The Effect of Social Influence and Brand Image on Brand Awareness and Purchase Intention
Study Case: Skintific Skincare

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ABSTRACT

Purpose: This study examines the relationships between social influence, brand image, brand awareness, and purchase intention in consumer behavior. The primary goal is to analyze how social influence and brand image contribute to brand awareness and purchase intention.

Design/methodology/approach: By exploring these dynamics, the research offers insights into consumer decision-making processes. Using empirical analysis and statistical techniques, the study provides actionable implications for marketers aiming to enhance brand awareness and drive purchase intention in today's competitive market.

Findings: The findings reveal that brand image has the strongest correlation with purchase intention (H4) with a t-statistic of 6.013. Significant relationships are also found between social influence and brand awareness (H1) with a t-statistic of 5.050, brand awareness and purchase intention (H5) with a t-statistic of 3.536, and brand image and brand awareness (H2) with a t-statistic of 3.297. Conversely, the relationship between social influence and purchase intention (H3) is not significant, indicated by a t-statistic of 0.503. Thus, hypotheses for H1, H2, H4, and H5 are accepted, while H3 is rejected. This study enriches existing knowledge by clarifying the relationships between social influence, brand image, brand awareness, and purchase intention. These insights are crucial for marketers who aim to leverage social influence and brand image to boost brand awareness and drive purchase intention. The findings highlight the pivotal role of brand image in influencing purchase decisions and the importance of social influence in building brand awareness, offering a strategic framework for effective marketing strategies.

Paper type: Research paper

I. INTRODUCTION

Skincare is a series of activities carried out to care for the skin, using certain products with the aim of getting healthy, clean and beautiful skin using a number of traditional or modern activities that can make the skin well cared for and maintain its health. The skin care industry in Indonesia is rapidly growing and is estimated to be worth billions of dollars. Young adults and teenagers, who fall between the ages of 15 and 35, are the primary target demographic for skin care products in Indonesia (Wachiraruengsin & Dithsaporn, 2016). This demographic is highly conscious of their appearance and is more receptive to new beauty trends, which drives their spending on skin care products. On average, they spend several hundred thousand to several million Indonesian Rupiahs per month on skin care products. The market for beauty products is very competitive. To survive and gain a competitive advantage, it is essential to study consumers' purchase intention for skincare product.

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To encourage buying intention of consumers, brand awareness plays an important part. Along with brand awareness, consumers associate the brand with a particular product, the goal is to have and become a generating force in the consumer's mind. Increased brand awareness will have a significant impact on subsequent purchasing behaviors once the brand has been tested by the consumer and met the consumer's expectations (Koniewski, 2012). As things stand, it has been assumed that customers who are already aware with the brand will favor it (Macdonald et al., 2003). An important factor driving brand awareness is the brand image of the product. Brand image is a set of ideas people have about a company that are connected in their minds (Ouwersloot & Tudirca, 2001). Brand image is another term for a brand association that influences how people perceive a brand (Keller, 2003). The importance of brand awareness in shaping consumers' purchase intention has driven several studies to examine the relationship and influence of brand image and brand awareness on consumers' purchase intention on skin care products (Sanny .,et al, 2020). Although the influence of brand image and brand awareness on consumers' purchase intention has been studied, there is still a lack of research analyzing the impact of beauty influencers on brand awareness and consumers' purchase intention. Despite, the growing trend of influencer marketing that has driven the growth of the cosmetics and skin care industry. According to Lee (2020), influencers have a personal tendency to influence the purchasing decisions of other customers. Thus, this study main objective is to examines the influence of social influence from influencer marketing and brand image on brand awareness and its impact on consumers' purchase intention for skincare products. Considering the growing trend of beauty product influencers and how many skincare brands incorporate influencers into their marketing strategies, the impact of social influence from influencers on brand awareness and purchase intention for skincare products becomes an important subject of study. This study makes a significant contribution to the development of academic literature, particularly in the context of beauty products and online influencers marketing.

A. Literature Review
1. Social Influence

Vulnerability to social influence is related to adherence to group norms or expectations in obtaining things (Bearden et al. 1989). Perceived social pressure to comply with or disobey the behavioral expectations of others is called social influence (Ajzen 2002). A change in a person's beliefs, feelings, attitudes, or conduct brought on by contacts with other people or groups is referred to as social influence. Social influence is distinct from authority, conformity, and power. When a person presents specific beliefs or behaviors to fit particular circumstances or to fulfill expectations of others, even though he may not actually hold those opinions or believe that those behaviors are appropriate, this is known as conformity. French and Raven argue that norms and roles can also act as agents of change in addition to individuals and groups. They see social influence as the product of social power being used in one of five ways: to reward, coerce, legitimize, expert, or refer to. A social example is a reported shift in perspective or attitude.

Several studies have created more complex models to supply distant and higher clarification of outside impacts on person recognitions. Subjective standards, proposed by Hypothesis of Contemplated Activity (Fishbein & Ajzen, 1980), clarify the standardizing perspective of social influence. Be that as it may, social influence does not comprise exclusively of social interaction such as normative social influence, but moreover the conveyance of information such as informational social influence (Wood, 2000). Utilizing as it were, standardizing social influence comes about in a frail show. A more grounded view of both educational and regulating social influence is in this way required (Green, 1998). social impact alludes to how a person in a social arrangement is affected by the behavior of others to comply with the behavior designs of society (Venkatesh & Brown, 2001). Deutsch and Gerard (1955) recognize two sorts of social influence, enlightening and regulating. Enlightening social influence is "the impact to acknowledge data gotten from others. Social influence is a multifaceted concept that encompasses the ways individuals are influenced by others within their social environment.

Drawing from the insights of experts such as Martínez-López et al. (2017) and Hu, X., Chen, X., & Davison, R. M. (2019), social influence can be understood through various dimensions. Martínez-López et al. (2017) emphasize the role of social power dynamics in shaping social influence. They highlight the influence exerted by individuals or groups within a social context, which can manifest through different forms of power, including reward, coercion, legitimate, expert, or referent power. This perspective underscores the complexity of social influence, acknowledging that it can stem from various sources and operate through diverse mechanisms. On the other hand, Hu, X., Chen, X., & Davison, R. M. (2019) delve into the nuanced interplay between normative and informational aspects of social influence. They explore how individuals are influenced not only by societal norms and expectations (normative social influence) but also by the dissemination of information and knowledge (informational social influence). This perspective highlights the importance of both subjective norms and informational cues in shaping individuals' attitudes, beliefs, and behaviors within social contexts.

Prior study by Ao et al., (2023) and Chen (2024) stated that social influence significantly influences the brand awareness of consumers. Thus, these hypotehese is proposed:

H1: Social Influence has a significant effect on Brand Awareness

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Prior research by Sanchez et al. (2021) highlights the significant role of social influence in shaping purchase intentions. Thus, these hypotehese is formed:

H3 : Social Influence has a significant effect on Purchase Intention

2. Brand Image

Company Image The importance of brand image in the corporate sector is stated by Kotler (2008). No matter the type of business or enterprise, developing a strong brand image is crucial for fostering customer loyalty. The consumer's view of a brand is referred to as its "brand image," and it is portrayed by brand associations that are ingrained in customers' memory. According to Roslina (2010), who also supports the significance of brand image in the Business and Management Journal, potential customers will undoubtedly want to test the company's products if they can recall and feel confident about the brand. Previous researchers have stated that customers who have a positive image of a certain brand may have a good perceived value of a product or service, which in turn affects satisfaction (Alves, 2010: Minkiewicz et al, 2011; Kambiz et al, 2014) and encourages repeat buying loyalty as a competitive market advantage. Brand image has been characterized and connected in an assortment of ways by diverse analysts. Varieties in definitions can be befuddling with respect to brand image estimation. The number of client discernments of the brand created by the interaction of cognitive, full of feeling, and evaluative forms within the customer's intellect to better reflect the concept relative to the brand picture within the writing survey.

Keller (2001) conceptualizes brand picture with terms such as brand affiliation, brand execution, brand image, shopper judgment, and customer feeling. As a result of the distinctive employments of the brand picture of the express, there are limitations to the way concepts can be assessed. Brand image plays a vital part within the improvement of a brand, since brand image concerns the notoriety and validity of the brand which at that point gets to be a "rule" for the customer group of onlookers to undertake or utilize an item or benefit (Kotler and Keller, 2016). Brand image could be a representation of the by and large recognition shaped from data and information approximately the brand. Brand image is closely related to the states of mind and convictions that shape the choice towards a brand. Beneath certain conditions, the brand can be portrayed by a certain character as a human being. The more positive the portrayal, the more grounded the brand picture and the more openings too for brand improvement (Davis, 2000). A brand picture can be accepted as a set of brand affiliations gathered within the minds of customers (Mowen & Minor, 2001). According to Keller and Swaminathan (2020), brand image is not merely about the visual representation or identity of a brand, but it extends to the overall reputation, credibility, and perception of the brand in the minds of consumers. It encompasses the cognitive, affective, and evaluative processes that consumers undergo when encountering a brand. This holistic perspective emphasizes that brand image is shaped by consumers' experiences, interactions, and associations with the brand over time.

One of the key factors in developing a successful brand is establishing a positive brand image. This is because consumers, who serve as the target audience for advertising campaigns, interpret and actualize brand messages in their daily lives, incorporating them into the construction of their reality and self-concept. As a result, managers can utilize a purchase intention to determine which client categories and geographic regions the product should be introduced to (Sewall, 1978; Silk & Urban, 1978; Urban & Hauser, 1993).

H2: Brand Image has a significant effect on Brand Awareness

According to Bartels and Onwezen (2014), a consumer's social group affiliation is an important factor in determining purchase intention. In addition, individual decisions have a tremendous impact on the brand image due to our relationships with other people. Therefore, based on the collective evidence provided by the aforementioned studies, it is hypothesized that brand image will have a significant positive effect on purchase intention, highlighting the critical role of branding in shaping consumer behavior and purchase intentions.

H4 : Brand Image has a significant effect towards Purchase Intention

3. Brand Awareness

Brand awareness is the ability of potential buyers to recognize and remember a brand as part of a certain product category (Keller and Swaminathan, 2020). In order for customers to believe that the product is the only brand in its category, brand awareness requires a sequence of steps beginning with the feeling that a certain brand has never been known before. Four levels of brand awareness are distinguished: 1) brand unfamiliarity, 2) brand recognition, 3) brand recall, and 4) top of mind (Arjana et al., 2022). Brand recognition, sometimes referred to as the level of assisted recall, is the lowest level of brand awareness, according to Darmadi Durianto (2001). The next step is brand recall, often known as unassisted recall, because consumers can remember a brand without assistance. It is more difficult to measure brand familiarity without support than it is with aid. Posters, movies, commercials, banners, and social media can all be used to help. The brand that is referenced for the first time during brand awareness on its own, or top of mind, is at the next stage. The brand with the most brand awareness is the one that dominates the other brands in consumers' perceptions.

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Brand awareness reduces the time and risk that consumers will spend searching for the product that they will buy (Verbeke et al., 2005: 7). In this respect, consumers are expected to choose the brand that they have information on. Aaker (1996) has stated that brand awareness consists of four levels: brand recognition, brand recall, top of the mind brand and dominant brand. Brand recognition is associated with brand familiarity of the consumer while brand recall is the thinking of the brand at first when a range of products is introduced (Farjam and Hongyi, 2015). Being a brand that comes to mind at first refers to becoming the most aware of a brand in the product category. The level of br and dominance refers to the level at which the brand replaces the product category. According to Malarvizhi et al. (2022), brand awareness can be measured along two dimensions: brand recognition and brand recall. Brand recognition refers to consumers' ability to identify a brand when presented with its name, logo, or other visual cues. On the other hand, brand recall involves consumers' ability to retrieve the brand from memory when prompted with product categories or attributes.

4. Purchase Intention

Marketers need a clear strategy based on a comprehensive understanding of why consumers buy a brand. The situation of the economic downturn and the decrease in the purchasing power of the people, as well as the efforts to create a brand name of enterprises in the market. Purchase intention is a type of decision making that studies why consumers buy a particular brand (Shah et al., 2012). Researchers have suggested 6 steps before deciding to buy a product, which are: perception, knowledge, preference, preference, persuasion and purchase (Kotler & Armstrong, 2010) (Kawa et al., 2013). Customers always believe that buying cheap products, simple packaging, and few names are high risks because the product quality is not guaranteed (Gogoi, 2013). Online purchase intention variable is often chosen as the basis for studies on purchasing behavior. The literature points to intention as a possible major predictor of all behavior (Fishbein and Ajzen, 1977). Purchase intention can be used to test the implementation of new distribution channels to help managers determine if the concept is worth further development and determine the geographic and distributional markets. Which consumer segments to target through these channels (Morwitz et al., 2007). Its importance lies in the fact that intention is considered the main predictor of actual behavior (Montano and Kasprzyk, 2015). Purchase intention is also widely used by academic researchers as an indirect measure of purchasing behavior (Schlosser, 2003). According to Pena-García et al. (2020), purchase intention is influenced by a myriad of factors, including individual characteristics, psychological variables, situational factors, and marketing stimuli. These factors interact to shape consumers' perceptions, attitudes, and preferences towards a product or service, ultimately influencing their likelihood to make a purchase.

Building upon the empirical findings from Wedayanti & Ardani (2020), Setiawan & Aksari (2020), and Dewi & Sulistyawati (2018), a hypothesis can be formulated concerning the relationship between brand awareness and purchase intention.

H5: Brand Awareness has a positive and significant influence on Purchase

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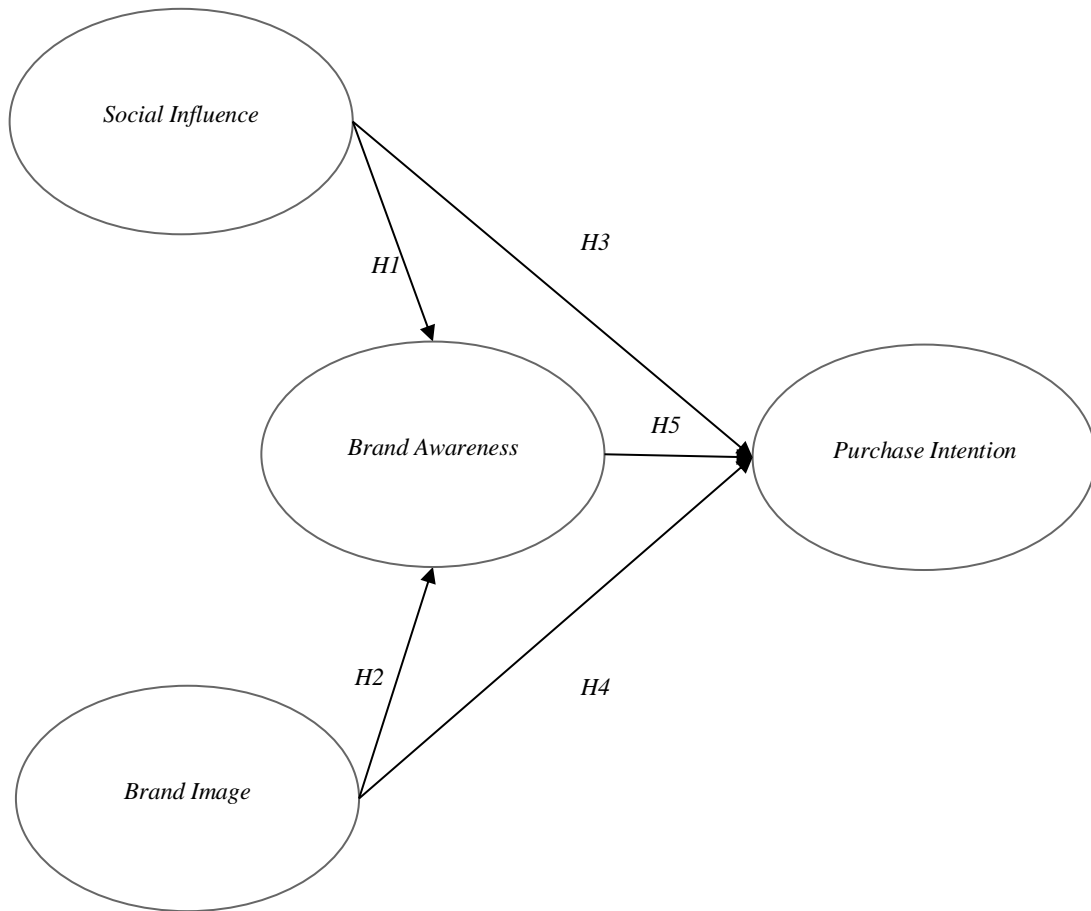Page | 134

B. Conceptual Framework

Figure 1. Conceptual Framework

II. METHODS

A. Methodology and Data CollectionTechnique

The data collection process is facilitated through an online survey method, utilizing Google Forms as the platform for collecting primary data. This approach offers several advantages, including cost-effectiveness, ease of management, and a reduced possibility of data errors. Google Forms provides a user-friendly template that can be easily understood and navigated by participants, regardless of their technological proficiency. This accessibility ensures that individuals from diverse backgrounds can contribute to the research, enhancing the inclusivity of the study. Before conducting the full sample test, the author firstly conducts a pilot test to make sure the research went well.

B. Population and Sample

The approach used by the author in this research is a quantitative approach. The quantitative approach is employed to study a specific population or sample, utilizing research instruments for data collection, and conducting statistical data analysis with the aim of testing the formulated hypotheses. The author proposes employing quota sampling to select the sample for this study.

The range has been selected deliberately to capture a substantial portion of the target population while also considering potential outliers or individuals who may not be influenced significantly by brand image or social influences in their skincare purchasing decisions. Considering that our target population consists primarily of individuals from Generations Y and Z in Indonesia, who are avid skincare users and active on social media platforms, the author anticipates that a significant proportion of this population will demonstrate susceptibility to brand image and social influences on their brand awareness and purchase intentions. By opting for a sample size of 100 samples as a roundup from 96,04 number of samples (Sugiyono, 2016). The author aims to ensure adequate representation of our target population while also accounting for potential variations in consumer behavior within

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this demographic. This approach allows for a comprehensive examination of the effect of brand image and social influences on brand awareness and purchase intention among skincare users in Indonesia.

C. Measuring Variable

The researcher questionnaire variables were measured by the Likert scale model. The respondents were given a scale of answers to fill in from 1 to 5 from strongly disagree to strongly agree. The Likert scale, as described by Bertram (2006), serves as a methodological tool utilized within survey research to assess the degree of agreement or disagreement individuals hold towards specific statements or topics. This scale is widely employed due to its efficacy in gauging respondents' attitudes in a structured manner. Notably, it operates by focusing on singular dimensions or constructs in each item, rather than attempting to compare multiple variables simultaneously. This characteristic enhances the scale's precision by ensuring that each statement pertains to a distinct aspect of the subject under investigation. Furthermore, the Likert scale employs an ordinal measurement framework, wherein respondents indicate their level of agreement or disagreement through predefined response options. These options typically range from "strongly agree" to "strongly disagree," enabling researchers to categorize responses according to their relative strength of conviction.

D. Partial Least Square Method (PLS)

In this research paper, the author proposes utilizing SmartPLS as the statistical software to facilitate data aggregation and analysis. SmartPLS offers a user-friendly interface and a comprehensive menu bar that simplifies the analysis of both primary and secondary data.

III. RESULTS AND DISCUSSION

A. Results

1. Respondent Characteristic

In order to gain insights into the characteristics of the respondents who constitute the sample for this study, the authors employ various methods of data presentation. This presentation of respondent data serves the purpose of identifying unique traits possessed by the participants, thereby facilitating the analysis process for researchers. The data presentation encompasses three main categories: demographic, behavioral, and variable-related questions. For the pilot phase of the study, the authors distributed surveys to 30 respondents selected through opportunity sampling. This sampling method involved sending surveys via online messaging applications. The pilot phase is crucial as it ensures the reliability, validity, and trustworthiness of the data to be analyzed in the main study.

Following the pilot phase, the authors will proceed to analyze data from a total of 100 qualified respondents who meet the predetermined criteria, such as age and previous purchase experience on the Skintific user. This analysis will include a comprehensive examination of both demographic and behavioral data. The demographic profile of respondents will encompass variables such as gender, age, occupation, and monthly expenditure. These factors are crucial in understanding the characteristics and backgrounds of the participants, which in turn can inform the interpretation of study findings and the development of targeted interventions or recommendations.

Table 1 Demographics Characteristic Respondents

	Frequency(n)	Percent (%)
Gender		
Male	6	6%
Female	94	94%

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Age (year)		
18-25	27	27%
26-33	72	72%
34-41	1	1%
42-59	0	0%
60-64	0	0%
Education		
None	0	0%
Primary School	0	0%
High School	25	25%
University Graduate/Diploma	75	75%
Occupation		
Unemployment	2	2%
Private Employee	62	62%
Civil Servant	8	8%
Business Owner	8	8%
Other	20	20%

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Monthly Expenditure		
<Rp.1.000.000	2	2%
1.000.000-2.500.000	17	17%
2.500.000-5.000.000	79	79%
5.000.000-10.000.000	2	2%
>10.000.000	0	0%
Most Used Social Media		
Instagram	60	60%
Twitter	4	4%
Facebook	8	8%
TikTok	28	28%
First Time Knowing Skintific		
Social Media Advertising	70	70%
Recommendation	11	11%
Internet Source	19	19%

The demographic characteristics of the participants, as presented in Table 5.1, reveal key insights. The majority of respondents were female (n=44) and aged between 26 and 33 (n=72). Additionally, a significant portion held bachelor's degrees or equivalent qualifications (n=75), were employed in the private sector (n=62), and had monthly expenditures ranging from 2.5 million to 5 million rupiah (n=79). Moreover, most respondents reported using Instagram as their primary social media platform (n=60) and first learned about Skintific Skin Care

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through social media advertisements (n=70). These findings provide valuable demographic insights into the participant profile for the study.

2. Validity and Reliability

Table 2 Convergent Validity Test Result (n30)

	Loading	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)	Description
Social Influence	SI1: 0.602 SI1: 0.625 SI3: 0.627 SI4: 0.779 SI5: 0.789	0.734	0.754	0.821	0.482	Valid Reliable
Brand Image	BI1: 0.486 BI2: 0.613 BI3: 0.525 BI4: 0.837 BI5: 0.816	0.706	0.785	0.796	0.451	Valid Reliable
Brand Awareness	BA1: 0.581 BA2: 0.741 BA3: 0.802 BA4: 0.627 BA5: 0.874	0.781	0.842	0.850	0.537	Valid Reliable
Purchase Intention	PI1: 0.867 PI2: 0.742 PI3: 0.819 PI4: 0.608 PI5: 0.762	0.817	0.818	0.874	0.585	Valid Reliable

The author administered surveys to 30 participants as part of a pilot study, employing opportunity sampling and distributing the surveys through online messaging applications. For the validity test, there are two measurements such as the loading factor and average variance extracted. Loading factor numerical values provided (ranging from approximately 0.486 to 0.874) are the loading factors for each observed variable associated with its respective latent variable. Higher loading factors indicate stronger relationships between the observed variable and the underlying latent variable. These values help in understanding the contribution of each observed variable to the latent construct. The loading factor of 0.874 suggests a strong association between the observed variable and its latent construct, while a loading factor of 0.486 indicates a weaker association. While AVE test values above 0.5 are generally considered acceptable, indicating that more than half of the variance in the indicators is explained by the underlying construct. However, 0,4 is still considered acceptable due to the condition if the loading factor is >0,6 (Fornell and David, 1981).

Composite reliability (ρa) is a measure used in structural equation modeling to assess the internal consistency or reliability of a latent construct, which is a variable that is not directly observed but inferred from a set of observed variables. Composite reliability values closer to 1 suggest greater internal consistency among the items measuring the latent constructs. The analysis of composite reliability revealed values ranging from 0.754 to 0.842 for each construct, surpassing the acceptable threshold of >0.7. Additionally, the Cronbach Alpha values for each

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construct fell between 0.706 and 0.817, indicating strong reliability. Consequently, it can be inferred that the data collected is dependable, enabling the author to proceed with further research confidently.

Table 3 Convergent Validity Test Result (n100)

	Loading	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)	Description
Social Influence	SI1: 0.642 SI1: 0.639 SI3: 0.790 SI4: 0.749 SI5: 0767	0.766	0.733	0.842	0.519	Valid Reliable
Brand Image	BI1: 0.706 BI2: 0.698 BI3: 0.635 BI4: 0.789 BI5: 0.826	0.787	0.811	0.853	0.539	Valid Reliable
Brand Awareness	BA1: 0.801 BA2: 0.757 BA3: 0.817 BA4: 0.828 BA5: 0.791	0.859	0.863	0.898	0.639	Valid Reliable
Purchase Intention	PI1: 0.781 PI2: 0.787 PI3: 0.733 PI4: 0.798 PI5: 0.749	0.828	0.829	0.879	0.593	Valid Reliable

The author administered comprehensive surveys to 100 participants to obtain the research results. The data for this study was collected through online surveys using a Google Form link. As shown in Table 5.3, the analysis of convergent validity (loading factor and average variance extracted) shows the results ranging from 0.635 to 0.828 and the AVE values are >0.5 which indicate strong relationships between the observed variables. Composite reliability for the research yielded values ranging from 0.733 to 0.863 for each construct. Since the acceptable threshold for composite reliability is >0.7, these findings indicate that the collected data is reliable and suitable for further analysis. Furthermore, the Cronbach Alpha values for each construct, ranging between 0.766 and 0.859, indicate good reliability. Cronbach Alpha measures the internal consistency of a set of items within a construct, with values closer to 1 indicating higher reliability. Therefore, the observed values falling within this range affirm the reliability of the variables under study. In conclusion, based on the robustness of both validity and reliability test, it is determined that the construct is reliable and valid.

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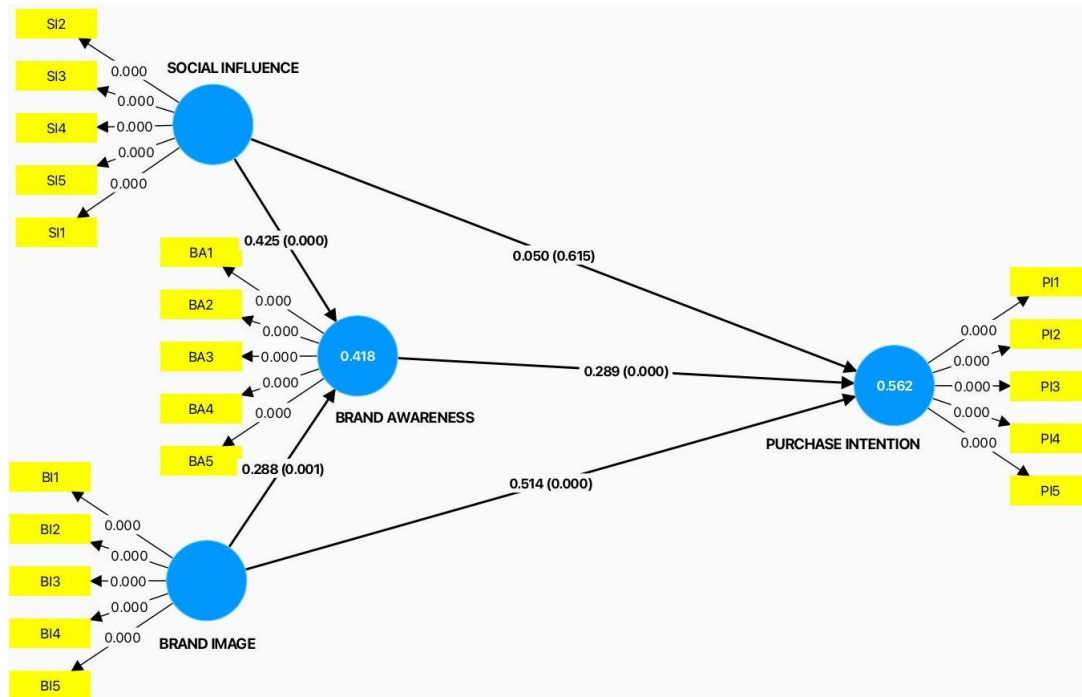### 3. Structural Equation Model & Hypothesis Testing

figure 2 Bootstrapping test result - R Square Test Adjusted

Path coefficient estimation involves determining the significance of the path relationships within the structural model. According to Ghozali (2008), the R2 criterion for endogenous latent variables categorizes results as "good," "medium," or "weak" based on values of 0.67, 0.33, and 0.19, respectively. The coefficient of determination (R2) illustrates the extent of variance in an endogenous latent variable relative to the independent latent variable. Additionally, the adjusted R-squared indicates the percentage of variation attributable solely to independent variables directly influencing the dependent variable. The analysis of the previously assessed R2 model suggests a medium overall evaluation. The inner model assessment aims to scrutinize the relationships between constructs, path coefficient parameters, and significance levels. The R-square for both Brand Awareness and Purchase Intention indicates that 41.8% and 56.2% of the variance, respectively, is explained by their corresponding predictors. The adjusted R-squared value, which accounts for the number of variables, should not exceed the R-squared value; an increase in variables may lead to a decrease in the adjusted R-square score. The similarity between the R2 and adjusted R2 scores demonstrates their statistical significance.

Table 4 Analysis of R-Square (R2) Result

	R Square	R Square Adjusted
Brand Awareness	*0.430*	*0.418*
Purchase Intention	*0.575*	*0.562*

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Table 5 Hypothesis Testing Result

	Original Sample	T statistic	P value	Description
Social Influence -> Brand Awareness	*0.425*	*5.050*	*0.000*	*Accepted*
Brand Image-> Brand Awareness	*0.288*	*3.297*	*0.001*	*Accepted*
Social Influence -> Purchase Intention	*0.050*	*0.503*	*0.615*	*Rejected*
Brand Image-> Purchase Intention	*0.514*	*6.013*	*0.000*	*Accepted*
Brand Awareness-> Purchase Intention	*0.289*	*3.536*	*0.000*	*Accepted*

Based on the explanation provided, the hypothesis is considered significant if the p-value is below the alpha threshold of 5% (0.05). In this context, the hypothesis is supported when the p-value is equal to or less than 0.05. Additionally, significance thresholds for t-values are established at 2.58 for a 99% confidence level, 1.96 for a 95% confidence level, and 1.75 for a 90% confidence level (Hair et al., 2014). Consequently, if the p-value is less than 0.05 or if the t-statistics exceed 1.96 (with $\alpha = 0.05$ or 5%), it is assumed that the alternative hypothesis is accepted.

The findings from Table 5.4 reveal the results of hypothesis testing, indicating the strongest correlation between brand image and purchase intention, with a t-statistic of 6.013, surpassing the threshold of 1.96. This suggests a significant influence of Brand Image on the Purchase Intention of Skintific Skincare. Additionally, Social Influence to Brand Awareness (5.050), Brand Awareness to Purchase Intention (3.536), and Brand Image to Brand Awareness (3.297) all exhibit significant relationships based on their respective t-statistics. However, the relationship between Social Influence and Purchase Intention falls short of the required threshold, with a t-statistic of only 0.503, indicating insignificance in this association.

B. Discussions
1. H1: Social Influence has a significant effect on Brand Awareness
According to table 5.4, it shows that Social Influence (X1) has a significant effect on Brand Awareness (Y1) with the p value is 0.000 and t statistic is 5.050 which surpasses the threshold for t statistic is 1.96 and p value with below alpha threshold (0.05). Hence the hypothesis is accepted. These metrics support the hypothesis that social influence significantly impacts brand awareness, meaning the more a brand is influenced socially, the more aware consumers become of it. This statistical evidence supports the hypothesis that social influence plays a crucial role in shaping consumers' awareness of a brand. This finding is supported by the findings from Ao et al., (2023) which stated that social influence significantly influences the dimensions of brand awareness. The research by Chen (2024) also proved that brand awareness is significantly affected by social influence. The correlation suggests that as social influence increases, there is a corresponding rise in brand awareness.

2. H2: Brand Image has a significant effect on Brand Awareness
According to table 5.4, it shows that Brand Image (X2) has a significant effect on Brand Awareness (Y1) with the p value is 0.001 and t statistic is 3.297 which surpasses the threshold for t statistic is 1.96 and p value with below alpha threshold (0.05). Hence the hypothesis is accepted. This finding is suported by previous research by Balmer et al., (2020) which stated that a positive perception of a brand is essential for brand recognition. When considering the relationship between brand image and brand awareness, it's crucial to recognize that brand image plays a pivotal role in shaping consumers' perceptions and attitudes towards a brand. Enhances brand awareness

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by increasing consumers' familiarity and recognition of the brand. By building and maintaining a positive brand image, companies can enhance their brand awareness and strengthen their position in the minds of consumers.

3. H3 : Social Influence has a significant effect on Purchase Intention

According to table 5.4, it shows that Social Influence (X1) has no significant effect on Purchase Intention (Z1) with the p value is 0.615 and t statistic is 0.503 which no surpasses the threshold for t statistic is 1.96 and p value with above alpha threshold (0.05). Hence the hypothesis is rejected. The result of direct effect from social influence to purchase intention shows unsignificant effect. The finding from Ariffin et al., (2018) stated that social influence does not always have a direct and significant impact on purchase intentions. However, the research by Sanchez et al. (2021) highlights the significant role of social influence in shaping purchase intentions. Specifically, when consumers are aware of the partnerships between influencers and brands, it boosts the perceived trustworthiness and credibility of the products. This enhanced perception positively affects their ability to influence consumer purchasing decisions, demonstrating the powerful effect of social influence on consumer behavior. Therefore, The bootstrapping result for the indirect effect of social influence mediated by brand awareness shows a t-statistic of 2.830 with a p-value of 0.005. This result is statistically significant, indicating that the mediation effect of brand awareness on the relationship between social influence and purchase intention is meaningful. This underscores the importance of brand awareness as a key factor that can amplify the impact of social influence on consumer purchase decisions process.

4. H4 : Brand Image has a significant effect towards Purchase Intention

According to table 5.4, it shows that Brand Image (X2) has a significant effect on Purchase Intention (Z1) with the p value is 0.000 and t statistic is 6.013 which surpasses the threshold for t statistic is 1.96 and p value with below alpha threshold (0.05). Hence the hypothesis is accepted. Based on the research findings, it was determined that brand image, measured through indicators such as the strength, benefits, and uniqueness of brand associations, has a positive and significant impact on purchase intention. This research aligns with the study conducted by Hanjani and Widodo in 2019, which also concluded that brand image significantly and positively influences purchase intention. This finding is also supported by previous research by Wydyanto and Yandi, (2020) which stated brand image has significant influence on purchase decision process. The previous research conducted by Isyanto et al., (2020) yielded empirical evidence indicating that a positive brand image significantly influences consumers' inclination to purchase products or services. This suggests that when consumers hold favorable perceptions of a brand, they are more inclined to show interest in buying from that brand.

5. H5: Brand Awareness has a significant influence on Purchase Intention

According to table 5.4, it shows that Brand Awareness (Y1) has a significant effect on Purchase Intention (Z1) with the p value is 0.000 and t statistic is 3.536 which surpasses the threshold for t statistic is 1.96 and p value with below alpha threshold (0.05). Hence the hypothesis is accepted. This result is supported by a previous study by Chen and Xu (2019) which stated that brand awareness has a significant effect on purchase intention. This finding implies that there is a strong association between brand awareness and consumers' intentions to purchase a product or service. When consumers are more aware of a brand and its offerings, they are more likely to express an intention to purchase from that brand. This aligns with established marketing principles, which suggest that higher levels of brand awareness lead to increased consideration and preference among consumers. The significant effect of brand awareness on purchase intention underscores the importance of building and maintaining strong brand visibility and recognition in the marketplace.

IV. CONCLUSION

Hypothesis testing served as a pivotal component of this research, shedding light on the correlations between constructs. The conclusions derived from the literature review and statistical analysis of this study indicate that social influence and brand image have a significant positive effect on increasing brand awareness. Furthermore, brand awareness has a significant positive impact on enhancing consumer purchase intention for skincare products. The findings also demonstrate a significant influence of brand image on purchase intention. However, this study reveals that social influence does not have a significant impact on purchase intention. The findings offer actionable insights for marketers seeking to optimize brand awareness and social influence within the competitive skincare industry landscape.

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A. Implications

The implications of this research extend beyond theoretical insights, offering actionable recommendations for marketers, product developers, and business leaders within the skincare industry. By strategically integrating these recommendations into its marketing and business strategies, Skintific Skincare can effectively leverage social influence, enhance brand image and awareness, and ultimately drive purchase intention, leading to sustained success and growth in the competitive skincare industry. There are some suggestion for the brand such as:

1. Leveraging Social Influence Channels
   Skintific Skincare can capitalize on social media platforms and influencer partnerships to amplify its brand presence and reach a wider audience. By strategically engaging with influencers who align with its brand values and target demographics, Skintific can harness social influence to enhance brand awareness and visibility among potential consumers.

2. Enhancing Brand Image
   Skintific Skincare should focus on cultivating a positive brand image by emphasizing its unique selling propositions, product benefits, and commitment to quality and innovation. By consistently delivering on its brand promise and maintaining a strong reputation, Skintific can reinforce consumer trust and loyalty, ultimately driving purchase intention.

3. Building Brand Awareness
   Skintific Skincare can invest in comprehensive brand awareness campaigns across various touchpoints, including digital marketing, experiential activations, and strategic partnerships. By increasing brand visibility and recognition, Skintific can ensure that consumers are more likely to consider and prefer its products when making purchasing decisions.

4. Driving Purchase Intention
   Skintific Skincare should implement targeted marketing strategies aimed at converting brand awareness into tangible purchase intentions. This can involve offering incentives, such as exclusive promotions or product samples, to incentivize trial and purchase. Additionally, emphasizing the unique value proposition of Skintific's products and highlighting customer testimonials can further strengthen purchase intention among potential buyers.

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