (O)	T Statistics	P Values	Conclusion
X1 → Y	0,023	0,286	0,775	H1 Rejected
X2 → Y	-0,002	0,024	0,981	H2 Rejected
X3 → Y	0,094	0,898	0,369	H3 Rejected
X1 → Z	0,247	2,788	0,005	H4 Accepted
X2 → Z	0,271	2,833	0,005	H5 Accepted
X3 → Z	0,361	3,248	0,001	H6 Accepted
Z → Y	0,628	6,467	0,000	H7 Accepted

Source: SmartPLS 3 (Data processed by the researcher, 2025)

Based on Table 4, which presents the results of the direct effect tests, it can be seen that the variables digital marketing (X1), social media interaction (X2), and influencers (X3) do not have a significant direct effect on purchase intention (Y), as indicated by T-statistics values < 1.96 and P-values > 0.05; therefore, H1, H2, and H3 are rejected. However, these three variables were found to have a positive and significant effect on Brand Awareness (Z), with T-statistics > 1.96 and P-values < 0.05, so H4, H5, and H6 are accepted. Furthermore, Brand Awareness (Z) also has a positive and significant influence on purchase intention (Y), with the largest coefficient value of 0.628, a T-statistic of 6.467, and a P-value of 0.000, so H7 is accepted. These findings indicate that Brand Awareness plays a crucial role as an intervening variable that mediates the influence of digital marketing, social media interaction, and influencers on consumer purchase intention.

Table 5. Results of the Indirect Effect Test

	Original Sample (O)	T Statistics	P Values	Conclusion
X1 → Z → Y	0,155	2,486	0,013	H8 Accepted
X2 → Z → Y	0,170	2,490	0,013	H9 Accepted
X3 → Z → Y	0,227	3,014	0,003	H10 Accepted

Source: SmartPLS 3 (Data processed by the researcher, 2025)

Based on Table 5, which presents the results of the indirect effect test, it is evident that digital marketing (X1), social media interaction (X2), and influencers (X3) have a positive and significant indirect effect on purchase intention (Y) through brand awareness (Z). This is indicated by T-statistics values that are all greater than 1.96 and P-values that are less than 0.05, so H8, H9, and H10 are accepted. In detail, the largest indirect effect is shown by the influencer variable (0.227), followed by social media interaction (0.170), and digital marketing (0.155). These findings confirm that although the three independent variables do not have a direct effect on purchase intention, through increased Brand Awareness, all three are able to significantly drive consumer purchase intention, thus proving the role of Brand Awareness as an effective mediating variable in this research model.

Discussion

The Effect of Digital Marketing on Purchase Intention

The influence of digital marketing on purchase intention is indicated by a coefficient value of 0.023, a T-statistic of 0.286 (<1.96), and a P-value of 0.775 (>0.05). Although respondents' ratings of digital marketing were relatively high (average 4.03), this has not yet

been sufficient to directly drive purchasing decisions. This indicates that skincare consumers tend to be more cautious and require deeper consideration before making a purchase. This aligns with Philip Kotler and Kevin Lane Keller's (2019) consumer behavior theory, which posits that purchasing decisions occur through gradual stages, and is reinforced by E. St. Elmo Lewis's (1898) AIDA concept, which emphasizes the process from awareness to action.

Furthermore, Digital Marketing was found to have a significant effect on Brand Awareness (P-Value 0.005) and an indirect effect on Purchase Interest through Brand Awareness (P-Value 0.013). This indicates that digital marketing plays a more effective role in building brand awareness as an initial stage before driving purchases. These findings are supported by the brand equity theory of David A. Aaker (1991) and Kevin Lane Keller (2016), which states that Brand Awareness increases the likelihood of a brand being considered by consumers. Thus, digital marketing serves as a foundation for building positive perceptions that subsequently mediate the formation of purchase intent more effectively in the long term.

The Influence of Social Media Interaction on Purchase Intent

Based on the research data, Social Media Interaction (X2) does not have a significant effect on Purchase Intention (Y), as indicated by a P-value of 0.981 (>0.05), a T-statistic of 0.024 (<1.96), and a negative coefficient of -0.002. Although the average value of the variable is relatively high (3.75), high levels of interaction do not automatically increase purchase intent. This is due to interaction patterns that tend to be passive, such as viewing or liking content without deep engagement. The brand presence indicator has the highest score (4.1), while active participation, such as community discussions, has the lowest (3.5), indicating that interactions remain superficial.

These findings align with Dwivedi et al. (2021) and Appel et al. (2020), who emphasize that passive interaction is insufficient to influence purchase intent without emotional engagement. Lou & Yuan (2019) and Jin et al. (2019) also underscore the importance of credibility and content quality. Thus, the low quality of interactions explains the insignificant effect on purchase interest.

The Effect of Influencers on Purchase Intention

The results of the statistical analysis indicate that the Influencer variable (X3) does not have a significant effect on Purchase Intention (Y), with a P-value of 0.369 (>0.05) and a T-statistic of 0.898 (<1.96); therefore, H3 is rejected despite the positive path coefficient (0.094). Descriptively, influencers were rated very highly (mean 3.87), with the highest audience engagement (4.07), yet the lowest number of followers (3.62), indicating that popularity is not the primary factor. These findings align with De Veirman et al. (2017) and Lou and Yuan (2019), who assert that credibility and follower count do not always drive purchase intent without aligning with consumer needs.

Additionally, Sokolova and Kefi (2020) found that high interaction has a greater impact on brand awareness than on purchase intention, while Djafarova and Rushworth (2017) demonstrated that consumers prioritize price, quality, and personal preferences. In the context of skincare, factors such as skin type and product ingredients are the primary determinants. Thus, while influencers effectively boost awareness and engagement, their influence on purchase intent is not significant without the support of other factors such as product quality, price, and integrated marketing strategies.

The Influence of Digital Marketing on Brand Awareness

Statistical analysis indicates that Digital Marketing (X1) has a positive and significant effect on Brand Awareness (Z), as evidenced by a P-value of 0.005 (<0.05), a T-statistic of 2.788 (>1.96), and a path coefficient of 0.247, thus accepting H4. This indicates that the more

intensive the digital marketing strategy, the higher the consumers' brand awareness. Respondents' perceptions were also relatively high (average 4.03), with the frequency of digital media use (4.16) as the dominant factor, followed by the use of digital analytics (4.11), although content quality received the lowest score (3.81). Overall, this strategy remains effective in building brand exposure and recall.

These findings align with Chaffey and Ellis-Chadwick (2019) as well as Tiago and Veríssimo (2018), who assert that digital marketing enhances brand awareness through broad reach and data-driven consistency. Additionally, Kingsnorth (2022) and Dwivedi et al. (2021) emphasize the importance of integrating relevant content, optimal frequency, and analytics-driven personalization in enhancing consumer awareness and engagement. Thus, digital marketing has proven to play a strategic role in strengthening Brand Awareness, particularly through the combination of marketing content intensity, quality, and relevance.

The Effect of Social Media Interaction on Brand Awareness

The analysis results indicate that Social Media Interaction (X2) has a positive and significant effect on Brand Awareness (Z), as evidenced by a P-value of 0.005 (<0.05), a T-statistic of 2.833, and a path coefficient of 0.271. This means that the higher the interaction on social media, the stronger the consumers' brand awareness, thus accepting H5. Descriptively, the average score of 3.75 (good category) reflects fairly intense interaction. The highest indicator was found in "brand presence in the community" (4.1), while the lowest was in "active engagement in discussions" (3.5). Although active participation is not always high, repeated exposure still reinforces consumers' memory of the brand.

These findings align with Kotler and Keller (2019) as well as Tuten and Solomon (2020), who emphasize the importance of digital interaction in building emotional connections and brand visibility. Empirically, Ashley and Tuten (2019) and Dwivedi et al. (2021) also demonstrate that engagement and interactive content enhance brand awareness. Thus, social media interaction has proven effective in strengthening brand awareness, so companies need to consist6. The Influence of Influencers on Brand Awareness

Statistical analysis shows that influencers (X3) have a positive and significant effect on Brand Awareness (Z), as evidenced by a P-value of 0.001 (<0.05) and a T-statistic of 3.248, with a path coefficient of 0.361; thus, H6 is accepted. This confirms that influencers are effective in increasing skincare brand awareness. Respondents' perceptions also support this, with an average variable score of 3.87 indicating a positive evaluation. Audience engagement (4.07) is the dominant factor, followed by content relevance (3.94) and credibility (3.86), while the number of followers (3.62) is relatively less decisive.

Theoretically, these findings align with De Veirman (2017) and Lou and Yuan (2019), who emphasize the importance of interaction, authenticity, and credibility in enhancing brand awareness. Research by Sokolova and Kefi (2020) and Jin et al. (2019) also reinforces that the emotional connection and credibility of influencers significantly influence brand perception. Thus, an influencer's success is more determined by the quality of interaction and trust, so companies need to be selective in choosing influencers relevant to their target market.

The Influence of Brand Awareness on Purchase Intention

Statistical analysis indicates that Brand Awareness (Z) has a positive and highly significant effect on Purchase Intention (Y), with a P-value of 0.000 (<0.05), a T-statistic of 6.467, and a coefficient of 0.628, thus accepting H7. This confirms that brand awareness is the most dominant factor in driving purchase intention. The average Brand Awareness score of 4.13 (excellent category) reinforces this finding, particularly regarding the indicators of brand exposure (4.29), logo recognition (4.16), and brand recall (4.13). This indicates that

consistent marketing strategies can build cognitive and emotional connections with consumers, thereby increasing purchase intent.

Theoretically, these results align with Kotler and Keller (2018) and Keller (2019) regarding the importance of Brand Awareness in brand equity and the evoked set. Studies by Bilgin (2018), Chaffey and Ellis-Chadwick (2022), Dewi and Sulistyawati (2021), and Pratama and Hidayat (2020) also demonstrate the significant influence of Brand Awareness on purchase intent. Thus, Brand Awareness is a key variable in influencing consumer decisions, so companies need to consistently optimize their digital branding strategies.

The Influence of Digital Marketing on Purchase Interest Through Brand Awareness

Statistical analysis indicates that Brand Awareness (Z) has a positive and highly significant effect on Purchase Intention (Y), with a P-value of 0.000, a T-statistic of 6.467, and a coefficient of 0.628, thus accepting H7. This confirms that brand awareness is the most dominant factor in driving the purchase of skincare products. The average respondent rating of 4.13 (excellent category) reinforces this finding, particularly regarding the indicators of brand exposure (4.29), brand recognition (4.16), and brand recall (4.13). This indicates that consistent marketing strategies can firmly embed the brand in consumers' minds and boost purchase intent.

Theoretically, these findings align with Kotler and Keller (2018) and Keller (2019), who assert that brand awareness is the primary foundation for building brand equity and influences purchasing decisions. Bilgin's (2018) study also demonstrates that digital exposure enhances brand awareness and purchase intention. Recent research by Chaffey and Ellis-Chadwick (2022), Dewi and Sulistyawati (2021), and Pratama and Hidayat (2020) further reinforces that Brand Awareness has a significant impact on purchase intent. Thus, Brand Awareness has been proven to be a key variable determining the success of digital marketing strategies. ently optimize their digital engagement strategies.

The Effect of Social Media Interaction on Purchase Intention Through Brand Awareness

Path analysis indicates that Social Media Interaction (X2) has a positive and significant effect on Purchase Intention (Y) through Brand Awareness (Z) as a mediating variable, with a P-value of 0.013 (<0.05), a T-statistic of 2.490, and a coefficient of 0.170; thus, H9 is accepted. Although not directly influential, interactions such as comments, discussions, and communities can enhance brand awareness. Descriptive data support this, with an average of 3.75 and high indicators of brand presence (4.1) and exposure (4.29), suggesting that the intensity of digital interactions strengthens the brand's position in consumers' minds.

Theoretically, these findings align with Kotler, Kartajaya, and Setiawan (2019) as well as Dwivedi et al. (2021), who emphasize the role of interactions in building awareness prior to purchase. Empirical studies by Bilgin (2018) and Ismail (2019) also confirm that social media interaction increases brand awareness, which impacts purchase intent. This is evident from the high willingness to recommend (4.33), thus proving brand awareness to be a significant mediator.

The Influence of Influencers on Purchase Interest Through Brand Awareness

The analysis results indicate that Influencers (X3) have a positive and significant effect on Purchase Interest (Y) through Brand Awareness (Z), with a P-value of 0.003 (<0.05) and a T-statistic of 3.014, thus accepting H10. A coefficient of 0.227 indicates a fairly strong indirect relationship, where Brand Awareness acts as a mediator that strengthens the influence of influencers. Descriptively, the Influencer variable obtained a mean value of 3.87 with the highest audience engagement indicator (4.07), indicating that active interaction can increase

brand exposure (4.29) and impact Purchase Interest, particularly on the recommendation indicator (4.33).

Empirically, these findings align with De Veirman et al. (2017), Lou and Yuan (2019), and Sokolova and Kefi (2021), who confirm that an influencer's credibility, content, and engagement enhance Brand Awareness and influence consumer behavior. Furthermore, Lim et al. (2022), Jin and Ryu (2019), and Casaló et al. (2020) emphasize that Brand Awareness serves as a key mediator between digital marketing and purchase intent. Thus, influencers play a strategic role in building brand awareness, which ultimately drives consumer purchasing decisions.

Conclusion

Based on the research findings, it can be concluded that Digital Marketing, Social Media Interaction, and Influencers do not have a significant direct effect on consumers' Purchase Intent for skincare products. However, these three variables were found to have a positive and significant effect on Brand Awareness, which in turn has a strong influence on Purchase Intent. Furthermore, Brand Awareness was found to significantly mediate the relationship between Digital Marketing, Social Media Interaction, and Influencers and Purchase Intent. This indicates that increased brand awareness is a key factor in driving consumer purchase intent, making the role of the mediating variable in this research model highly significant.

Based on these findings, companies are advised to focus their digital marketing strategies more on efforts to build and strengthen Brand Awareness, rather than merely driving direct sales. The use of influencers should be directed toward creating content that enhances brand recognition and image, as well as strengthening interactions with the audience on social media. Additionally, companies need to optimize digital marketing activities and social media interactions that are consistent, creative, and relevant to increase brand exposure. Further research is recommended to include other variables such as trust, product quality, or price to gain a more comprehensive understanding of the factors influencing consumer purchase intent.

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