

THE INFLUENCE OF BUZZER MARKETING AND SOCIAL MEDIA MARKETING ON PURCHASE INTENTION THROUGH BRAND AWARENESS IN SKINTIFIC BRANDS

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ABSTRACT

This study aims to analyze the influence of buzzer marketing and social media marketing on purchase intention through brand awareness among users of Skintific skincare products in Samarinda, Indonesia. The study employed a quantitative research approach using primary data collected through questionnaires distributed to 119 respondents selected based on predetermined criteria. Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. The results indicate that buzzer marketing has a negative and significant effect on brand awareness. Likewise, social media marketing has a negative and significant effect on brand awareness. In contrast, brand awareness has a positive and significant effect on purchase intention. These findings indicate that an increase in buzzer marketing and social media marketing activities is not necessarily followed by an increase in brand awareness among Skintific consumers in Samarinda. The results suggest that the current digital marketing strategies may require further evaluation and adjustment to better align with the characteristics of the target market. Nevertheless, brand awareness remains an important factor influencing consumers' purchase intention toward Skintific products. This study contributes to the digital marketing literature by providing empirical evidence regarding the relationship between buzzer marketing, social media marketing, brand awareness, and purchase intention in the skincare industry. The findings also offer practical implications for companies in evaluating and optimizing digital marketing strategies to strengthen brand awareness and enhance consumers' purchase intention.

Keywords

Buzzer Marketing, Social Media Marketing, Brand Awareness, Purchase intention, SEM-PLS, Skintific Brands

1. INTRODUCTION

The rapid advancement of digital technology has significantly transformed marketing activities across various industries. The increasing penetration of internet and social media usage has encouraged companies to adopt digital marketing strategies to communicate with consumers more effectively. According to We Are Social and Meltwater (2024), Indonesia has more than 204 million internet users and over 167 million active social media users. The widespread use of platforms such as TikTok, Instagram, and YouTube has changed how consumers access information, interact with brands, and make purchasing decisions. Consequently, companies are increasingly utilizing digital marketing approaches to enhance brand visibility and establish stronger relationships with consumers.

Social media marketing refers to marketing activities conducted through social networking platforms to create, communicate, and deliver value to consumers while maintaining long-term relationships with them. According to Ebrahim (2020), social media marketing enables companies to interact directly with consumers, strengthen brand communication, and increase customer engagement. Through content creation, audience interaction, and digital promotions, companies can expand their reach and build

stronger relationships with target consumers. As a result, social media marketing has become one of the most widely used marketing strategies in the digital era.

Among the various digital marketing strategies, buzzer marketing and social media marketing have become important tools for promoting products and services. Buzzer marketing involves individuals or groups who actively disseminate information and stimulate discussions regarding a brand through social media platforms. Buzzer marketing is a digital marketing strategy that utilizes individuals or online communities to disseminate information and stimulate discussions regarding a brand through social media platforms. According to Handini and Dunan (2021), buzzer marketing aims to create public attention and increase brand exposure through repeated and systematic message distribution. Through social media platforms such as TikTok, Instagram, and X, buzzers can influence consumer perceptions and encourage wider dissemination of promotional messages. Therefore, buzzer marketing is considered an important strategy for increasing brand visibility and consumer engagement in digital environments. Meanwhile, social media marketing encompasses broader marketing activities, including content creation, audience engagement, online advertising, and digital brand activation. These strategies enable companies to reach wider audiences, increase consumer engagement, and strengthen brand positioning in highly competitive markets. As a result, many companies have incorporated these approaches into their marketing activities to improve communication effectiveness and attract potential consumers.

This study is grounded in marketing theory, digital marketing theory, and consumer behavior theory. According to Kotler and Keller (2016), marketing is a social and managerial process through which individuals and groups obtain what they need and want by creating, offering, and exchanging value. In the digital era, marketing activities have increasingly shifted to online platforms, allowing companies to communicate with consumers more effectively. This study also adopts digital marketing theory, which emphasizes the use of digital technologies and online platforms to create customer value and engagement (Chaffey & Chadwick, 2019). Furthermore, consumer behavior theory explains how consumers process information, evaluate alternatives, and develop purchase intentions based on marketing stimuli (Schiffman et al., 2015).

The skincare industry is one of the sectors that actively utilizes digital marketing due to consumers' reliance on online reviews, recommendations, and product-related information before making purchasing decisions. One of the most successful skincare brands in Indonesia is Skintific, which has consistently implemented digital marketing campaigns through collaborations with influencers, content creators, and buzzers across various social media platforms. According to Kompas.co.id (2024), Skintific was among the best-selling skincare brands on major e-commerce platforms in Indonesia and recorded significant sales growth throughout 2024. This achievement indicates the importance of digital marketing activities in supporting brand performance and market competitiveness within the skincare industry.

Brand awareness refers to consumers' ability to recognize and recall a brand within a specific product category. According to Singh et al. (2023), brand awareness plays an important role in shaping consumer perceptions and increasing brand familiarity. Consumers are more likely to consider brands that they recognize and remember when making purchasing decisions. Therefore, a higher level of brand awareness can increase the likelihood of a brand being selected among competing alternatives. Purchase intention represents a consumer's willingness and tendency to purchase a product or service in the future. According to Zhuang et al. (2021), purchase intention reflects the likelihood that consumers will engage in an actual purchase after developing interest in a product.

Purchase intention is considered an important stage in the consumer decision-making process because it indicates consumers' preferences and behavioral tendencies toward a particular brand.

Despite the growing popularity of buzzer marketing and social media marketing, previous studies have generally reported positive relationships between digital marketing activities and consumer responses. However, limited studies have specifically examined the influence of buzzer marketing and social media marketing on purchase intention through brand awareness, particularly in the skincare industry and among consumers in Samarinda. Since brand awareness is considered an important factor in influencing consumers' purchasing processes, understanding its role in mediating the relationship between digital marketing activities and purchase intention remains relevant for both academics and practitioners. Therefore, further investigation is needed to provide empirical evidence regarding these relationships.

Based on the background described above, this study aims to analyze the influence of buzzer marketing and social media marketing on purchase intention through brand awareness among users of Skintific skincare products in Samarinda, Indonesia. The findings are expected to contribute to the development of digital marketing literature, particularly concerning the role of buzzer marketing, social media marketing, brand awareness, and purchase intention within the skincare industry, while also providing practical insights for companies in developing more effective marketing strategies.

2. METHOD

2.1 Research Population and Sample

Population is a generalization area of subjects or objects that possess certain qualities and characteristics determined by the researcher to be studied and from which conclusions can be drawn (Sugiyono, 2020). Therefore, the population in this study consists of Generation Z consumers of the Skintific brand in Samarinda.

According to Hair et al. (2019), the minimum sample size in Structural Equation Modeling (SEM) research is between five and ten times the number of indicators used in the study. This research consists of 17 indicators; therefore, the minimum sample size required ranges from 85 to 170 respondents. Based on these recommendations, this study employed 119 respondents as the sample. The sampling technique used was purposive sampling, with the criteria that respondents belong to Generation Z, reside in Samarinda, and are users of the Skintific brand.

2.2 Type and Method of Collecting Data

This study uses a type of quantitative research. This type of method is a definite science because the data is in the form of numbers and can be measured and analyzed using statistics. The type of data used in this study is primary data obtained through field data collection through surveys in the form of questionnaires distributed to respondents.

To collect data for this study, questionnaires were administered to a pre-selected group. The question in the questionnaire referred to the indicators mentioned below, and the measurement scale used was the summated rating scale, also known as the Likert Scale.

Table 1. Variable Measurement

Variable	Notation	Question Items	Measurement Scale
Buzzer Marketing	X1.1	I find Skintific buzzer campaigns creative and attention grabbing	Likert Scale
Ali et al. (2023)	X1.2		Using a 5 point scale from 1 (Strongly Disagree)

Variable	Notation	Question Items	Measurement Scale
	X1.3 X1.4 X1.5	I am more interested in Skintific products because they are frequently promoted by buzzers on social media I trust Skintific products more because they are promoted by buzzers or influencers I am encouraged to create or share content related to Skintific products I am interested in participating in Skintific's interactive promotional activities	to 5 (Strongly Agree)
Social Media Marketing Koay et al. (2020),	X2.1 X2.2 X2.3 X2.4 X2.5 X2.6	I find Skintific's social media content attractive and entertaining I feel that Skintific actively interacts with consumers on social media I think Skintific follows current social media trends I feel that Skintific provides content that suits my needs and preferences I am encouraged to share reviews and experiences about Skintific products	Likert Scale Using a 5 point scale from 1 (Strongly Disagree) to 5 (Strongly Agree)
Brand Awareness (Khan et al., 2020)	Y1.1 Y1.2 Y1.3 Y1.4 Y1.5	I can recognize the Skintific brand. I can recall the Skintific brand Skintific is the first brand that comes to mind I am familiar with the Skintific brand I trust the Skintific brand	Likert Scale Using a 5 point scale from 1 (Strongly Disagree) to 5 (Strongly Agree)
Purchase Intention (Ho et al., 2020)	Y2.1 Y2.2	I consider purchasing Skintific products in the future I intend to purchase Skintific products when needed	Likert Scale Using a 5 point scale from 1 (Strongly Disagree)

Variable	Notation	Question Items	Measurement Scale
	Y2.3	I plan to use Skintific products	to 5 (Strongly Agree)
	Y2.4	I am likely to purchase Skintific products	
	Y2.5	I am interested in trying Skintific products	

3. RESULT AND DISCUSSION

3.1 Descriptive Analysis of Research Variables

In this study, descriptive analysis for each variable was conducted using the response index analysis based on the questionnaires completed by the respondents. The calculation procedure followed the method proposed by Ferdinand (2014:231), using the following formula:

$$\text{Index Value} = \frac{(\%F1 \times 1) + (\%F2 \times 2) + (\%F3 \times 3) + (\%F4 \times 4) + (\%F5 \times 5)}{5}$$

F1 to F5 indicates the frequency of respondents' answers to each score in the questionnaire, where F1 is the frequency for a score of 1, F2 for a score of 2, F3 for a score of 3, F4 for a score of 4, and F5 for a score of 5.

The range of answers of each indicator question is analyzed using the Three Box Method, from the answer range of 1-5 and then will be divided into 3 parts that are the basis for interpretation with the following categories:

- Index score 20 – 46,66 = Low
- Index score 46,67 – 73,32 = Medium
- Index score 73,33 – 100 = High

Tabel 2. Respondent's Answer Index to Buzzer Marketing

No	Indicator	Respondent's Answer										Index (mean)
		1		2		3		4		5		
		f	%	f	%	f	%	f	%	f	%	
1	Viral Content	0	0	0	0	14	11,9	61	51,7	43	36,4	88,06
2	Infuencer Campaign	0	0	0	0	12	10,1	57	47,9	50	42	86,38
3	User Generated Marketing	0	0	0	0	15	12,6	51	42,9	53	44,5	86,38
4	Interactive Promotions	0	0	0	0	15	12,6	41	34,5	63	52,9	88,06
5	Customer Engagement	0	0	0	0	21	17,6	46	38,7	52	43,7	85,22
Average												86,82

Source: Primary Data Processed, 2026

Based on the table above, the results of the Buzzer Marketing variable index analysis showed an average index value of 86.82, while the Viral Content and Interactive Promotions indicators obtained the highest average index value of 88.06 within the range of 73.33–100. Based on the Three Box Method classification, the average value obtained is included in the high category. This indicates that respondents have a high perception of the implementation of Buzzer Marketing by the Skintific brand.

Tabel 3. Respondent's Answer Index to Social Media Marketing

No.	Indicator	Respondent's Answer										Index
		1		2		3		4		5		
		f	%	f	%	f	%	f	%	f	%	
1	Brand Recognition	0	0	6	5	22	18,5	60	50,4	31	26,1	80,32
2	Brand Recall	0	0	2	1,7	22	18,5	63	52,9	32	26,9	81
3	Top Of Mind Awareness	0	0	2	1,7	27	22,7	45	37,8	45	37,8	82,34
4	Trust	0	0	2	1,7	19	16	66	55,5	32	26,9	81,58
Average												86,06

Source: Primary Data Processed, 2026

Based on the table above, the results of the Brand Awareness variable index analysis had an average index value of 81.31, and the Top of Mind Awareness indicator had an average index value of 82.34 out of 73.33–100, which means that the Top of Mind Awareness indicator is the highest. It can be seen that based on the index value category in the Three Box Method, the average value obtained is included in the high category.

Tabel 4. Respondent's Answer Index to Brand Awareness

No.	Indicator	Respondent's Answer										Index
		1		2		3		4		5		
		f	%	f	%	f	%	f	%	f	%	
1	Brand Recognition	0	0	0	0	18	15,1	56	47,1	45	37,8	84,54
2	Brand Recall	0	0	0	0	15	12,6	50	42	54	45,4	86,56
3	Top Of Mind Awareness	0	0	0	0	10	8,4	58	48,7	51	42,9	86,9
4	Trust	0	0	0	0	12	10,1	58	48,7	49	41,2	86,22
Average												86,06

Source: Primary Data Processed, 2026

Based on the table above, the results of the Brand Awareness variable index analysis had an average index value of 86.06, and the Top of Mind Awareness indicator had an average index value of 86.90 out of 73.33–100, which means that the Top of Mind Awareness indicator is the highest. It can be seen that based on the index value category in the Three Box Method, the average value obtained is included in the high category.

Tabel 5. Respondent's Answer Index to Purchase Intention

No.	Indicator	Respondent's Answer										Index
		1		2		3		4		5		
		f	%	f	%	f	%	f	%	f	%	
1	Future Purchase Considerations	0	0	0	0	17	14,4	63	53,4	38	32,2	83,56
2	Considerations	0	0	0	0	20	16,9	51	43,2	47	39,8	84,5

	When Needs Arise											
3	Intention to Use the Product	0	0	0	0	14	11,9	47	39,8	57	48,3	87,28
4	Most Likely to Buy	0	0	0	0	15	12,9	55	47,4	46	41,2	86,86
Average												85,55

Source: Primary Data Processed, 2025

Based on the table above, the results of the Purchase Intention variable index analysis had an average index value of 85.55, and the Intention to Use the Product indicator had an average index value of 87.28 out of 73.33–100, which means that the Intention to Use the Product indicator is the highest. It can be seen that based on the index value category in the Three Box Method, the average value obtained is included in the high category.

3.2 Data Analysis Results

a. Outer Model

The analysis of the outer model can be seen from several indicators, namely convergent validity, AVE, composite reliability, and Cronbach's Alpha.

4.2.1.1 Convergent Validity

Convergent validity is used to evaluate the extent to which different indicators are statistically related to the same construct. Convergent Validity is considered valid and reliable if the correlation value is > 0.5 (Yudaruddin, 2021).

Tabel 7. Outer Loadings

Indicator	Outer Loadings
X1.1	0.968
X1.2	0.904
X1.3	0.954
X1.4	0.964
X1.5	0.983
X2.1	0.950
X2.2	0.892
X2.3	0.947
X2.4	0.972
Y1.1	0.984
Y1.2	0.988
Y1.3	0.975
Z1.1	0.753
Z1.2	0.734
Z1.3	0.800
Z1.4	0.798
Z1.5	0.801

Source: SmartPLS Data Processing, 2026

Based on the SmartPLS analysis, the outer loading values of all indicators ranged from 0.734 to 0.988. Since all values are above the recommended threshold of 0.70, the indicators are considered to have satisfactory convergent validity. These results indicate

that all measurement items are valid and adequately represent their respective constructs.

1) Discriminant Validity

Discriminant validity ensures that indicators measuring a latent variable better represent their own construct than other constructs, with aim of increasing the credibility of the research. The results show that the cross loadings value > 0.50 as shown in the table below:

Tabel 8. Cross Loading

Code	Buzzer Marketing (X1)	Social Media Marketing (X2)	Brand Awareness (Y1)	Purchase Intention (Y2)
X1.1	0.968	0.949	-0.278	0.092
X1.2	0.904	0.818	-0.279	0.018
X1.3	0.954	0.884	-0.281	0.106
X1.4	0.964	0.959	-0.238	0.099
X1.5	0.983	0.960	-0.254	0.075
X2.1	0.938	0.950	-0.235	0.070
X2.2	0.816	0.892	-0.168	0.007
X2.3	0.914	0.947	-0.196	0.090
X2.4	0.917	0.972	-0.206	0.060
Z1.1	0.099	0.079	0.753	-0.301
Z1.2	0.082	0.062	0.734	-0.300
Z1.3	0.054	0.041	0.800	-0.215
Z1.4	-0.273	-0.218	0.798	-0.233
Z1.5	-0.238	-0.189	0.801	-0.218
Y1.1	-0.155	-0.125	-0.361	0.984
Y1.2	-0.207	-0.145	-0.319	0.988
Y1.3	-0.175	-0.132	-0.305	0.975

Source: SmartPLS Data Processing, 2026

Based on the table above, each indicator has a higher loading value on its respective construct than on other constructs. This indicates that all indicators are more strongly associated with their intended latent variables than with other latent variables in the model. Therefore, the cross loading results demonstrate that the measurement model has achieved adequate discriminant validity.

Tabel 9. AVE Result (Average Variance Extracted)

Code	VARIABEL	(AVE)
(X1)	Buzzer Marketing	0.912
(X2)	Social Media Marketing	0.912
(M)	Brand Awareness	0.885
(Y)	Purchase Intention	0.965

Source: SmartPLS Data Processing, 2026

2) Composite Reliability

Tabel 9. Composite Reliability Table

Variable	Composite reliability	Cronbach's alpha
Buzzer Marketing	0.978	0.976
Social Media Marketing	0.971	0.957
Brand Awareness	0.842	0.841
Purchase Intention	0.990	0.982

Source: SmartPLS Data Processing, 2026

Based on Table 9 above, the results show that all constructs have Composite Reliability values ranging from 0.842 to 0.990 and Cronbach's Alpha values ranging from 0.841 to 0.982. Since all values exceed the recommended threshold of 0.70, it can be concluded that all constructs meet the reliability criteria. These results indicate that the

measurement items have good internal consistency and are reliable in measuring their respective constructs within the research model.

b. Inner Model

In this study, the assessment of the structural model was carried out by considering the R-Square (R^2) value and Q^2 Stone-Geisser as indicators of the predictive relevance of the model. Values Q^2 are used to assess the model's ability to accurately reconstruct or predict observational data. The calculation Q^2 is based on the determination coefficient (R^2) of all endogenous variables. The value Q^2 is based on a range of $0 < Q^2 < 1$, where getting closer to 1 indicates that the model has a better level of predictive relevance.

Tabel 10. R-Square

Variable Dependent	R-square
BRAND AWARENESS (Y1)	0.109
PURCHASE INTENTION (Y2)	0.113

Source: SmartPLS Data Processing, 2026

Based on Table 10, the R-Square value for Brand Awareness is 0.109, indicating that Buzzer Marketing and Social Media Marketing are able to explain 10.9% of the variance in Brand Awareness, while the remaining 89.1% is explained by other variables outside the model. Furthermore, the R-Square value for Purchase Intention is 0.113, indicating that Brand Awareness is able to explain 11.3% of the variance in Purchase Intention, while the remaining 88.7% is explained by other variables not included in this study. These results indicate that the explanatory power of the model is relatively weak, suggesting that other factors may play a more substantial role in influencing Brand Awareness and Purchase Intention among Gen Z users of the Skintific brand in Samarinda.

3.3 Hypothesis Testing

Hypothesis testing can be seen from the t-statistical value and the probability value for the hypothesis that uses statistical values, so that for alpha 5%, the t-statistical value used is 1.96. Therefore, the t-statistical value must be greater than 1.96 for the hypothesis to be accepted and less than 1.96 for the hypothesis to be rejected.

Tabel 11. Path Coefficient

Variabel Influence		Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Result
Exogenous Variable	Endogenous Variable						
Buzzer Marketing	Brand Awareness	-0.335	-0.343	0.076	4.442	0.000	Rejected
Social Media Marketing	Brand Awareness	-0.848	-0.827	0.203	4.185	0.000	Rejected
Brand Awareness	Purchase Intention	0.594	0.561	0.216	2.755	0.006	Accepted

Source: SmartPLS Data Processing, 2026

a. Hypothesis Testing 1: Buzzer Marketing to Brand Awareness

Based on the results of the data analysis, it can be concluded that Buzzer Marketing has a negative and significant influence on Brand Awareness. The path coefficient obtained was -0.335 with a t-statistical value of 4.442 and a p-value of 0.000. This value is greater than the t-table value (1.96) and the p-value is less than 0.05. This indicates that the relationship is statistically significant. However, the direction of the relationship is negative and not in accordance with the proposed hypothesis, which predicted a positive effect. Therefore, **Hypothesis 1 is rejected**.

b. Hypothesis Testing 2: Social Media Marketing to Brand Awareness

Based on the results of the data analysis, it can be concluded that Social Media Marketing has a negative and significant influence on Brand Awareness. The path coefficient obtained was -0.848 with a t-statistical value of 4.185 and a p-value of 0.000. This value is greater than the t-table value (1.96) and the p-value is less than 0.05. This indicates that the relationship is statistically significant. However, the direction of the relationship is negative and not in accordance with the proposed hypothesis, which predicted a positive effect. Therefore, **Hypothesis 2 is rejected.**

c. 4.3.3 Hypothesis Testing 3: Brand Awareness to Purchase Intention

Based on the results of the data analysis, it can be concluded that Brand Awareness has a positive and significant influence on Purchase Intention. The path coefficient obtained was 0.594 with a t-statistical value of 2.755 and a p-value of 0.006. This value is greater than the t-table value (1.96) and the p-value is less than 0.05. This shows that the results obtained are in accordance with the expected hypothesis. Therefore, Hypothesis 3 is accepted.

3.4 Discussion

a. The Effect of Buzzer Marketing on Brand Awareness

Based on the results of the analysis above, the average index value of the Buzzer Marketing variable is 86.82, which falls into the high category based on the Three Box Method. This indicates that respondents perceive the implementation of Buzzer Marketing by the Skintific brand positively through indicators such as Viral Content, Influencer Campaign, User Generated Marketing, Interactive Promotions, and Customer Engagement. However, the results of the path coefficient analysis show that Buzzer Marketing has a negative and significant effect on Brand Awareness among Generation Z users of the Skintific brand in Samarinda.

This finding suggests that although Buzzer Marketing activities are frequently encountered and receive positive evaluations from respondents, excessive exposure to promotional content, repetitive endorsements, and intensive buzzer activities may reduce consumers' attention and familiarity with the brand. Generation Z consumers tend to prefer authentic, transparent, and relatable content. Therefore, promotional messages that are perceived as overly commercial or repetitive may decrease the effectiveness of Buzzer Marketing in strengthening Brand Awareness. The results of this study indicate that Buzzer Marketing strategies need to be evaluated and adapted to current consumer preferences in order to remain relevant and effective in building Brand Awareness.

b. The Effect of Social Media Marketing on Brand Awareness

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that Buzzer Marketing strategies need to be evaluated and adapted to current consumer preferences in order to remain relevant and effective in building Brand Awareness.

c. The Effect of Brand Awareness on Purchase Intention

Based on the results of the analysis above, the average index value of the Brand Awareness variable is 84.06, which is categorized as high according to the Three Box Method. The indicator with the highest index value is Top of Mind Awareness, indicating that respondents are able to recall the Skintific brand when thinking about skincare and beauty products. The results of the path coefficient analysis show that Brand Awareness has a positive and significant effect on Purchase Intention among Generation Z users of the Skintific brand in Samarinda.

This finding indicates that consumers who have a higher level of brand recognition, recall, familiarity, and trust toward Skintific are more likely to develop an intention to purchase the brand's products. Strong Brand Awareness enables consumers to remember the brand more easily when faced with various product alternatives, thereby increasing the likelihood of purchase. These results support the notion that Brand Awareness plays an important role in influencing consumers' purchase intention and serves as a crucial factor in strengthening consumers' willingness to buy Skintific products. The findings are consistent with previous studies conducted by **Bernarto et al. (2020)**, which found that Brand Awareness positively influences consumers' purchase intention by strengthening brand recognition and trust. Furthermore, the results are also in line with the study of **Yunpeng and Khan (2023)**, which reported that consumers are more likely to develop purchase intentions toward brands that are highly recognized and easily recalled. Therefore, higher Brand Awareness can significantly contribute to increasing consumers' Purchase Intention toward a particular brand.

4. CONCLUSIONS

This study concludes that Buzzer Marketing and Social Media Marketing have negative and significant effects on Brand Awareness among Generation Z users of the Skintific brand in Samarinda. These findings indicate that the current implementation of Buzzer Marketing and Social Media Marketing may not effectively strengthen consumers' awareness of the Skintific brand. The results suggest that excessive promotional exposure, repetitive marketing messages, and the growing selectivity of Generation Z consumers toward digital content may reduce the effectiveness of these marketing strategies in building Brand Awareness.

Furthermore, Brand Awareness has a positive and significant effect on Purchase Intention. This finding demonstrates that consumers who are able to recognize, recall, and trust the Skintific brand are more likely to develop stronger intentions to purchase its products. Strong Brand Awareness enables consumers to remember the brand more easily when faced with various product alternatives, thereby increasing their willingness to purchase. Therefore, Brand Awareness serves as an important factor in influencing consumers' Purchase Intention and plays a crucial role in strengthening consumers' willingness to buy Skintific products.

Overall, the findings emphasize the importance of Brand Awareness in driving Purchase Intention, while suggesting that the effectiveness of Buzzer Marketing and Social Media Marketing strategies should be reconsidered and adapted to better align with the characteristics and preferences of Generation Z consumers. These results provide valuable insights for companies in developing more effective digital marketing

strategies and strengthening Brand Awareness to enhance consumers' Purchase Intention toward Skintific products.

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