

ABSTRACT

Social media, which dominates as a marketing platform, has become an important means for consumers to gather information on which to base decisions. This opens up great opportunities for the cosmetics industry to utilize social media, which Azarine Cosmetics, a well-known local cosmetics brand, has successfully implemented. This phenomenon is interesting to note regarding what factors produce attraction that stimulates consumer actions and behavior towards Azarine Cosmetics. Apart from this phenomenon, research inconsistencies were found between beliefs and behavioral intentions carried out in previous research. Therefore, on the basis of this phenomenon, this research aims to determine the factors that influence increasing the behavioral intentions of Azarine Cosmetics consumers in Semarang City through social media advertising content, social media sales promotion content, social media influencers, hedonic brand image, functional image. brand, trust.

The research framework model concepts developed include social media advertising content, social media sales promotion content, social media influencers, hedonic brand image, functional brand image, behavioral intention sourced from theory and research that has been conducted previously. Data collection was carried out by administering a questionnaire consisting of open and closed questions online to 151 respondents. The criteria for research respondents were that they had purchased Azarine Cosmetics products at least once and lived in Semarang City, Central Java. The results of the questionnaire data collection that were obtained were analyzed quantitatively and structurally using the SEM (Structural Equation Modeling) method using the AMOS (Analysis Moment of Structural) program.

The findings in this study show that there is a significant relationship between social advertising content and hedonic brand image, the relationship between social media sales promotion content and functional brand image, the relationship between social media influencers and trust and a significant relationship between hedonic brand image and functional brand image towards behavioral intention. However, there were insignificant hypothesis rejections effects on the relationship between trust towards behavioral intention. The managerial implication that can be applied is to use this research as a consideration for the Azarine Cosmetics company in making decisions regarding increasing sales through Azarine Cosmetics social media marketing in Semarang City.

Keywords: Social media advertising content, social media sales promotion content, social media influencer, hedonic brand image, functional brand image, trust, behavioural intention