UNLOCKING PURCHASE INTENTIONS: THE IMPACT OF SOCIAL MEDIA MARKETING AND E-WOM ON SCARLETT PRODUCTS

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Article Information	Abstract
	The aims of research is measure the purchase intention of Scarlett products through social media marketing and E-WOM, using brand trust and consumer engagement as intervening variables. The Indonesian cosmetics market is becoming increasingly competitive, with local brands such as Scarlett, gaining significant traction through social media. Previous studies report mixed findings regarding the influence of social media marketing and E-WOM on consumer purchase intentions. This study employs a quantitative approach. The population consists of skincare consumers in Indonesia, selected using purposive sampling with the criteria of being active social media users. A total of 180 respondents were selected. The collected data were analyzed using Structural Equation Modeling (SEM) AMOS. The results indicate that social media marketing and E-WOM do not directly affect purchase intention. However, they positively and significantly influence brand trust and consumer engagement. Moreover, brand trust and consumer engagement positively and significantly impact purchase intention. Finally, brand trust and consumer engagement fully mediate the relationship between social media marketing, E-WOM, and purchase intention for Scarlett products.

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INTRODUCTION

The cosmetics industry in Indonesia is becoming increasingly competitive, as evidenced by the emergence of new local brands offering diverse cosmetic products. A market exhibits perfect competition when neither sellers nor buyers can influence prices (Jasmin, 2022). In 2022, Indonesian consumers continued to place greater trust in local products for personal care. According to sales data from Scarlett Whitening, the brand firmly held the top position with a market share of 11.32%. Nivea followed closely in second place with a market share of 11.12%, and Vaseline ranked third with 7.14%. Scarlett, a local skincare and body care brand established in 2017, outperformed many of its international competitors. Scarlett's sales revenue exceeded IDR 23.8 billion during the second quarter of 2022 (Joan, 2022).

Digital transformation in marketing is driven by technological advancements, particularly through the use of the internet as a medium for companies to deliver communication messages and promote their brands. Companies integrate various elements through Integrated Marketing Communication (IMC) to attract consumers to visit websites or social media platforms that serve as marketplaces (Santoso, 2018). Scarlett, a skincare brand, leverages social media platforms for product promotion and marketing. The brand primarily utilizes Instagram and TikTok as its social media channels. Scarlett has amassed a significant following, with its official Instagram account reaching 5.2 million followers and its TikTok account attracting 3.9 million followers.

Many companies and entrepreneurs recognize the power of electronic word-of-mouth

(E-WOM) on social media, as reflected in the growing number of businesses that utilize consumers as channels for disseminating product-related messages (Damayanti, 2020). Consumer engagement on social media can be assessed through consumers' perceptions of brand experiences. Consumer experiences serve as key drivers of engagement in company marketing activities. Companies that deliver brand experience-based content can enhance consumer engagement. Furthermore, consumer engagement increases the motivation to participate actively in online brand-related activities (Martini, 2020). Greater exposure to social media content correlates with higher levels of consumer engagement with the brand (Juliana et al., 2021).

Trust refers to consumers' willingness to rely on a company in delivering its products and services. Trust indicators include credibility, reliability, intimacy, and self-orientation (Kristina & Sugiarto, 2020). Trust in social media platforms can be built by encouraging consumers to share their perceptions of product experiences during social media transactions (Dally & Dewanto, 2020).

Purchase intention refers to the likelihood that consumers will buy a product within a short period. The growing use of social media has significantly influenced consumer awareness and strengthened the link between awareness and purchase intention. Before deciding, consumers first develop awareness and knowledge of a brand, form either positive or negative perceptions, and then decide whether to proceed with a purchase (Munawar et al., 2020).

Several research gaps related to this study have been identified. Priatni et al. (2020) examined the effect of social media marketing on purchase intention, focusing on consumers of Martha Tilaar Salon Day Spa. Their study revealed a positive but non-significant effect. In contrast, a study by Choedon et al. (2020) on Korean cosmetics consumers found that social media marketing had a positive and significant impact on purchase intention. Moreover, research conducted by Faritzal & Wicaksono Perkasa (2022) analyzed the effect of social media marketing on purchase intention using customer engagement as a mediating variable. Their findings indicated that customer engagement partially mediated the relationship, and the mediation model enhanced the influence of social media marketing on purchase intention.

Karya et al. (2021) conducted a study on the impact of electronic word-of-mouth (E-WOM) on purchase intention using a sample of Aloe Vera 92% Soothing Gel Nature Republic consumers in Surabaya and found a positive but non-significant effect. Conversely, Jayanti et al. (2020) with a sample of consumers from the Naava Green Skincare branch in Yogyakarta, found that E-WOM positively and significantly impacted purchase intention.

Based on the existing research gaps, this study aims to measure consumer purchase intention for Scarlett products through social media marketing and electronic word-of-mouth (E-WOM). The novelty of this study lies in the inclusion of brand trust and consumer engagement as intervening variables in examining the influence of social media marketing and E-WOM on purchase intention.

Hypotheses Development
The effect of social media marketing on purchase intention

A study by Choedon et al. (2020) on cosmetic product users in Korea found that social media marketing positively influences purchase intention. Companies should actively engage customers through social media to enhance their interest in cosmetic products. In line with these findings, Priatni et al. (2020) confirmed that social media marketing significantly affects consumers' purchase intention at Martha Tilaar Salon Day Spa. Promotional efforts through platforms such as Instagram and Facebook can influence consumer interest and decision-making. This is supported by Kuspriyono & Nurelasari (2018), whose study on Oriflame product users in Depok showed that social media marketing positively and significantly impacts purchase intention. Furthermore, Sanny et al. (2020) found that skincare advertisements viewed on social media are perceived as more credible, significantly influencing purchase intentions, especially among consumers who actively seek brand variety and product differentiation.

H_1: Social media marketing positively and significantly affects purchase intention.

The effect of E-WOM on purchase intention

Lkhaasuren & Nam (2018) found that the quality and credibility of E-WOM significantly influence purchase intention among Mongolian consumers of Korean cosmetics. Their findings highlight the strategic value of strengthening credible consumer reviews to enhance marketing effectiveness and support entry into competitive markets. Supporting this, Adriyati & Indriani (2017) emphasize that trusted E-WOM can drive purchase decisions, especially for non-durable goods like cosmetics, where consumers prioritize relevant information over brand image. Yonita and Budiono (2020) further argue that E-WOM has a strong impact on purchase intention, suggesting that interactive review platforms can enhance consumer trust and aid firms in influencing online purchasing behavior.

H_2: E-WOM positively and significantly affects purchase intention.

The effect of social media marketing on brand trust

Social media marketing positively and significantly impacts brand trust (Prasetio & Zahira, 2021). Online platforms facilitate faster and more direct transactions, enabling consumers to share experiences, reviews, and comments, contributing to collective knowledge. These interactions not only enhance consumer engagement but also personalize their online experiences. As part of a company's social media strategy, Instagram plays a key role in fostering brand trust by providing accessible product information, promotions, and user-generated testimonials (Ellitan, 2022). Supporting this view, Syahidah (2021) found that social media marketing directly and significantly affects consumer trust. To strengthen purchase intention, companies are encouraged to design online advertising strategies that meet consumer expectations and satisfaction.

H₃: Social media marketing positively and significantly affects brand trust.

The effect of social media marketing on consumer engagement

Cheung & Rosenberger (2020) found that interaction has the most decisive influence on consumer brand engagement among the elements of social media marketing, followed by E-WOM and trendiness. However, many companies have yet to fully leverage consumer engagement on social platforms or understand how it translates into customer value. Schultz (2016) categorized engagement into five areas: brand, product, consumer, content, and social media factors, and described consumer engagement across four behaviors: reacting to, commenting on, sharing, and creating user-generated content. Shawky et al. (2019) observed that platforms like Facebook, YouTube, Twitter, and blogs are commonly used, but less than half of marketing programs tailor content specifically for social media communication. Informational videos and images are the most frequently shared formats, while others use games, recruitment efforts, or paid ads. Poor content quality can reduce message impact, while improved content boosts audience response. Effectiveness is often measured by views, likes, and website traffic, though deeper metrics such as sentiment, engagement level, and conversion rates offer more insight into persuasion and purchase outcomes.

H₄: Social media marketing positively and significantly affects consumer engagement.

The effect of E-WOM on brand trust

Mudarifah (2020) found that E-WOM significantly influences brand trust among Maybelline cosmetics customers. Positive consumer reviews enhance trust in the brand, while negative comments can reduce it. Similar findings were reported by Syafaruddin et al. (2016), who confirmed the positive and significant impact of E-WOM communication on consumer trust. Pyle et al. (2021) add that E-WOM spaces present rich opportunities for further empirical exploration. Consumers spend more time evaluating reviews when their purchase involvement is high. This level of involvement leads them to critically assess the credibility, integrity, and competence of the review platform, reviewers, and content.

H₅: E-WOM has a positive and significant effect on brand trust.

The effect of social media marketing on consumer engagement

Kristiyantoo & Ulfa (2022) found that electronic E-WOM on Twitter positively and significantly influences consumer engagement in the purchase decision process for Avoskin's local beauty products. The brand's environmentally friendly and natural image fosters trust, which drives consumers to participate in influencing others' purchase decisions. This involvement strengthens consumer engagement throughout the decision-making process. Mada (2020) similarly emphasized that E-WOM significantly impacts consumer brand engagement (CBE), regardless of the product type. E-WOM fully mediates the relationship between brand experience and customer satisfaction, especially in high-involvement product categories. Given the current reliance on peer-generated content, companies benefit greatly by investing in strategies to enhance E-WOM.

H₆: E-WOM has a positive and significant effect on consumer engagement.

The effect of brand trust on consumer engagement

Utami & Kurnia (2021) found that brand trust positively influences brand engagement. In the case of Pixy Cosmetics, trust established through business communication is crucial for maintaining consumer involvement. Without sustained trust, engagement levels are likely to decline. Similarly, Osei-Frimpong et al. (2020) emphasized that brand trust is central to driving consumer participation in social media brand engagement activities. Therefore, in practical terms, companies must establish trustworthy brands to foster consumer engagement. As a construct that significantly influences brand engagement, brand trust also affects customer loyalty. However, this effect is indirect, as brand engagement mediates the relationship between trust and loyalty.

H₇: Brand trust has a positive and significant effect on consumer engagement.

The effect of brand trust on purchase intention

Consumer trust has a positive and significant influence on purchase intention (Sanny et al., 2020). Among millennials, advertising and entertainment play a crucial role in skincare product marketing via social media. This generation tends to switch skincare brands more than twice and perceives brand advertisements on social platforms as more credible. Their purchase intention is also driven by a desire to enhance physical appearance, including among male consumers. Cuong (2020) examined the mediating role of brand trust in the relationship between brand satisfaction and purchase intention in a different context than previous studies. The findings confirmed that brand trust significantly predicts purchase intention, with a substantial effect size, highlighting its critical role in driving consumer decisions.

H_8: Brand trust has a positive and significant effect on purchase intention.

The effect of consumer engagement on purchase intention

Brand engagement has been shown to significantly and positively affect purchase intention Dayoh et al., 2022). This suggests a direct correlation between increased brand engagement and higher purchase intention. Accordingly, Somethinc should adopt effective social brand engagement strategies, particularly through its official TikTok account, to enhance customer purchase intentions. In support of this, Rudyanto (2018) used the utility gratification theory to examine the relationships between social media marketing, consumer purchase intention, and consumer engagement. The findings confirm that consumer engagement plays a mediating role, helping to explain how social media marketing can effectively drive consumer purchase decisions. Among the factors influencing purchase intention, consumer brand engagement (CBE) exerts the most substantial impact, followed by E-WOM and trendiness (Bilal et al., 2021).

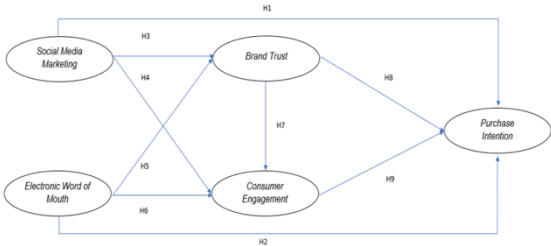H_9: Consumer engagement has a positive and significant effect on purchase intention.

Figure 1. Research Model

METHOD

This study adopts a quantitative approach with respondents consisting of skincare product consumers in Indonesia. The sampling technique used is purposive sampling, with criteria specifying respondents as active social media users. The sample size consists of 180 respondents, in accordance with the requirements of Structural Equation Modeling (SEM). The collected data were analyzed using SEM software.

The research instrument utilized in this study is a structured questionnaire developed by adapting measurement items from previous validated studies. Social media marketing was measured using eight indicators: entertainment, customization, interaction, word of mouth, trend, content sharing, connecting, and community building (Choedon et al., 2020b; Prasetio & Zahira, 2021). Electronic word-of-mouth (E-WOM) was assessed through eight indicators: platform assistance, venting negative feelings, concern for other consumers, extraversion/positive self-enhancement, social benefits, economic incentive, helping the company, and advice seeking (Jayanti et al., 2020). Brand trust was measured using seven indicators: integrity, kindness, competence, brand safety, honesty, viability, and intentionality (Syahidah, 2021b). Consumer engagement was evaluated based on seven indicators: connection, interaction, satisfaction, retention, commitment, advocacy, and engagement (Muchardie et al., 2016; Prasetio & Zahira, 2021). Purchase intention was measured using six indicators: transactional intent, referential interest, preferential interest, exploratory interest, attention, and action (Jayanti et al., 2020; Jayanti et al., 2021). All measurement items were rated using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

RESULT AND DISCUSSION

The respondents in this study consist of 180 consumers, with a majority identifying as female (78%) and aged between 18 to 24 years (77%). A smaller proportion of respondents fall within the 25-30 age range (17%), while those under 18 and over 30 each represent 3% of the sample. Regarding social media platform usage, Instagram is the most frequently used platform, with 58% of respondents, followed by TikTok (28%), Twitter (7%), YouTube (3%), and Facebook (2%). Regarding social media usage duration, 38% of respondents use social media for 1-3 hours daily, 31% for more than 5 hours, 27% for 3-5 hours, and 4% for less than 1 hour. The demographic profile reveals that most respondents are young, active female users who engage extensively with social media platforms, particularly Instagram and TikTok.

Before conducting hypothesis analysis, validity testing was performed, including convergent validity, average variance extracted (AVE), discriminant validity, and construct reliability. Additionally, the proposed model must meet the goodness of fit index criteria. The results of the validity tests are as follows:

Table 1. Convergent Validity Goodness of Fit

			Estimate	Information
X1_7	←	SMM	.900	Valid
X1_8	←	SMM	.914	Valid
X2_13	←	E_WOM	.882	Valid
X2_15	←	E_WOM	.888	Valid
X2_16	←	E_WOM	.909	Valid
Y1_21	←	BT	.902	Valid
Y1_22	←	BT	.900	Valid
Y1_23	←	BT	.885	Valid
Y2_24	←	CE	.913	Valid
Y2_28	←	CE	.884	Valid
Y2_29	←	CE	.876	Valid
Y3_31	←	PI	.873	Valid
Y3_32	←	PI	.877	Valid

All statements for the variables are deemed valid as the estimate values are above 0.5.

Table 2. Average Variance Extracted (AVE) Values

Variable	AVE
Social Media Marketing	0.823
E-WOM	0.798
Brand Trust	0.802
Customer Engagement	0.794
Purchase Intention	0.766

All indicators for the variables are valid as they meet the AVE cut-off of > 0.50, indicating that the variables in this study have high reliability.

Table 3. Discriminant Validity Values

	SMM	E_WOM	BT	CE	PI
SMM	0.907				
E_WOM	0.872	0.893			
BT	0.847	0.873	0.896		
CE	0.880	0.892	0.867	0.891	
PI	0.837	0.851	0.883	0.890	0.875

All variables meet the cut-off for Discriminant Validity: the square root of AVE > correlations among exogenous variables, thus confirming discriminant validity.

Table 4. Construct Reliability (CR)

Variable	CR
Social Media Marketing	0.903
E-WOM	0.922
Brand Trust	0.924
Customer Engagement	0.920
Purchase Intention	0.867

All variables are reliable as they meet the cut-off criterion of CR > 0.70, indicating that all variables have good construct reliability.

Table 5. Squared Multiple Correlations

	Estimate
Brand Trust	.792
Customer Engagement	.853
Purchase Intention	.856

Based on the table above, the R-squared values are as follows: brand trust is 0.792, customer engagement is 0.853, and purchase intention is 0.856. These results indicate the proportion of variance explained by the variables. Specifically, brand trust is influenced by 79.2% of social media marketing and E-WOM. Customer engagement is influenced by 85.3% of social media marketing and E-WOM. Purchase intention is influenced by 85.6% of social media marketing, E-WOM, brand trust, and customer engagement. The remaining variance was not examined in this study.

Hypothesis testing was conducted using the z-value or, in AMOS, the Critical Ratio values for Regression Weights with a significance level of

0.05. If the Critical Ratio value is greater than 1.64, the hypothesis is accepted; if the Critical Ratio value is less than 1.64, the hypothesis is rejected. The significance of the effects can be assessed from the p-value: if the p-value is less than 0.05, the effect is considered significant; if the p-value is greater than 0.05, the effect is considered not significant. The results of the hypothesis testing are as follows:

Table 6. Regression Weight

			Estimate	S.E.	C.R.	P	Results
PI	←	SMM	.034	.121	.278	.781	Rejected
PI	←	E_WOM	.014	.130	.107	.915	Rejected
BT	←	SMM	.380	.126	3.017	.003	Accepted
CE	←	SMM	.368	.121	3.041	.002	Accepted
BT	←	E_WOM	.589	.125	4.714	***	Accepted
CE	←	E_WOM	.409	.131	3.131	.002	Accepted
CE	←	BT	.252	.110	2.296	.022	Accepted
PI	←	BT	.324	.105	3.073	.002	Accepted
PI	←	CE	.428	.129	3.324	***	Accepted

Hypothesis **1** states that social media marketing positively and significantly impacts purchase intention. From the path analysis, the C.R. value obtained is 0.278 < 1.64, and the p-value is 0.781 > 0.05. These results indicate that social media marketing does not affect purchase intention, so Hypothesis 1 is **rejected**. This study does not support the Use and Gratification Theory (UGT), which posits that individuals know their social and psychological needs and actively seek out specific media that fulfill their communication goals (Heggde & Shainesh, 2018). However, this study is supported by research conducted by Dayoh et al. (2022), which aimed to assess the impact of social media marketing activities, particularly from the official TikTok account of Somethinc, on social brand engagement, value equity, and the purchase intention of Somethinc users in Surabaya.

The study found that social media marketing activities did not significantly enhance the purchase intention for Somethinc products in Surabaya. This result contributes to the research gap, as it differs from other studies. For instance, research by Choedon et al. (2020b) on cosmetic users in Korea found that social media marketing positively affected purchase intention. Another study showing similar results is by Priatni et al. (2020), which found that social media marketing influenced purchase intention among Martha Tilaar Salon Day Spa consumers. Additionally, Kuspriyono & Nurelasari (2018), in their study titled "The Effect of Social Media Marketing on Customer Bonding and Purchase Intention," stated that social media marketing has a positive and significant impact on purchase intention among users of Oriflame products in Depok.

Hypothesis 2 states that E-WOM positively and significantly affects purchase intention. From the path analysis, the C.R. value obtained is 0.107 < 1.64, and the p-value is 0.915 > 0.05. These results indicate that E-WOM does not affect purchase intention, so Hypothesis 2 is **rejected**. This study does not support the Lasswell Communication Model. The Lasswell Communication Model was initially developed for analyzing communication, which posits a relationship between the presentation of facts and how these facts can lead to different effects (Nugraha et al., 2021). This study is supported by research by Lkhaasuren & Nam (2018) on the impact of E-WOM on purchase intention among Mongolian users of Korean cosmetic products. The result adds to the research gap as it diverges from studies that indicate E-WOM can enhance purchase intention among cosmetic product users, such as research by Adriyati & Indriani (2017) and Yonita & Budiono (2020).

Hypothesis 3 states that social media marketing positively and significantly affects brand trust. This is supported by the path analysis showing a C.R. value of 3.017 > 1.64 and a p-value of 0.003 < 0.05, indicating a positive and significant effect, so Hypothesis 3 is **accepted**. Improved social media marketing increases brand trust. The significance of the impact suggests that social media marketing indicators are accepted as factors influencing brand trust. Other studies supporting this hypothesis include research by Ellitan (2022) and Putri & Rahayu (2021), which state that social media marketing has a positive and significant effect on brand trust.

Hypothesis 4 states that social media marketing positively and significantly affects

customer engagement. This is supported by the path analysis showing a C.R. value of 3.041 > 1.64 and a p-value of 0.002 < 0.05, indicating a positive and significant effect, so Hypothesis 4 is **accepted**. Improved social media marketing increases customer engagement. The significance of the impact suggests that social media marketing indicators are accepted as factors influencing customer engagement. Research by Yudhi (2020) also demonstrates a positive and significant impact of social media marketing on customer engagement among followers of Essenzo Indonesia. This is further supported by the study conducted by Faritzal & Wicaksono Perkasa (2022) on consumers of Avoskin products in Bandung, which shows similar results.

Hypothesis 5 states that E-WOM positively and significantly affects brand trust. This is supported by the path analysis showing a C.R. value of 4.714 > 1.64 and a p-value of 0.0001 < 0.05, indicating a positive and significant effect, so Hypothesis 5 is **accepted**. Improved E-WOM increases brand trust. The significance of the impact suggests that E-WOM indicators are accepted as factors influencing brand trust. This result is supported by research conducted by Gunawan & Pertiwi (2022), which examined the impact of halal labels, E-WOM, and product quality on purchasing decisions for Safi skincare through brand image and brand trust. Another supporting study is by Puspaningrum (2020), which tested the effect of E-WOM and brand trust on purchasing decisions for Wardah powder products (a study on Wardah Beauty customers in Majalengka) and found positive impacts of E-WOM on Wardah products.

Hypothesis 6 states that E-WOM positively and significantly affects customer engagement. This is supported by the path analysis showing a C.R. value of 3.131 > 1.64 and a p-value of 0.002 < 0.05, indicating a positive and significant effect, so Hypothesis 6 is **accepted**. Improved E-WOM increases customer engagement. The significance of the impact suggests that E-WOM indicators are accepted as factors influencing customer engagement. This finding is supported by Yudhi (2020), who demonstrated a positive and significant effect of E-WOM on customer engagement among followers of Essenzo Indonesia. Better reviews provided by consumers on electronic media increase customer engagement. This result is further supported by Kristiyantoo & Ulfa (2022) in their study titled "The Effect of Green and Clean Beauty Brand Image and E-WOM Exposure on Twitter on Customer Engagement in the Local Beauty Product Purchase Decision-Making Process," which showed that E-WOM has a positive and significant effect on customer engagement.

Hypothesis 7 states that brand trust positively and significantly affects customer engagement. This is supported by the path analysis showing a C.R. value of 2.296 > 1.64 and a p-value of 0.002 < 0.05, indicating a positive and significant effect, so Hypothesis 7 is **accepted**. Higher brand trust leads to increased customer engagement. The significance of the impact suggests that brand trust indicators are accepted as factors influencing customer engagement. This finding is supported by Utami & Kurnia (2021) in their study titled "Business Communication Through Social Media Trust to Increase Customer Engagement at Pixy Cosmetic." The results indicate that business communication through social media trust positively impacts and enhances customer engagement. Other studies also show that brand trust significantly affects consumer participation in social media brand engagement activities (Osei-Frimpong et al., 2020b). This is further supported by data analysis results from research conducted by Sukamdewi & Prihatsanti (2017).

Hypothesis 8 states that brand trust positively and significantly affects purchase intention. This is supported by the path analysis showing a C.R. value of 3.073 > 1.64 and a p-value of 0.002 < 0.05, indicating a positive and significant effect, so Hypothesis 8 is **accepted**. Higher brand trust leads to increased purchase intention. The significance of the impact suggests that brand trust indicators are accepted as factors influencing purchase intention. Consumer trust positively and significantly impacts purchase intention (Sanny et al., 2020). Supporting this, research (Rizanata, 2014) on Indomaret customers in Surabaya showed that customer trust positively affects purchase intention among Indomaret customers in Surabaya.

Hypothesis 9 states that customer engagement positively and significantly affects purchase intention. This is supported by the path analysis showing a C.R. value of 3.324 > 1.64 and a p-value of 0.0001 < 0.05, indicating a positive and significant effect, so Hypothesis 9 is **accepted**. Higher customer engagement leads to increased purchase intention. The significance of the impact suggests that customer engagement indicators are accepted as factors influencing purchase intention. Rudyanto (2018) examined the relationship between social media marketing, consumer purchase intention, and consumer engagement. The study found that consumer engagement plays an important role in enhancing purchase intention among consumers. The role of consumer engagement as a mediator in this research helps explain how companies can use social media marketing to boost consumer purchase intention. It has also been demonstrated that brand engagement significantly and positively impacts purchase intention (Dayoh et al., 2022b). This implies a correlation between increased brand engagement and increased purchase intention. Adequate methods to provide effective brand engagement, mainly through

Somethinc's official TikTok account, should be utilized to enhance customer purchase intention.

Intervening analysis examines the strength of the influence between constructs, including direct, indirect, and total effects. The direct impact refers to the coefficient of all lines from one end of the arrow. The indirect impact is the influence that emerges through an intervening variable. Meanwhile, the total impact encompasses the influence of various relationships. The direct impact in this research model is presented using the standardized solution unconstrained analysis values.

Table 7. Analysis of Intervening Effects Through Direct and Indirect Effects

Exogenous Variable		Endogenous Variable	Regression Weights	Intervening Variable	Direct Effect	Indirect Effect	Total Effect	Description
SMM	→	PI	Not Significant	BT	0.037	0.129	0.166	Full Mediation
SMM	→	BT	Significant Positive					
BT	→	PI	Significant Positive					
SMM	→	PI	Not Significant	CE	0.037	0.088	0.125	Full Mediation
SMM	→	CE	Significant Positive					
CE	→	PI	Significant Positive					
E_WOM	→	PI	Not Significant	BT	0.016	0.129	0.145	Full Mediation
E_WOM	→	BT	Significant Positive					
BT	→	PI	Significant Positive					
E_WOM	→	PI	Not Significant	CE	0.016	0.088	0.104	Full Mediation
E_WOM	→	CE	Significant Positive					
CE	→	PI	Significant Positive					

The Effect of Social Media Marketing on Purchase Intention Through Brand Trust as an Intervening Variable. Based on the analysis, the direct effect of social media marketing on purchase intention is 0.037, while the indirect impact through brand trust is 0.129. The results indicate that the direct impact is smaller than the indirect effect, suggesting that brand trust significantly acts as a full mediator between social media marketing and purchase intention.

The Effect of Social Media Marketing on Purchase Intention Through Customer Engagement as an Intervening Variable. Based on the analysis, the direct effect of social media marketing on purchase intention is 0.037, while the indirect impact through customer engagement is 0.088. The results indicate that the direct impact is smaller than the indirect effect, suggesting that customer engagement significantly mediates between social media marketing and purchase intention.

The Effect of E-WOM on Purchase Intention Through Brand Trust as an Intervening Variable. Based on the analysis, the direct effect of E-WOM on purchase intention is 0.016, while the indirect impact through brand trust is 0.129. The results indicate that the direct impact is smaller than the indirect effect, suggesting that brand trust significantly acts as a full mediator between E-WOM and purchase intention.

The Effect of E-WOM on Purchase Intention Through Customer Engagement as an Intervening Variable. Based on the analysis, the direct effect of E-WOM on purchase intention is 0.016, while the indirect impact through customer engagement is 0.088. The results indicate that the direct impact is smaller than the indirect effect, suggesting that customer engagement significantly mediates between E-WOM and purchase intention.

CONCLUSION AND RECOMMENDATION

This study aims to assess consumer purchase intention for Scarlett products through the influence of social media marketing and electronic word-of-mouth (E-WOM), with brand trust and customer engagement as mediating

variables. Data analysis using AMOS revealed that social media marketing and E-WOM do not directly impact purchase intention for Scarlett products. However, brand trust and customer engagement significantly mediate the relationship between social media marketing, E-WOM, and purchase intention. A limitation of this study is the disproportionate representation of respondents from specific regions. Future research should consider using a more evenly distributed sample across various regions and explore additional variables not examined in this study.

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