

## THE INFLUENCE OF SOCIAL MEDIA PROMOTION AND BRAND AWARENESS ON PURCHASE INTENTION: A STUDY ON MAYBELLINE CONSUMERS

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### Abstrak

*Penelitian ini bertujuan untuk menganalisis pengaruh promosi media sosial dan kesadaran merek terhadap minat beli konsumen produk kosmetik Maybelline di wilayah Pondok Bambu, Jakarta Timur. Fenomena penurunan permintaan terhadap produk Maybelline pada tahun 2023 menjadi latar belakang penting dalam penelitian ini, terutama di tengah maraknya penggunaan media sosial sebagai sarana promosi dan meningkatnya persaingan antar merek kosmetik. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 140 responden yang merupakan konsumen produk Maybelline. Teknik analisis data yang digunakan adalah regresi linier berganda untuk menguji pengaruh masing-masing variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa promosi melalui media sosial berpengaruh signifikan secara negatif terhadap minat beli. Sedangkan, kesadaran merek berpengaruh signifikan secara positif terhadap minat beli konsumen. Hasil ini mengindikasikan bahwa meskipun promosi dilakukan secara masif, jika tidak sesuai dengan preferensi audiens atau terlalu repetitif, dapat menurunkan minat beli. Sebaliknya, kesadaran merek yang kuat mendorong kecenderungan konsumen untuk membeli produk. Temuan ini diharapkan dapat menjadi acuan dalam menyusun strategi pemasaran yang lebih relevan dan berorientasi pada kualitas konten promosi serta penguatan merek.*

**Kata kunci:** *Promosi Media Sosial, Kesadaran Merek, Minat Beli, Maybelline, Pemasaran Digital*

### Abstract

This study aims to analyze the influence of social media promotion and brand awareness on consumers' purchase intention of Maybelline cosmetic products in the Pondok Bambu area, East Jakarta. The phenomenon of declining demand for Maybelline products in 2023 serves as an important background for this research, especially amid the widespread use of social media as a promotional tool and the growing competition among cosmetic brands. This research adopts a quantitative approach using a survey method involving 140 respondents who are consumers of Maybelline products. The data analysis technique used is multiple linear regression to examine the effect of each independent variable on the dependent variable. The results show that social media promotion has a significant negative effect on purchase intention, while brand awareness has a significant positive effect on consumers' purchase intention. These findings indicate that through promotion is carried out extensively, if it does not align with audience preferences or is too repetitive, it encourages consumers' tendency to buy the product. These results are expected to serve as a reference for developing more relevant marketing strategies focused on the quality of promotional content and brand strengthening.

**Key words:** *Social Media Promotion, Brand Awareness, Purchase Intention, Maybelline, Digital Marketing*

## INTRODUCTION

The cosmetic industry in Indonesia has experienced rapid growth in line with the increasing public awareness of appearance and personal care. According to Statista (2023), total revenue in the Indonesian cosmetic industry is projected to grow by 48% from 2021 to 2023, rising from US\$1.31 billion to US\$1.94 billion. This indicates a promising market potential. One of the internationally recognized cosmetic brands in Indonesia is Maybelline. The brand is especially known for its high-quality lipstick products, offering diverse color options and long-lasting wear (Digimind, 2020). Despite consistently ranking high in the Top Brand Index, Maybelline experienced a decrease in product demand in 2023, dropping from 22.70 to 20.80 (Top Brand Award, 2023). This decline raises questions about the brand's current marketing effectiveness, especially amid fierce competition from emerging local brands such as Implora and Hanasui (Richadinata & Surya Astitiani, 2021).

In today's digital era, social media plays a central role in marketing strategies. Platforms such as Instagram, TikTok, and YouTube have become essential tools for delivering promotional messages and influencing consumer perceptions. However, if the promotional content is irrelevant or overly repetitive, it may lead to a decrease in purchase intention (Akbar et al., 2024). In addition to promotion, brand awareness is a key factor that influences consumer decision-making. Brand awareness refers to the ability of consumers to recognize or recall a brand within a particular product category (Pranata & Permana, 2021), and it significantly contributes to a brand's added value (Ekhveh & Darvishi, 2015; Heskiano et al., 2020). Based on a pre-survey conducted by the researcher, social media promotion and brand awareness were found to be the two most dominant factors influencing consumer purchase decisions related to Maybelline products (Researcher, 2025).

This study aims to analyze two primary variables: (1) the effect of social media promotion on the purchase intention of Maybelline cosmetic products, and (2) the effect of brand awareness on consumers' purchase intention in the Pondok Bambu area of East Jakarta. This area was chosen due to its urban characteristics, where residents are highly active on social media and exhibit a high level of cosmetic consumption, particularly of Maybelline products.

Theoretically, this research is expected to expand the academic literature in the field of marketing management, especially regarding digital marketing and consumer behavior. The findings are anticipated to contribute to the development of marketing theory, particularly in understanding the roles of social media promotions and brand awareness in shaping consumer intentions (Kotler & Armstrong, 2018; Keller & Swaminathan, 2020; Turban et al., 2018). Practically, the study is expected to provide insights for cosmetic companies in formulating more effective and targeted promotional strategies. Moreover, the results may serve as a reference for improving brand competitiveness in the increasingly saturated beauty market.

## LITERATURE REVIEW

### Theoretical Background

Marketing in the digital age has evolved with the rise of social media platforms, which have become essential tools for brand communication and consumer engagement. According to Kotler and Keller (2018), marketing management involves the process of planning, implementing, and analyzing marketing programs intended to attract and retain customers through value creation. Digital marketing, as a subset, emphasizes using

internet-based technologies to promote products and interact with customers more effectively (Chaffey & Ellis-Chadwick, 2019).

Social media promotion refers to the strategic use of social platforms such as Instagram, TikTok, and YouTube to communicate marketing messages to target audiences. It enables brands to build visibility, share content, and foster interaction (Gurnelius, as cited in Nugroho & Azzahra, 2022). Hauer (in Suparnoto & Setiobudi, 2020) outlines four key elements of effective social media promotion: context (message framing), communication (two-way interaction), collaboration (customer-brand cooperation), and connection (relationship building).

Brand awareness is defined as the ability of consumers to recognize or recall a brand under different conditions (Keller, 2020). It plays a crucial role in shaping consumers' perceptions and purchase decisions. Keller identifies four dimensions of brand awareness: brand recall, recognition, purchase consideration, and brand consumption. The higher the level of awareness, the more likely consumers are to select the brand when making choices in a competitive market.

Purchase intention is the willingness or tendency of a consumer to buy a particular product or brand. According to Solomon (2018), it is influenced by both psychological and marketing stimuli, including personal preferences, promotional messages, brand familiarity, and social influences. Kotler and Armstrong (2018) suggest that factors such as product quality, price, place, and promotion are core determinants of consumer purchase decisions.

### **Previous Research**

Numerous empirical studies have examined the influence of social media promotion and brand awareness on purchase intention. Astuti and Wahyudi (2024) found that social media promotion positively and significantly affects consumers' purchase intention in the beauty industry. Similarly, Firdaus et al. (2024) demonstrated that engaging social content on platforms like Instagram directly enhances consumers' inclination to buy. Bahasyi and Meilawati (2023) supported these findings, indicating that consistent promotional efforts on social media increase visibility and stimulate buyer interest.

Conversely, other studies reveal mixed results. For instance, Saifulloh and Raharjo (2021) concluded that social media promotion has a negative and insignificant effect on purchase intention when the message is overly repetitive or irrelevant to the target audience. Utami et al. (2021) noted that excessive advertising could create fatigue and lead to negative brand perceptions.

Regarding brand awareness, Ahdiany (2021) found a strong and significant correlation between brand awareness and purchase intention. Zeqiri et al. (2024) also confirmed that higher brand recall and recognition levels significantly influence consumer choices in competitive markets. Similar results were reported by Hardiyanti and Fadilla (2021). However, Salsabila and Hasbi (2022) reported contrary findings, indicating that brand awareness alone does not necessarily translate into purchase behavior, particularly when trust or product quality is lacking.

### **Conceptual Framework**

Based on the theoretical and empirical review above, this study proposes that social media promotion and brand awareness both have a measurable impact on consumers' purchase intention. Social media acts as a communication channel that

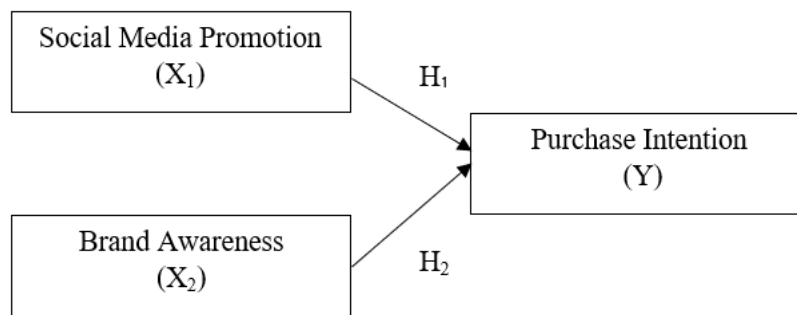
informs and influences consumer behavior, while brand awareness represents the cognitive connection and familiarity that fosters trust and preference.

The conceptual framework of this research is developed as follows:

1. Independent Variables:
  - a. Social Media Promotion ( $X_1$ )
  - b. Brand Awareness ( $X_2$ )
2. Dependent Variable:
  - a. Purchase Intention ( $Y$ )

This framework suggests that improvements in promotional content and brand familiarity are expected to positively influence consumer willingness to purchase Maybelline cosmetic products, particularly in urban areas like Pondok Bambu, where digital engagement is high.

The conceptual framework of this study is illustrated below. It shows the relationship between two independent variables social media promotion ( $X_1$ ) and brand awareness ( $X_2$ ), and the dependent variable purchase intention ( $Y$ ).



**Figure 1. Framework Research**

## RESEARCH METHOD

### Data and Data Collection Techniques

This study employs a quantitative research approach using a survey method to analyze the effect of social media promotion and brand awareness on purchase intention. The data used in this study are primary data, obtained directly from respondents through the distribution of structured questionnaires. The questionnaire consists of closed-ended statements measured on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The population of this study includes consumers who have purchased or considered purchasing Maybelline cosmetic products in the Pondok Bambu area, East Jakarta. The sample size consists of 140 respondents, determined through a purposive sampling technique, focusing on consumers who are active social media users and have at least some experience with Maybelline products.

Data collection was carried out online and offline to ensure broader respondent reach and reduce sampling bias. The questionnaire was pre-tested to ensure validity and reliability, and adjustments were made based on the pilot results.

## RESULTS AND DISCUSSION

### Instrument Testing

#### Validity Test

All statement items for each variable showed Pearson correlation coefficients above 0.361 and p-values below 0.05, indicating that all items are valid.

**Table 1. Results of the Validity Test of Social Media Promotion Variable (X<sub>1</sub>)**

Statement	r-value	r-table	Interpretation
1	0,369	0,361	VALID
2	0,574	0,361	VALID
3	0,602	0,361	VALID
4	0,640	0,361	VALID
5	0,439	0,361	VALID
6	0,622	0,361	VALID
7	0,479	0,361	VALID
8	0,581	0,361	VALID

Source: SPSS data processing results, 2025

Based on table 1, it shows that the results of the social media promotion validity test there are 8 statements that can be said to be valid because each statement has a number of calculations > r-table 0.361.

**Table 2. Results of the Validity Test of Brand Awareness Variable (X<sub>2</sub>)**

Statement	r-value	r-table	Interpretation
1	0,665	0,361	VALID
2	0,366	0,361	VALID
3	0,430	0,361	VALID
4	0,483	0,361	VALID
5	0,443	0,361	VALID
6	0,399	0,361	VALID
7	0,610	0,361	VALID
8	0,817	0,361	VALID

Source: SPSS data processing results, 2025

Based on table 2, it shows that the results of the social media promotion validity test there are 8 statements that can be said to be Valid because each statement has a number of calculations > r-table 0.361.

**Table 3. Results of the Validity Test of Purchase Intention Variable (Y)**

Statement	r-value	r-table	Interpretation
1	0,653	0,361	VALID
2	0,516	0,361	VALID
3	0,538	0,361	VALID
4	0,460	0,361	VALID
5	0,547	0,361	VALID
6	0,608	0,361	VALID

Statement	r-value	r-table	Interpretation
7	0,441	0,361	VALID
8	0,524	0,361	VALID
9	0,472	0,361	VALID
10	0,612	0,361	VALID
11	0,381	0,361	VALID
12	0,747	0,361	VALID

Source: SPSS data processing results, 2025

Based on table 3, it shows that the results of the social media promotion validity test there are 12 statements that can be said to be Valid because each statement has a number of calculations  $>$  r-table 0.361.

### Reliability Test

Using **Cronbach's Alpha**, the internal consistency for each variable was:

**Table 4. Results of the Reliability Test**

Variables	Cronbach's Alpha	Interpretation
<b>Purchase Intention (Y)</b>	0,778	Reliable
<b>Social Media Promotion (X<sub>1</sub>)</b>	0,627	Reliable
<b>Brand Awareness (X<sub>2</sub>)</b>	0,618	Reliable

Source: SPSS data processing results, 2025

Based on table 4 above, the results indicate that the instruments used are **reliable** (Cronbach's Alpha  $>$  0.60).

### Classical Assumption Tests Normality Test Results

**Tabel 5. Kolmogrov-Smirnov Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		140
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,01267255
Most Extreme Differences	Absolute	,071
	Positive	,035
	Negative	-,071
Test Statistic		,071
Asymp. Sig. (2-tailed)		,082

a. Test distribution is Normal.

Source: SPSS data processing results, 2025

Based on table 5 above, the Kolmogorov-Smirnov test result was Asymp. Sig. (2-tailed) is  $0.082 > 0.05$  of its significance, indicating that the residuals are normally distributed. Which it can be interpreted that the data is distributed normally.

### Multicollinearity Test Results

**Table 6. Multicollinearity Test Results**

Coefficients <sup>a</sup>		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Social Media Promotion (X1)	,586	1,708
Brand Awareness (X2)	,586	1,708

a. Dependent Variable: Purchase Intention (Y)

Source: SPSS data processing results, 2025

Based on the data in table 6 above, the tolerance values for the variables social media promotion and brand awareness are 0.586, and the VIF (Variance Inflation Factor) values are 1.708. According to the multicollinearity test criteria, where tolerance should be greater than 0.1 and VIF should be less than 10, the data in this study can be concluded to have no indication of multicollinearity.

### Heteroscedasticity

**Table 7. Heteroscedastisity Test Results**

Coefficients <sup>a</sup>					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	5,972	1,334		4,478	,000
Social Media Promotion (X1)	-,070	,049	-,153	-1,425	,156
Brand Awareness (X2)	-,066	,048	-,148	-1,374	,172

a. Dependent Variable: Abs RES

Source: SPSS data processing results, 2025

Based on table 7, it can be seen that the significance value for social media promotion is  $0.156 > 0.05$ , and for brand awareness, it is  $0.172 > 0.05$ . According to the requirements of the heteroscedasticity test, the data is considered free from heteroscedasticity if the significance value for each variable is greater than 0.05. Therefore, the data for variables X<sub>1</sub> (social media promotion) and X<sub>2</sub> (brand awareness) are not affected by heteroscedasticity.

**Hypothesis Testing**  
**T-Test Results (Partial Hypothesis Test)**

**Table 8. T-Test Results**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	12,867	2,214		5,811	,000
Social Media Promotion (X1)	-,194	,082	-,135	-2,369	,019
Brand Awareness (X2)	1,306	,079	,940	16,490	,000

a. Dependent Variable: Purchase Intention (Y)

Source: SPSS data processing results, 2025

Referring to table 8 above, the social media promotion variable has a coefficient (B) value of -0.194, which indicates a significant negative partial effect on purchase intention. The calculated t-value for this variable is -2.369, with a significance level of 0.019. Since the result meets the criteria where  $t\text{-value} < t\text{-table}$  ( $-2.369 < -1.977$ ) or  $p\text{-value} < \alpha$  ( $0.019 < 0.05$ ), it can be concluded that  $H_1$  is accepted and  $H_0$  is rejected. Thus, there is a statistically significant negative effect of social media promotion on consumers' purchase intention.

Meanwhile, the brand awareness variable shows a coefficient (B) value of 1.306, with a t-value of 16.490 and a significance value of 0.000. Because  $t\text{-value} > t\text{-table}$  and  $p\text{-value} < \alpha$  ( $0.000 < 0.05$ ), it can also be concluded that  $H_1$  is accepted and  $H_0$  is rejected. Therefore, brand awareness has a significant and positive effect on consumers' purchase intention.

**F-Test Results (Simultaneous Test)**

**Table 9. F Test Results (ANOVA)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1594,817	2	797,409	194,017	,000 <sup>b</sup>
	Residual	563,068	137	4,110		
	Total	2157,886	139			

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Brand Awareness (X2), Social Media Promotion (X1)

Based on Table 9 above, the calculated F-value is 194.017, which is significantly greater than the F-table value of approximately 3.06 (with  $df_1 = 2$  and  $df_2 = 137$  at  $\alpha = 0.05$ ). This result indicates that the regression model is statistically significant. In addition, the significance value (p-value) is 0.000, which is below the 0.05 threshold ( $p <$

0.05), leading to the rejection of  $H_0$ . Therefore, it can be concluded that there is a simultaneous and significant effect of the independent variables  $X_1$  (social media promotion) and  $X_2$  (brand awareness) on the dependent variable  $Y$  (purchase intention).

### **Discussion**

The findings indicate that social media promotion has a significant but negative effect on purchase intention. This implies that although Maybelline is actively promoting its products, the approach may not align with audience preferences or might be overly repetitive, leading to decreased consumer interest. This is in line with research by Saifulloh and Raharjo (2021) and Utami et al. (2021), who suggest that irrelevant or excessive online promotion can lead to consumer fatigue.

On the other hand, brand awareness shows a strong and significant positive influence on purchase intention. This confirms previous studies (Ahdiany, 2021; Zeqiri et al., 2024) that found that strong brand familiarity encourages consumers to choose a product over others, especially in highly competitive markets.

These results answer the research questions posed in Chapter I:

1. Yes, social media promotion affects purchase intention as a significant impact but negatively.
2. Yes, brand awareness has a positive and significant impact on purchase intention.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on the results of data analysis and hypothesis testing, this study draws the following conclusions:

1. Social media promotion has a significant but negative effect on purchase intention for Maybelline products among consumers in the Pondok Bambu area. This suggests that although promotional activities are actively conducted through platforms like Instagram and TikTok, the content may not align with consumer preferences or may be perceived as repetitive, thus reducing consumer interest.
2. Brand awareness has a significant and positive influence on purchase intention. Consumers with strong familiarity and trust in the Maybelline brand are more likely to develop the intention to purchase its cosmetic products. This confirms that brand recognition, recall, and reputation are key factors in influencing consumer behavior.

### **Recommendation**

Based on the research findings, the following recommendations are proposed:

1. Revise social media promotion strategies by focusing on more relevant, engaging, and audience-centered content. Avoid excessive repetition and ensure that promotional messages reflect consumer needs, trends, and lifestyles to improve impact and avoid ad fatigue.
2. Strengthen brand awareness efforts by consistently communicating Maybelline's core values, unique product features, and credibility. Utilizing brand ambassadors or influencers who resonate with the target audience can help reinforce brand trust and visibility.
3. Combine promotional efforts with interactive engagement, such as user-generated content, live tutorials, giveaways, and community building, to foster two-way communication and enhance consumer involvement.

4. Conduct further research to explore additional variables such as product satisfaction, pricing perception, and digital peer influence that may significantly affect purchase intention in the cosmetic sector.

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