



## Discover the Driving Forces behind Purchase Intention in Indonesia's Beauty Industry

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### Abstract

**Background:** The beauty sector is expanding significantly in Indonesia. As Indonesia's domestic beauty sector grows, consumers must select goods that meet their demands and are licensed by Indonesian Food and Drug Authority (BPOM). It is crucial for beauty sector companies in Indonesia to identify the drivers that influence consumer intention to purchase beauty products.

**Objective:** This study aims to examine the impact of social media marketing activity, emotional branding, price perception, and online customer review variables on purchase intention.

**Method:** A quantitative research design was utilized in this study with 100 respondents who provided information online regarding their intention to purchase products in the Indonesian beauty industry.

**Results:** Price perception and social media marketing activity has been shown in this study to impact purchase intention in the Indonesian beauty industry. Emotional branding and online customer reviews, on the other hand, don't affect people's intention to buy in the Indonesian beauty business.

**Conclusion:** This research highlights the factors that influence purchase intention in the Indonesian beauty industry. The findings of this study indicate that social media marketing activity and price perception are significant drivers of consumer intention to purchase beauty products.

**Keywords:** Emotional Branding; Online Customer Review; Price Perception; Purchase Intention; Social Media Marketing Activity

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## 1. Introduction

Indonesia's beauty sector has expanded quickly and it can be seen with a growing in popularity are both domestic and international beauty products (Arum & Achmad, 2023). According to PPA Kosmetika Indonesia, the Association of Indonesian Cosmetics Companies and Associations, the country's cosmetics market grew by 21.9%, with 913 companies in 2022 and 1,010 companies in mid-2023. The largest segment of the market is self-care, with a value of USD 3.18 billion in 2022, with skin care coming in second (\$2.05 billion), followed by cosmetics (\$1.61 billion), and fragrances (\$39 million) (Waluyo, 2023). The growing awareness of the value of self-care among Indonesians is driving the growth of the country's beauty business. Out of 10,616 persons, 77% buy skincare products at least once a month, with an average cost of up to IDR 250,000, according to a Populix report entitled “Unveiling Indonesian Beauty & Dietary Lifestyle” from August 2022 (Populix, 2022).

As Indonesia's domestic beauty sector grows, consumers must select goods that meet their demands and are licensed by BPOM. Seventy-six incidents of cosmetic crime with an estimated economic worth of Rp 24 billion have been reported by BPOM (Firdaus, 2023). The public's intention to purchase locally made beauty products would be impacted by the turmoil caused by cosmetic crime in Indonesia.

Businesses must be able to discover and understand the demands and desires of their customers in addition to carrying out actions meant to pique consumer interest in buying items (Ayub & Kusumadewi, 2021). According to Suryawan et al. (2022), purchase intention is defined as a state in which consumers have not performed any action that might serve as a foundation for anticipating behavior or action. Businesses must know how to pique clients' intent in making a purchase. This is due to the fact that purchase intention (PI) is essentially what motivates people to buy products (Suryawan et al., 2022).

Companies can use social media marketing activity (SMMA) to entice customers to make purchases. These days, social media offers users a distinctive and worthwhile experience in addition to being a venue for the sharing of ideas and information (Khan, 2022). Social media is regarded as a more honest medium for connecting with customers since it presents a brand as it is; this engagement strengthens good perceptions of the business and will therefore impact a stronger buy intention (Aji et al., 2020). According to studies by Aji et al. (2020), Choedon and Lee (2020) and Nurcahyani and Ishak (2023), social media marketing activity positively affects consumers' intentions to make purchases.

Companies that offer comparable goods or services to rivals might benefit greatly from emotional branding since it helps set a brand apart from its rivals (Niharika & Yadav, 2023). Companies that want to connect with customers must develop an emotional brand. Establishing a strong emotional bond with customers is the main objective of emotional branding, which aims to increase sales by appealing to their emotions (Niharika & Yadav, 2023). Studies by Shaukat (2023) and Niharika and Yadav (2023) demonstrate that purchase intention is positively and significantly impacted by emotional branding.

Something that needs to be carefully studied in the marketing mix is price; the more positively consumers perceive price, the more likely they are to make a purchase (Ayub & Kusumadewi, 2021). Customers' buying behavior can be influenced by price perception, which is based on the product's perceived worth. If a product is reasonably priced, they will perceive greater benefits from it, which will impact their level of purchase intention (Büyükdag et al., 2020). Companies should exercise greater caution when setting prices for customers, as demonstrated by Arindaputri and Santoso's (2023) research which found that the perception of price has a positive and significant influence on the intention to make a purchase by the consumer.

Consumers typically seek out product details before making a purchase. Online customer reviews, or feedback from other customers who have tried or bought the product, are one source of information that buyers need (Suryawan et al., 2022). Customers' intentions to buy a product can be influenced by positive or negative evaluations, with positive reviews having the opposite effect. Customers can learn about brands, goods, and services from other customers' assessments by reading online reviews. Research conducted by Rinaja et al. (2022) indicates that online customer reviews significantly and positively influence the intention to purchase.

The sales performance of the beauty industry depends on consumers' motivation to intend to purchase beauty products; however, in developing countries such as Indonesia, consumers' purchasing power is relatively low but their demand for brands is very high (Shaukat & Farid, 2023). Thus, previous research

examined the relationship between SMMA and purchase intention (Aji et al., 2020; Choedon & Lee, 2020; Nurcahyani & Ishak, 2023), but there are inconsistent findings that SMMA has no effect on purchase intention (Salhab et al., 2023). Thus, more empirical research is needed to understand the relationship between SMMA and purchase intention (Anas et al., 2023).

## 2. Literature Review

### 2.1. *Beauty Industry in Indonesia*

Over the past decade, it has been crucial for local cosmetics companies to invest time and funding in research and development to better understand native women and their purchasing intentions and needs, while keeping in mind the development of the digital world (Macheka et al., 2023). In Indonesia, the growth of the beauty industry is not only an increase in numbers, but also an increase in revenue (Hasrudin & Sagena, 2023). Based on a press release from Coordinating Ministry for Economic Affairs of the Republic of Indonesia, there is a phenomenal growth of the beauty industry in Indonesia, characterized by a growth of 21.9% or from initially only 913 beauty companies in 2022 to 1,010 companies in mid-2023. Indonesia's beauty industry has successfully entered the export market, with the export value of cosmetic products, fragrances and essential oils reaching USD 770.8 million cumulatively in the period from January to November 2023 (Limasento, 2024). Based on these data, we can clearly see that the beauty industry in Indonesia is an interesting sector. With the existing growth, competition will be intense, so companies need to understand what consumers want and what drives their intention to buy local products.

### 2.2. *Purchase Intention*

The sum of a consumer's interest in a product and their ability to buy it is known as their purchase intention (Aji et al., 2020). According to Arindaputri and Santoso (2023), a customer's intent to purchase a product or service under specific circumstances in response to their decision-making process is known as purchasing intention. Purchase intention is the likelihood that consumers will make purchases after a decision-making process that includes information gathering, alternative evaluation, and decision-making (Bushara et al., 2023). The term "purchase intention" refers to the willingness of people to buy a product or service after reading marketing content on social media (Wibowo et al., 2021).

### 2.3. *Social Media Marketing Activity*

In Wibowo et al. (2021), SMMA stands for "social media marketing activity," which is a way to measure how people on social networking sites feel about or know about a business's social media marketing efforts. Nurcahyani and Ishak (2023) explain that social media marketing activity refers to strategies used by businesses to establish online connections with consumers.

### 2.4. *Emotional Branding*

Emotional branding is a new communication strategy for brand building that uses promotions to directly engage buyers' emotions (Manohar et al., 2023). Emotional branding is a channel through which individuals emotionally relate to companies and their products in an unexpected and extraordinary way (Muthiah & Setiawan, 2019). Niharika and Yadav (2023) explain that emotional branding is a marketing strategy that involves appealing to consumers' sentiments, such as happiness or compassion, in order to establish a meaningful and enduring bond between the company and its buyers.

### 2.5. *Price Perception*

Price perception is a trade-off made by consumers about the worth of money, including the emotional experience felt when purchasing a product (Yasri et al., 2020). Meanwhile, according to Fitri and Wulandari (2020), price perception is the consumer's opinion on whether a product is priced fairly, expensively, or cheaply, and it determines the worth of a product as well as the desire to purchase it.

Every consumer has a different opinion on the price supplied by the seller, based on the benefits or advantages they receive from the goods (Steven et al., 2021).

## 2.6. *Online Customer Review*

A form of communication that makes it simple for customers to express their ideas and opinions about the goods and services they have purchased is the online customer review (Suryawan et al., 2022). Online customer reviews are defined by Rinaja et al. (2022) as positive or negative feedback on items or services sold on third-party platforms that consumers utilize to evaluate information about goods and services. Suryawan et al. (2022) also stated that online customer reviews can be utilized to help consumers identify and learn about a product or service and which would influence their purchasing decisions. Online customer review can take the form of words, photographs, videos, or numbers (ratings), and third-party platforms typically provide a dedicated space for consumers to connect with one another and share their thoughts on the items and services they have already purchased.

## 2.7. *Hypotheses Development*

### 2.7.1 *Social Media Marketing Activity Impact on Purchasing Intention*

Brands are now turning to social media as a tool for communication, sales, and consumer connections since it is an ideal two-way communication platform for exchanging information and thoughts (Aji et al., 2020). As a result, businesses must actively engage customers on social media in order to enhance buy intentions (Choedon & Lee, 2020). The increasing use of social media can lead customers to seek information about specific products and services, which can lead to increased consumer purchase intention (Aji et al., 2020). Social media marketing operations can result in a significant boost in long-term profitability and buyer interest (Choedon & Lee, 2020).

According to studies by Aji et al. (2020), Choedon and Lee (2020), and Nurcahyani and Ishak (2023), social media marketing activity has a positive and significant effect on consumers' intentions to make purchases.

H1: Social Media Marketing Activity has a positive and significant effect on Purchase Intention.

### 2.7.2 *Emotional Branding Effect on Purchase Intention*

Increasing purchase intention requires emotional branding (Shaukat, 2023). Consumers who develop an emotional bond with a brand are more likely to choose that brand over competitors due to the fact that emotions play a significant role in decision-making, and the emotions that are associated with a brand can affect consumers' attitudes toward the brand, which in turn leads to higher purchase intentions (Niharika & Yadav, 2023).

Studies by Niharika and Yadav (2023) and Shaukat (2023) found that emotional branding has a positive and significant effect on purchase intention.

H2: Emotional Branding has a positive and significant effect on Purchase Intention.

### 2.7.3 *Price Perception Effect on Purchase Intention*

Ayub and Kusumadewi (2021) state that consumers frequently use price perception to determine a product's value. Consumers may decide not to purchase a product based on their perception of the price's highness or lowness of the benefits obtained; thus, price perception significantly influences consumers' purchase intentions (Arindaputri & Santoso, 2023). Because price is one of the most important components of the marketing mix, pricing can have an impact on consumers' price perception. If consumers have positive feelings about the price they are offered, it will influence purchasing behavior, which will have a direct impact on purchase intention and sales of these products.

This is evidenced by research conducted by Ayub and Kusumadewi (2021) and Arindaputri and Santoso (2023) that price perception has a significant effect on purchase intention.

H3: Price Perception has a positive and significant effect on Purchase Intention

#### 2.7.4 *Online Customer Review Effect on Purchase Intention*

According to Suryawan et al. (2022), when consumers wish to conduct a purchase transaction, they consider the product's rating or evaluation as one of the factors; therefore, customers can be given trustworthy information through ratings, which can influence their purchase intents. Hasrul et al. (2021) found that the accessibility of online customer evaluations and the comprehensiveness of the data or opinions expressed by consumers positively influence the number of opinions regarding a product and subsequently impact purchase intentions. Before completing a purchase, it is intended that online customer reviews would help shape prospective customers' initial expectations and make it simpler for them to compare items (Rinaja et al., 2022).

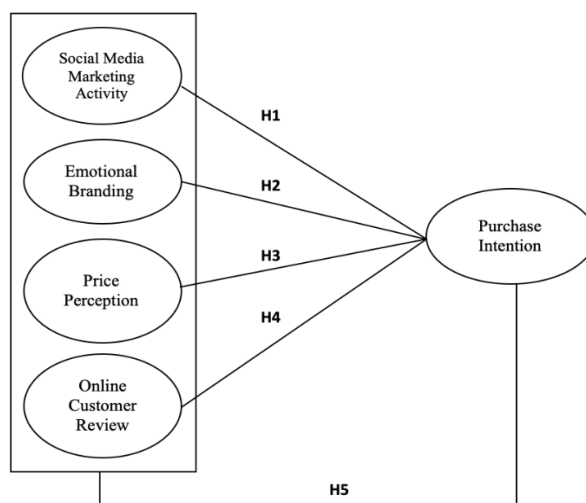
Previous research conducted by Hasrul et al. (2021), Rinaja et al. (2022), and Suryawan et al. (2022) prove that online customer reviews have an influence on purchase intention.

H4: Online Customer Review has a positive and significant effect on Purchase Intention.

#### 2.7.5 *Social Media Marketing Activity, Emotional Branding, Price Perception, and Online Customer Review Simultaneously Effect Purchase Intention*

Social media marketing activity is important for companies to carry out their operations in order to encourage more interaction with customers so that it can ultimately increase customer purchase intention (Hassim et al., 2024). In addition to social media marketing activities, emotional branding, which is demonstrated by customers' emotional reactions to a brand, such as happiness, nostalgia, or trust, can also encourage customers' intention to buy products (Xu et al., 2024). Furthermore, differences in price perceptions among customers related to their understanding of price information as a whole can lead to different behavioral intentions (Journal, 2024). Customers react more quickly and positively due to price reductions, which result in a preference for lower prices and high purchase intention (Xu et al., 2024). Furthermore, online customer reviews are also a factor that potential customers consider when deciding to purchase a product (Chatterjee et al., 2022). It has been observed that customers increasingly rely on online customer reviews provided by third-party buyers to make purchasing decisions (Zhu et al., 2020). Consequently, online customer reviews are an important element in influencing customer purchase intention (Chatterjee et al., 2022).

Consequently, social media marketing, emotional branding, price perception, and online customer reviews can simultaneously affect purchase intention.



**Figure 1.** Research Framework

### 3. Method

The quantitative approach was utilized as the research methodology for this study, which is a scientific method that involves gathering and analyzing numerical data through mathematical or statistical computations (Sekaran & Bougie, 2016).

#### 3.1. *Sample / Participants*

Sample is a small portion of a population comprising many individuals that have been chosen from that group (Sekaran & Bougie, 2016). The number of the samples was calculated using the Cochran formula since the population is not known in the study (Sugiyono, 2019); therefore, the sample in this study was 100 people. The method of sampling that was undertaken for this study is known as purposive sampling. This study uses the following sample criteria: (1) Familiar with one or more beauty brands from Indonesia. (2) At least 17 years old. (3) Domiciled in Daerah Istimewa Yogyakarta (DIY).

#### 3.2. *Instrument(s)*

This study's questionnaire aims to evaluate four independent variables and one dependent variable using a total of 20 measurement items. The four independent variables include social media marketing activity, emotional branding, price perception, and online customer reviews. The social media marketing variables are derived from Aji et al. (2020) and include entertainment, engagement, trendiness, customization, and advertisement. The emotional branding variable, as defined by Farizy and Harsoyo (2023), encompasses positive feelings, ease of recognition, a distinct impression, and unique characteristics. The price perception variable is derived from Yasri et al.'s (2020) study, encompassing the factors of significantly cheap prices, sufficient or superior product advantages, and product prices that align with the quality. The online customer review, as derived from Dewi and Artanti (2020), encompasses factors such as increased shopping activities, advantages provided, confidence in purchase decisions, and getting information. Purchase intention, the last dependent variable, was obtained from research projects carried out by Aji et al. (2020) and Bushara et al. (2023). Among the things that are included are the desire to become a customer, the likelihood of making a purchase, the impact of social media interactions on the intention to buy, and the intention to purchase a product.

#### 3.3. *Data collection procedures*

A questionnaire is a collection of predetermined written questions that individuals react to by recording their answers (Sekaran & Bougie, 2016). The questionnaire in this study comprises indications of variables related to social media marketing activity, emotional branding, price perception, online customer reviews, and purchase intention. The data utilized in this study are primary data, which refers to firsthand data collected for the purpose of analyzing and addressing the research questions or problems at hand (Sekaran & Bougie, 2016). For the purpose of this investigation, the primary data were gathered from those who have knowledge of one or more beauty brands in Indonesia. The survey was administered to the participants through Google Form and distributed via social media, a digital platform that offers flexibility, speed, and convenience, as well as the ability to reach a large audience (Evans & Mathur, 2005). This study utilized a Likert scale consisting of five response options, ranging from "strongly agree" to "strongly disagree."

#### 3.4. *Data analysis*

The statistical software SPSS version 25 was used to perform the analysis on the data collected for this study. A descriptive analysis was employed to ascertain the demographic attributes of respondents in the DIY sector who are familiar with one or more beauty brands originating from Indonesia. These attributes include gender, age, place of residence, occupation, income, and knowledge of the number of beauty brands from Indonesia. The data analysis employed multiple linear regression to ascertain the impact of independent variables, specifically social media marketing activity (X1), emotional branding

(X2), price perception (X3), and online customer review (X4), on purchase intention (Y) within the Indonesian beauty sector.

#### 4. Results

##### 4.1 Demographic Profile of Respondents

Using the information obtained from the 100 samples that were examined, the participants in this study can be classified according to their age, gender, place of residence, familiarity with local beauty brands, and monthly income:

**Table 1.** Demographic Profile of Respondents

Description	Classification	Frequency	Percentage (%)
Gender	Female	86	86
	Male	14	14
Age	17-21 years old	39	39
	22-30 years old	57	57
	31-40 years old	2	2
	> 40 years old	2	2
	Sleman	27	27
Domicile	Bantul	16	16
	Kota Yogyakarta	50	50
	Kulon Progo	5	5
	Gunung Kidul	2	2
	College student	55	55
Job	Student	10	10
	Private sector employee	23	23
	Entrepreneur	2	2
	Public servants	2	2
	Others	8	8
Income	< Rp 1.000.000	33	33
	Rp 1.000.001 - Rp 2.000.000	31	31
	Rp 2.000.001 - Rp 3.000.000	19	19
	Rp 3.000.001 - Rp. 4.000.000	6	6
	> Rp. 4.000.000	11	11
Brand Knowledge	1-4 Brand	20	20
	5-9 Brand	30	30
	≥ 10 Brand	41	41

With 86% of the total respondents, Table 1 shows that women make up the majority of the respondent demographic. The age distribution is primarily concentrated in the age range of 22 to 30 years old, which accounts for 57% of the total. According to the respondents' place of residence, the majority of respondents were from Yogyakarta City, accounting for 50% of the total and 55% of the respondents are students. The majority of respondents' monthly salary or pocket money is less than Rp 1,000,000 or

33%. As many as 41% of the respondents, or 41 individuals, are familiar with over 10 local Indonesian beauty brands.

## 4.2 Measurement Test

### 4.2.1 Validity

In this study, each statement or indicator is deemed legitimate if its alpha value is less than or equal to 0.05 (Ghozali, 2018). Table 2 presents the findings of the validity test that was conducted:

**Table 2.** Validity Test

No.	Variable	Item	Pearson Correlation	Sig.	Explanation
1.	Social Media Marketing Activity (X <sub>1</sub> )	X <sub>1.1</sub>	0,557	0,001	Valid
		X <sub>1.2</sub>	0,553	0,002	Valid
		X <sub>1.3</sub>	0,833	0,000	Valid
		X <sub>1.4</sub>	0,788	0,000	Valid
		X <sub>1.5</sub>	0,748	0,000	Valid
		X <sub>1.6</sub>	0,826	0,000	Valid
		X <sub>1.7</sub>	0,772	0,000	Valid
		X <sub>1.8</sub>	0,720	0,000	Valid
		X <sub>1.9</sub>	0,657	0,000	Valid
2.	Emotional Branding (X <sub>2</sub> )	X <sub>2.1</sub>	0,729	0,000	Valid
		X <sub>2.2</sub>	0,855	0,000	Valid
		X <sub>2.3</sub>	0,824	0,000	Valid
		X <sub>2.4</sub>	0,680	0,000	Valid
3.	Price Perception (X <sub>3</sub> )	X <sub>3.1</sub>	0,866	0,000	Valid
		X <sub>3.2</sub>	0,821	0,000	Valid
		X <sub>3.3</sub>	0,773	0,000	Valid
4.	Online Customer Review (X <sub>4</sub> )	X <sub>4.1</sub>	0,849	0,000	Valid
		X <sub>4.2</sub>	0,854	0,000	Valid
		X <sub>4.3</sub>	0,714	0,000	Valid
		X <sub>4.4</sub>	0,854	0,000	Valid
5.	Purchase Intention (Y)	Y <sub>1</sub>	0,849	0,000	Valid
		Y <sub>2</sub>	0,854	0,000	Valid
		Y <sub>3</sub>	0,714	0,000	Valid
		Y <sub>4</sub>	0,854	0,000	Valid

The validity test findings in the table indicate that all statements regarding the variables Social Media Marketing Activity (X<sub>1</sub>), Emotional Branding (X<sub>2</sub>), Price Perception (X<sub>3</sub>), Online Customer Review (X<sub>4</sub>), and Purchase Intention (Y) are valid, with a significance value of  $\leq 0.05$ .



#### 4.2.2 Reliability

For the purposes of this study, the variable or construct is regarded as reliable if it achieves a Cronbach's alpha value that is greater than 0.70; if it achieves a Cronbach's alpha value less than 0.70, the variable or construct is deemed unreliable (Ghozali, 2018).

**Table 3.** Reliability Test

No.	Variable	Cronbach Alpha	Explanation
1.	Social Media Marketing Activity (X <sub>1</sub> )	0,882	Reliable
2.	Emotional Branding (X <sub>2</sub> )	0,773	Reliable
3.	Price Perception (X <sub>3</sub> )	0,751	Reliable
4.	Online Customer Review (X <sub>4</sub> )	0,837	Reliable
5.	Purchase Intention (Y)	0,837	Reliable

The primary data analysis findings indicate that the variables Social Media Marketing Activity (X<sub>1</sub>), Emotional Branding (X<sub>2</sub>), Price Perception (X<sub>3</sub>), Online Customer Review (X<sub>4</sub>), and Purchase Intention (Y) have a Cronbach's alpha value greater than 0.70, confirming their reliability and dependability.

#### 4.3 Quantitative Analysis

##### 4.3.1 Coefficient of Determination Test (R<sup>2</sup>)

**Table 4.** Coefficient of Determination Test (R<sup>2</sup>)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.809 <sup>a</sup>	.654	.639	0,438888889

Table 4 data indicate that there is a 0.809 correlation coefficient (R) between purchase intention, pricing perception, emotional branding, social media marketing activity, and online customer reviews. It was discovered that R squared is 0.654. The variables of social media marketing activity, emotional branding, price perception, and online customer reviews can explain 63.9% of the variation in the purchase intention variable, according to the adjusted R Square value of 0.639. Other factors not included in this study model account for or have an impact on the remaining 36.1%.

##### 4.3.2 F-Test (Simultaneous)

**Table 5.** F Test (Simultaneous)

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	443.621	4	110.905	44.868	.000b
Residual	234.819	95	0,411111111		
Total	678.440	99			

The F-value is determined to be 44.868 with a significance value of 0.000 ( $0.000 < 0.05$ ) based on Table 5. Taking this into consideration, it appears that the alternative hypothesis (H<sub>A</sub>) is accepted, whereas the null hypothesis (H<sub>0</sub>) is rejected. Put another way, it may be said that social media marketing activity, emotional branding, price perception, and online customer reviews significantly simultaneously influence purchase intention. It is possible to assume that H<sub>5</sub> is accepted.

#### 4.3.3 *t*-Test (Partial)

**Table 6.** t Test (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Explanation
	B	Std. Error	Beta			
1 (Constant)	0.690	1.339		.515	.608	
Social Media Marketing Activity (X <sub>1</sub> )	.264	.059	.529	0,51944	.000	Significant
Emotional Branding (X <sub>2</sub> )	.074	.105	.074	.699	.486	Not Significant
Price Perception (X <sub>3</sub> )	.265	.088	.235	3.017	.003	Significant
Online Customer Review (X <sub>4</sub> )	.086	.096	.073	.902	.369	Not Significant

a. Dependent Variable: Purchase Intention (Y)

The results of the partial t-test are displayed in Table 6. With a significance value of 0.000, the t-value for social media marketing activity is determined to be 4.508. H<sub>1</sub> has been accepted. The t-value calculated for emotional branding is 0.699, with a significance of 0.486. Purchase intention is not significantly impacted by emotional branding. H<sub>2</sub> is not accepted. The t-value for price perception is 3.017, with a significance value of 0.003. H<sub>3</sub> is accepted. The t-value for online customer review is 0.902, with a significance value of 0.369. H<sub>4</sub> is rejected.

## 5. Discussion

### 5.1 *The Effect of Social Media Marketing Activity on Purchase Intention*

Social media marketing positively and significantly affects purchase intention, according to this study. Social media marketing activity can affect consumers' intentions to purchase Indonesian beauty brand products if they feel good about interacting with the brand on social media, think the content is interesting, can share information easily, find it convenient to voice their opinions, are exposed to current information, get the information they need from social media, are directed effectively to access information, value social media advertisements, and are positively impacted by such advertisements in terms of their attention span. And the opposite is also true.

H<sub>1</sub> is accepted. Similar conclusions were reached by Aji et al. (2020), Choedon and Lee (2020), and Nurcahyani and Ishak (2023) regarding the findings of this research that social media marketing activity has a positive and significant influence on purchase intention. A more interactive social media platform allows users to share their knowledge about brand products and services in a flexible way, leading to quicker and broader spread of information about these offers (Aji et al., 2020). Therefore, the existence of interactive social media platforms implemented by Indonesian beauty companies will lead to an increase in consumers' intention to make purchases.

## 5.2 *The Effect of Emotional Branding on Purchase Intention*

According to this study, emotional branding does not significantly affect purchase intention. Indonesian beauty enterprises have not yet succeeded in forming deep emotional ties with consumers through their branding techniques. However, if Indonesian beauty companies employ an emotional branding approach, it will evoke positive emotions in consumers, resulting in improved brand awareness, differentiation from competitors, and the establishment of a unique brand image.

H2 is not accepted. The results of this study are inconsistent with the investigations conducted by Niharika and Yadav (2023) and Shaukat (2023) that emotional branding has a positive and significant influence on purchase intention.

## 5.3 *The Effect of Price Perception on Purchase Intention*

The findings of this study show that people's intention to make a purchase is significantly and positively influenced by their price perception. The perception of pricing significantly impacts the purchasing intention for beauty brands originating from Indonesia. This is mostly because of the incredibly cheap price that is being offered, the product's perceived value in comparison to its price, and the notion that a product's price indicates its quality. Therefore, these elements enhance the probability of making a purchase.

H3 is accepted. The findings of this study are in agreement with the studies that were carried out by Ayub and Kusumadewi (2021) and Arindaputri and Santoso (2023). The correlation between consumers' intention to purchase and their perception of price is positive, according to Ayub and Kusumadewi (2021). Consumers are more likely to have a stronger intention to purchase when they see a similarity between the costs and benefits offered by local Indonesian beauty companies and their own beliefs.

## 5.4 *The Effect of Online Customer Review on Purchase Intention*

According to these findings, online customer reviews have no influence on purchase intention. Online reviews do not influence the purchasing intention for cosmetic brand products in Indonesia. Online reviews encompass both good and negative criticism. Unfavorable evaluations have the potential to dissuade consumers from making purchases, reduce their enthusiasm for a product, elicit negative emotions, and complicate the process of making a decision.

Therefore, H4 is rejected. The findings obtained from this investigation do not align with the findings of Hasrul et al. (2021), Rinaja et al. (2022), and Suryawan et al. (2022) that online customer reviews have a positive and significant influence on purchase intention. The present study's findings align with the investigation carried out by Roza et al. (2023), indicating that user reviews in the e-commerce sector have no influence on purchase intention. Businesses must recognize and assess the numerous determinants that impact consumers' purchasing intention (Roza et al., 2023). Because the skin conditions of customers differ, internet customer reviews are not useful in influencing their intention to buy. In the end, consumers in Indonesia will match their skin problems with the ingredients present in beauty brand items.

## 5.5 *The Effect of Social Media Marketing Activity, Emotional Branding, Purchase Intention, Online Customer Review on Purchase Intention*

According to the findings of the study, purchasers' intentions to make a purchase are simultaneously influenced by price perception, emotional branding, social media marketing activity, and online customer reviews. Strong ties are built between brands and consumers when Indonesian beauty enterprises employ interactive social media to engage with them on an emotional level. Indonesian beauty goods are perceived by consumers as providing advantageous features that validate their cost. Online reviews of Indonesian beauty businesses help customers make well-informed judgments when making purchases, which in turn increases their intention to purchase items from these firms.

Thus, the fifth hypothesis, H5 is accepted. The findings of this study align with the investigations carried out by Aji et al. (2020), Ayub & Kusumadewi (2021), Choedon and Lee (2020), Hasrul et al.

(2021), Rinaja et al. (2022), Suryawan et al. (2022), Arindaputri and Santoso (2023), Niharika and Yadav (2023), Nurcahyani and Ishak (2023), and Shaukat (2023) that social media marketing activity, emotional branding, price perception, and online customer review influence purchase intention.

## 6. Conclusions

The research findings indicate that social media marketing activity has a positive and significant influence on the purchase intention of Indonesian beauty brands. However, emotional branding does not have a positive or significant effect on purchase intention. The price perception has a positive and significant impact on intention to buy; however, online customer reviews do not have a positive or significant effect on purchase intention. Ultimately, it was noted that the variables social media marketing activity, emotional branding, price perception, and online customer reviews were simultaneously positively and significantly associated with intention to buy.

This research provides practical and theoretical implications. With a standardized coefficient beta of 0.529, the research indicates that the variable of the social media marketing activity has the greatest impact on the intention to make a purchase. Therefore, it is advisable for beauty brands in Indonesia that utilize social media to generate content specifically tailored to their intended audience, actively interact with their followers by addressing comments, criticism, and suggestions, produce advertisements that convey positive messages, and stay updated with the latest trends. This study contributes to the existing literature on the influence of social media marketing activities (SMMA) and price perception on purchase intention in the beauty industry in Indonesia. The findings indicate that SMMA is the most effective variable in driving purchase intention. Therefore, the findings of this study contribute to the existing literature by demonstrating the importance of planning SMMA strategies in influencing customer behavior (Anas et al., 2023).

According to the findings of the study, the variables of social media marketing activity, emotional branding, pricing perception, and online customer review are capable of explaining as much as 63.9% of the purchase intention variable. Because of this, the remaining 36.1% can be explained by additional factors that were not taken into consideration in this study. For the purpose of acquiring a more in-depth comprehension of the impact that these factors have on the intention to make a purchase, future studies may explore variables related to product knowledge and social brand engagement. This survey exclusively targets respondents residing in the Daerah Istimewa Yogyakarta, hence restricting its scope to this specific geographical area. In order to broaden the study's reach, future research should incorporate a greater and more heterogeneous sample size of participants.

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**Appendix A. Questionnaire**

Variable	Items
Social Media Marketing Activity (X <sub>1</sub> )	<p>I am very happy when I interact with the social media of Indonesian beauty brands.</p> <p>I find the content of Indonesian beauty brands very interesting.</p> <p>Indonesian beauty brand social media allows me to share information with others.</p> <p>I find it easy to express my opinion through Indonesian beauty brand social media.</p> <p>I feel that the content shared on Indonesian beauty brand social media is the latest information.</p> <p>Indonesian beauty brand social media provides the information I need.</p> <p>Indonesian beauty brand social media provides me with easy ways to get information.</p> <p>I like the advertisements that Indonesian beauty brands post on their social media.</p> <p>Advertisements on Indonesian beauty brands' social media positively influence my attention to the brand.</p> <p>(Aji et al., 2020)</p>
Emotional Branding (X <sub>2</sub> )	<p>I feel positive emotions when I see Indonesian beauty brand products.</p> <p>I can easily recognize Indonesian beauty brands.</p> <p>Indonesian beauty brands make a certain impression on me.</p> <p>I think Indonesian beauty brands have characteristics that distinguish them from foreign beauty brands.</p> <p>(Farizy &amp; Harsoyo 2023),</p>
Price Perception (X <sub>3</sub> )	<p>I think the prices of Indonesian beauty brands are very cheap.</p> <p>The benefits I will get from Indonesian beauty brand products are appropriate or even better than the amount of money I will give.</p> <p>I think the price of Indonesian beauty brand products represents their quality.</p> <p>(Yasri et al., 2020)</p>
Online Customer Review (X <sub>4</sub> )	<p>Customer reviews on Indonesian beauty brands will increase my shopping activity.</p> <p>Customer reviews on Indonesian beauty brands provide me with benefits.</p> <p>Customer reviews on Indonesian beauty brands do not make me confused in making purchasing decisions.</p> <p>Through customer reviews of Indonesian beauty brands, I get information from previous consumers.</p> <p>(Dewi &amp; Artanti, 2020)</p>
Purchase Intention (Y)	<p>I intend to buy Indonesian beauty brand products that I have seen on social media.</p> <p>I intend to buy Indonesian beauty brand products that I like based on my interaction with the brand on social media.</p> <p>I am likely to buy Indonesian beauty brand products recommended by my friends on social media.</p> <p>I have a high intention to become a consumer of Indonesian beauty brands.</p> <p>(Bushara et al., 2023); (Aji et al., 2020)</p>