

## **ABSTRACT**

*In the current digital era, the development of digitalization in marketing activities has become widespread with various industries utilizing this as a strategy to increase product sales. However, in 2022 Wardah one of the largest beauty and skincare brands in Indonesia, experienced a decrease in product sales on e-commerce platforms, ranking fourth from the bottom. This is despite Wardah having used social media marketing strategies for a considerable time compared to its competitors and having the highest number of followers on social media compared to higher-ranked brands. This study aims to address this issue by analyzing how Social Media Marketing and Brand Experience influence Purchase Decisions, with Brand Image as an intervening variable among Wardah product users in Semarang City.*

*In this study, the sample consisted of 177 individuals who met the criteria of being Wardah product users in Semarang City, having made at least one purchase and visited Wardah's social media at least once. A closed-ended questionnaire was used to collect data. Analysis was conducted using the Structural Equation Model (SEM) method with the help of the Analysis Moment of Structures (AMOS) program version 24.*

*The results of this study indicate that Social Media Marketing and Brand Experience have a positive and significant impact on Brand Image and Purchase Decisions. The study also found that Brand Image, as an intervening variable, has a positive and significant effect on Purchase Decisions. These findings emphasize the importance of optimizing social media marketing and brand experience to enhance the company's brand image, which in turn influences consumer purchase decisions.*

*Keywords: Social media marketing, Brand experience, Brand image, Purchase decision.*

**FEB UNDIP**