

ABSTRACT

***The Influence of Social Media Marketing Activities on Local Skincare Purchase
Intention: The Mediating Role of Brand Awareness and Perceived Risk on Generation
Z Men***

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This research aims to identify and analyse the influence of social media marketing activities on purchase intention with brand awareness and perceived risk as mediating variables for Generation Z male consumers of local skincare products in Java. The research method used is a self-administered survey using a questionnaire by distributing questionnaires to 406 respondents who are Generation Z male consumers of local skincare products in Java.. The data analysis technique used is Structural Equation Modeling (SEM). The test results prove that the seven dimensions of SMMA (entertainment, interaction, trendiness, customisation, e-WOM, informativeness, and advertisement) can reflect SMMA, with informativeness, interaction and advertisement being the most dominant reflectors. Social media marketing activities affect brand awareness and perceived risk. Brand awareness and perceived risk affect purchase intention. Brand awareness and perceived risk can mediate the relationship between social media marketing activities and purchase intention among Generation Z male consumers of local skincare products on the island of Java.

Keywords: *Brand Awareness, Social Media Marketing Activities, Perceived Risk, Purchase Intention.*

ABSTRAK

Pengaruh *Social Media Marketing Activities* terhadap *Purchase Intention* Skincare Lokal: Peran Mediasi *Brand Awareness* dan *Perceived Risk* pada Laki-Laki Generasi Z

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *social media marketing activities* terhadap *purchase intention* dengan *brand awareness* dan *perceived risk* sebagai variabel mediasi pada konsumen laki-laki Generasi Z produk *skincare* lokal di Pulau Jawa. Metode penelitian yang digunakan yaitu *self administered survey* dengan menggunakan kuesioner dengan menyebarkan kuesioner kepada 406 responden yang merupakan konsumen laki-laki Generasi Z produk *skincare* lokal di Pulau Jawa. Teknik analisis data yang digunakan adalah analisis *Structural Equation Modeling* (SEM). Hasil pengujian ini membuktikan bahwa ketujuh dimensi SMMA (*entertainment, interaction, trendiness, customization, e-WOM, informativeness, dan advertisement*) dapat merefleksikan SMMA, dengan *informativeness, interaction* dan *advertisement* menjadi reflektor yang paling dominan. *Social media marketing activities* berpengaruh terhadap *brand awareness* dan *perceived risk*. *Brand awareness* dan *perceived risk* berpengaruh terhadap *purchase intention*. *Brand awareness* dan *perceived risk* dapat memediasi hubungan antara *social media marketing activities* terhadap *purchase intention* pada konsumen laki-laki Generasi Z produk *skincare* lokal di Pulau Jawa.

Kata Kunci: *Brand Awareness, Social Media Marketing Activities, Perceived Risk, Purchase Intention.*