

Original Article

Social Media Marketing Strategy for Building Brand Identity and Trust in Skincare Products

¹Elsa Aulia Rahmah, ²Meylani Tuti

^{1,2}Faculty of Management, Asa Indonesia University, Jakarta, Indonesia.

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Abstract: This study aims to analyze the influence of Social Media Marketing (SMM) on four important dimensions in branding, namely Brand Identity, Brand Awareness, Brand Experience, and Brand Trust on Skintific skincare products. Given the important role of social media in shaping consumer perceptions of brands, this study uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to consumers of creative products who were active on social media using a purposive sampling technique, namely respondents who had used the product more than twice, and 207 respondents were obtained. The data was analyzed using SEM with the help of SmartPLS. The analysis results showed that SMM had a significant positive effect on Brand Identity, Brand Awareness, and Brand Experience. However, this study also found that SMM did not have a significant effect on Brand Trust. These findings provide important insights for companies in designing marketing strategies through social media to strengthen brand identity, increase brand awareness, and create positive brand experiences. However, they do not directly affect brand trust.

Keywords: Social Media Marketing, Brand Identity, Brand Awareness, Brand Experience, Brand Trust.

I. INTRODUCTION

The increasing development of the beauty industry both in the world and in Indonesia has given rise to various beauty care products, especially for women who need to support their appearance. Sales of skincare products will continue to increase, so companies that sell skincare products will also make big profits. Skincare products are widely sold online, making them easy to buy and reaching more consumers. Skincare brands on the market are very diverse, including the Skintific skincare brand. Skincare products sold to consumers usually contain several types, such as toner, moisturizer, serum, cleanser, sunscreen, etc. Skincare products sold to the public can also be easily recognized because of the many promotions made on social media platforms.

Social media marketing is all ways to market products indirectly or directly, aiming to realize knowledge, acceptance, and treatment of brands, products, businesses, or others, and it is implemented using the social web [1]. Social media platforms such as Instagram, Facebook, TikTok, Twitter, YouTube, and LinkedIn are popular in society. Social media marketing is implemented by a company by utilizing social media in the form of content containing articles, photos, or videos. Social media marketing can be a marketing method that impacts purchasing decisions for a product because a company can build, maintain, or expand marketing to consumers.

Consumers usually look at and choose a brand before buying a product, including skincare products. A brand is a feature in the form of images, text, mentions, letters, numbers, color schemes, or a mixture of these components that serve as a basis for comparison used when selling products or services. A brand can be defined as the personality of something, including a product. A brand is a word, term, icon, design, and other characteristics that can be an identity of goods or services from one marketer that is different from other marketers [2].

Consumers will identify or look for information when they are going to buy a skincare product that suits their skin needs. Therefore, influencing a consumer to buy a skincare product is usually done by building a brand identity. Brand identity involves elements representing a company to consumers, such as logos, colors, designs, values, and stories. The brand identity aims to reflect the identity of a product to the public and can differentiate it from its competitors. Brand Identity is a factor that can be known and felt by a buyer towards a particular brand [3].

Brand awareness can influence purchasing decisions because a product with strong brand awareness can excel in business competition. Brand awareness is created by consumers who can identify or remember the existence of a brand in a particular group; for example, when buying a skincare product, the first product remembered is the Skintific brand product. Brand awareness is an important component for companies when offering products so that they are always remembered and



purchased by customers. The more someone recognizes a brand, the easier it is for customers to make purchases of that product. Brand awareness is the level of awareness of a consumer related to a brand, which consists of several levels [4].

Consumers with a lot of understanding and experience about a product will likely be motivated to buy a product, including skincare products. Consumers usually have experience with brands that they like and trust. Brand experience relates to a consumer's overall impression and feelings towards a product. A good experience will increase positive perceptions of a brand and affect the long-term reputation of the brand. For example, when someone buys a skincare product, the consumer will choose a product that has been purchased because they have had a positive experience with the brand. Brand experience is a communication point connecting stakeholders sentimentally in a particular brand's process [5].

Consumers who have a sense of confidence and trust in a brand tend to be able to decide to buy a product easily. The confidence held by consumers arises because of the ability of a brand to meet consumer expectations. Trust in a brand can differentiate between one brand and its competitors. Brand trust is influenced by the quality of a product, the service provided, the existence of positive experiences with the product, and so on. For example, when someone buys a skincare product, they will choose a trusted brand, and many other consumers will give positive reviews of the product. Brand Trust is the expectation of the competence and intentions of a particular brand [6].

Previous studies have discussed the influence of Social Media Marketing on Brand Identity, Brand Awareness, Brand Experience, and Brand Trust but have focused more on other industries, such as fashion, technology, and food, as well as more established global or local brands such as L'Oréal and Wardah. Studies on the relationship between Social Media Marketing and Brand Identity and Brand Awareness in the skincare industry, especially Skintific, are still limited, as is Brand Experience, which relies on digital interactions. In addition, although social media marketing has been proven to increase Brand Trust, specific studies in the beauty industry are still minimal. Therefore, this study aims to fill this gap by analyzing the impact of Skintific's digital marketing on the four aspects of the brand, providing insights for academics and practitioners in the beauty industry.

II. LITERATURE REVIEW

A) Social Media Marketing

Social media is a combination of interpersonal communication and mass communication [7]. Someone who uploads something to social media can be seen by the public, thus causing mass communication. Social media marketing is all ways to market products indirectly or directly, which aims to realize knowledge, acceptance, and treatment of brands, products, businesses, or others and is carried out using the social web [1]. According to [1], four dimensions can be used as strategies in using social media marketing, including content creation, content sharing, connecting, and community building.

Social media marketing can provide benefits for companies related to the free exchange of ideas and information between consumers, and consumers can also engage in two-way communication with certain brands [8]. The concept of social media marketing is related to promotional efforts carried out by companies and aims to increase brand knowledge that is being traded [9]. The benefits of social media marketing, according to [9], are that it can save costs, be effective and efficient, increase brand knowledge, expand the business market, make communication easier, and provide the latest information quickly to consumers.

Brand identity is the relationship of a brand with a certain concept that is unique and can show commitment to consumers of a particular brand [10]. Brand identity is an element that sends the main message amidst the diversity of products, actions, and communications [11]. Brand Identity becomes important because the greater the expansion and diversification of a brand, the greater the tendency for consumers to feel that they are dealing with several different brands and not just one brand.

Brand awareness is the consumer's awareness or memory of the existence of a brand in a certain class that distinguishes it from other product brands so that the brand can be easily recognized and recognized by consumers [12]. Previous research states that social media marketing affects brand awareness because increasing social media marketing can increase brand awareness. (Salamah et al., 2021; Wibowo et al., 2022).

Brand experience is the sensitivity, emotion, awareness, and reaction of consumers caused by the identity, framework, marketing media, people, and brand environment where the brand is promoted [15]. Previous research states that social media marketing affects brand experience because well-managed social media marketing activities will affect consumer perceptions (Beig, 2018; Nugroho, 2023).

Brand Trust is the level of consumer trust in a brand with very competent personality characteristics such as being reliable, able to provide extensive knowledge, trustworthy, and a hard worker. Previous research has stated that social media

marketing affects brand trust (Irawan, 2020; Zulfikar, 2017).

Brand identity is a set of brand relationships with certain concepts that are unique and created by the strategic policymakers of a brand [20]. Brand awareness is the level of awareness of a consumer related to a brand that consists of several levels [4]. Brand experience is a tool that can differentiate one brand from another and is very useful for increasing consumer loyalty [21]. Social media is a means to connect people from different backgrounds. The idea of networking is based on trust and the creation of relationships and bonds between individuals, groups, organizations, and companies [22]. Defective products or services cannot be hidden from the world because customers have more access and ways to express satisfaction or dissatisfaction with a product [22]. Trust in a brand is influenced by brand identity, brand awareness, and brand experience, all of which are influenced by the brand's social media marketing. Based on the description above, the following hypothesis can be formulated.

H1: There is an influence of social media marketing on brand identity

H2: There is an influence of social media marketing on brand awareness

H3: There is an influence of social media marketing on brand experience

H4: There is an influence of social media marketing on brand trust

B) Brand Identity

Brand identity is an element that sends a main message amidst the diversity of products, actions, and communications [11]. Brand Identity becomes important because the greater the expansion and diversification of the brand, the greater the tendency of consumers to feel that they are dealing with several different brands and not just one brand. Brand identity is a set of brand relationships with certain concepts that are unique and created by the strategic policymakers of a brand. [20]. The association displays the level of a brand and is a commitment from the company to consumers.

Brand identity is the relationship of a brand with a certain concept that is unique and can show a commitment to consumers of a particular brand [10]. Brand Identity is a factor that can be known and felt by a buyer towards a particular brand [3]. According to Kapferer (2004), brand identity is divided into six dimensions: physique, personality, culture, relationship, reflection, and self-image.

Brand awareness is the ability of a customer to identify and recall a brand in a certain product class [23]. The relationship between brand identity and brand awareness is that the more someone can easily recognize the identity of a brand, the more it will have an impact on increasing consumer awareness of the brand. Brand awareness is created by consumers who can identify or remember the existence of a brand in a certain group. Previous research by Aji (2015) Stated that brand identity affects brand awareness.

H5: There is an influence of brand identity on brand awareness

C) Brand Awareness

Brand awareness is the level of awareness of a consumer related to a brand, which consists of several levels [4]. Brand awareness is the consumer's awareness or memory of the existence of a brand in a certain class that distinguishes it from other product brands so that the brand can be easily recognized and recognized by consumers [12]. Brand awareness is the ability of a customer to identify and recall a brand in a certain product class [23]. According to D. A. Aaker (1991), the levels of brand awareness can be divided into several aspects, namely, unaware of brand, brand recognition, brand recall, and top of mind.

Brand awareness can be built through advertising or communication aimed at building and maintaining a level of brand awareness that makes consumers want to try the product [25]. Brands that are already known to consumers have the opportunity to be preferred by consumers over unknown brands because the known brand can be relied on and trusted for its quality compared to unknown brands [26]. Large companies often spend money on product promotions aimed at creating brand awareness and building consumer preference for the product [27].

Brand experience is a tool that can differentiate one brand from another and is very useful for increasing consumer loyalty [21]. The relationship between brand awareness and brand experience is that the more someone can easily recognize a brand, the more purchasing decisions and the emergence of consumer experience using the product increase. Previous research by Quinn (2021) Stated that brand awareness affects brand experience.

H6: There is an influence of brand awareness on brand experience

D) Brand Experience

Brand experience is a communication point connecting stakeholders sentimentally in a particular brand's process [5]. Brand experience is the sensitivity, emotion, awareness, and reaction of consumers caused by the identity, form framework,

marketing media, people, and brand environment where the brand is promoted [15]. Brand Experience is a tool that can differentiate one brand from another and is very useful for increasing consumer loyalty [21].

Brand experience is an experience created by a particular brand for consumers that will form expectations derived from previous purchasing knowledge, friends' opinions, and information and commitments from marketers and competitors (Kotler & Keller, 2009). Brand experience not only considers past satisfaction but also influences consumer loyalty in the future towards consumer satisfaction, which will repurchase a particular product [30]. Brakus et al. (2009) state that the brand experience can be measured through four dimensions: sensory, affective, behavioral, and intellectual.

Brand trust is a possibility or high expectation from a consumer that the brand will create benefits or positive results for a consumer [31]. The relationship between brand experience and brand trust is that if consumers get a satisfying experience with a brand, it will increase consumer trust in using the brand. Previous research by Awali (2021) stated that brand experience has an effect on brand trust.

H7: There is an influence of brand experience on brand trust

E) Brand Trust

Brand trust is something that is felt and a sense of comfort that a consumer possesses due to interaction with a brand, and the brand can be trusted and is consistent with the needs and security of a consumer [33]. Brand trust is a possibility or high expectation from a consumer that the brand will create benefits or positive results for a consumer [31]. Brand trust is the level of trust of a consumer towards a brand with very competent personality characteristics such as being reliable, able to provide extensive knowledge, trustworthy, and hardworking [34]. Brand trust is the expectation of the competence and intentions of a particular brand [6].

Brand trust can be informed by consumers who want the ability of a brand along with the consequences obtained because the desire for the brand can provide positive things [35]. Brand trust can be interpreted as the number of consumers who want to hold on to a brand's ability by carrying out all its uses or roles [36]. According to Chaudhuri (2001), four indicators for estimating brand trust variables include the following: trust, reliance, honesty, and safety.

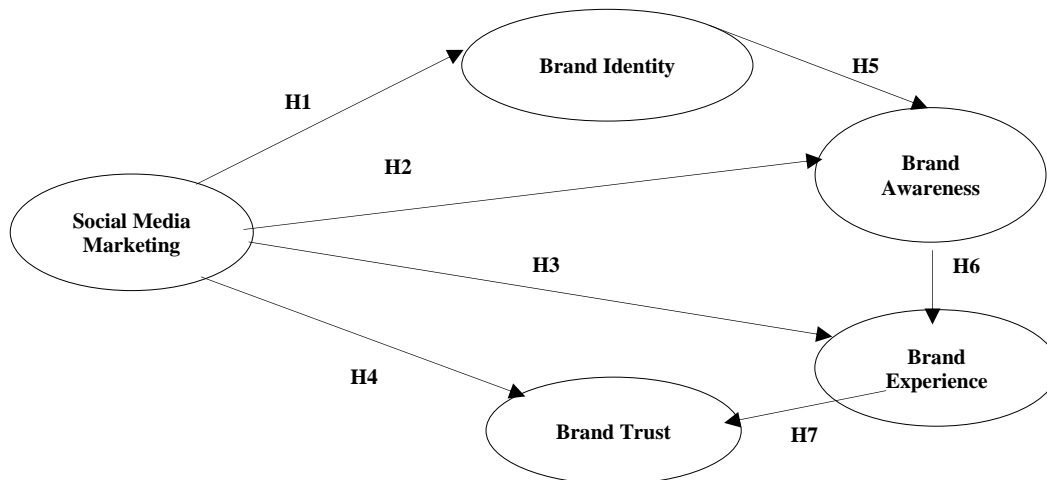


Figure 1 Framework of Thinking

F) Method

This study uses a quantitative method. The population in this study are consumers who have purchased Skintific products. The sampling technique in this study uses a purposive sampling technique, namely determining samples that have been purchased more than twice on Skintific products. Primary data used in this study are from the results of a survey distributing questionnaires to respondents in the form of a Google form in December 2024.

This study measures each characteristic using a Likert scale (1-5). The researcher uses a quantitative method approach called Partial Least Square (PLS). PLS is an estimation technique that uses an interactive variable structure. Although data does not need to be routinely distributed multivariately or sample sizes increased, PLS has the advantage that it can theoretically be used to explain correlations between variables.

III. RESULTS AND DISCUSSION

A) Respondent Description

Respondent characteristics were obtained from the results of a Google form survey distributed to 207 respondents. Summary data on respondent characteristics can be seen in Table 1.

Table 1 Respondent Characteristics

| Demographic | Frequency | Percentage (%) |
|--|------------------|-----------------------|
| Age | | |
| <20 years | 13 | 6.3% |
| 21-30 years | 189 | 91.3% |
| 31-40 years | 3 | 1.4% |
| 41-50 years | 2 | 1% |
| >50 years | - | - |
| Domicile | | |
| Greater Jakarta Area | 193 | 93.2% |
| Outside Jabodetabek | 14 | 6.8% |
| Duration of Use | | |
| <1 year | 149 | 72% |
| 2-3 years | 46 | 22.2% |
| >3 years | 12 | 5.8% |
| Place of Purchase | | |
| E-Commerce (Shopee, Tokopedia, Lazada, etc.) | 196 | 94.7% |
| And And | 38 | 18.4% |
| Guardian | 44 | 21.3% |
| Watsons | 36 | 17.4% |
| Sociolla | 22 | 10.6% |
| Other | 4 | 2% |
| Purchase Amount | | |
| <3 months once | 146 | 70.5% |
| Every 4-6 months | 42 | 20.3% |
| Once every 7-12 months | 7 | 3.4% |
| >1 year | 12 | 5.8% |
| Product | | |
| Moisturizer | 166 | 80.2% |
| Serum | 82 | 39.6% |
| Facial wash | 67 | 32.4% |
| Sunscreen | 54 | 26.1% |
| Toner | 44 | 21.3% |
| Mask | 58 | 28% |
| Other | 13 | 6.4% |

Source: Data Processed (2025)

The characteristics of the majority of respondents are 21-30 years old, as many as 189 people (91.3%), based on domicile, the majority of respondents live in Jabodetabek with a total of 193 people (93.2%). Meanwhile, based on the duration of product use, the majority are less than 1 year, as many as 149 people (72%). Respondents who purchase skincare products through E-Commerce (Shopee, Tokopedia, Lazada, etc.) are the majority, with a total of 196 people (94.7%). Respondents purchase products less than once every 3 months, as many as 146 people (70.5%). The percentage of types of skincare products used is mostly moisturizers, as many as 166 people (80.2%).

B) Structural Model

Brand identity, brand awareness, brand experience, and brand trust are endogenous factors in this study, while social media marketing is the only exogenous variable. Utilizing outer loadings, usually referred to as loading factors, convergent validity is evaluated. If the outer loading value is more than 0.5, then an indication is considered to have convergent validity with a good category. Therefore, based on the data in Figure 2, it can be concluded that no variable indicators produce outer loading values lower than 0.5. Then, each is approved for research, and further use is considered practical or legitimate.

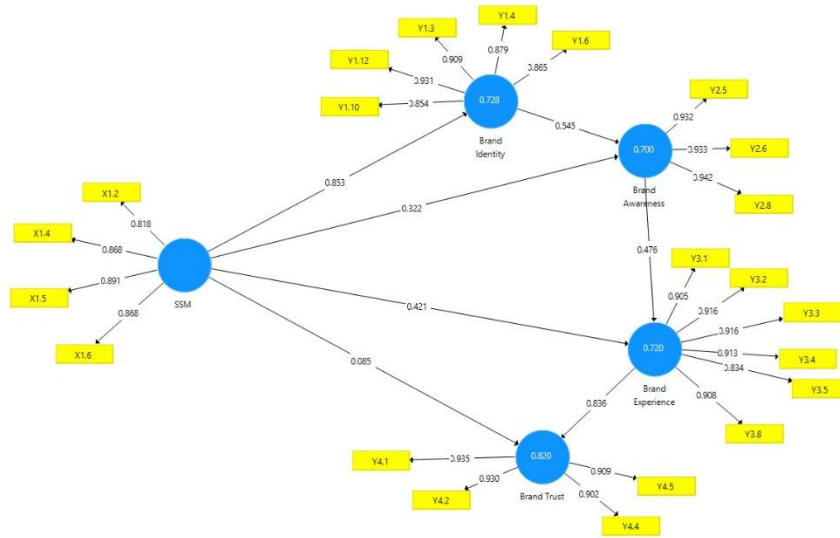


Figure 2 Structural Model
Source: Data Processed (2025)

C) External Loading Model Evaluation
a. Reliability Test

The reliability test aims to measure the level of internal consistency of the SEM PLS model. This study's method for testing reliability used Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The Cronbach's Alpha value in Table 2 shows that each variable has a value of more than 0.7. A high Cronbach's Alpha value above 0.7 indicates that the model is reliable. The Composite Reliability (CR) value in Table 2 shows that each variable has a value of more than 0.7. Then, if CR has a value of more than 0.7, as shown in the table below, that CR produces good construction results, the requirements can be approved. In addition, the AVE value for each variable mentioned above is greater than 0.5, which indicates that the variable meets the AVE criteria.

Table 2 Measurement Model

| Variables | Indicator | Items | Loading Factor | Reliability | AVE |
|---|------------------|-------|----------------|-------------|-------|
| Social Media Marketing (Gunelius, 2011) | Content Creation | X1.2 | 0.818 | 0.955 | 0.876 |
| | Content Sharing | X1.4 | 0.868 | | |
| | Connecting | X1.5 | 0.891 | | |
| | Connecting | X1.6 | 0.868 | | |
| Brand Identity (Kapferer, 2004) | Personality | Y1.3 | 0.909 | 0.962 | 0.808 |
| | Personality | Y1.4 | 0.879 | | |
| | Culture | Y1.6 | 0.865 | | |
| | Reflection | Y1.10 | 0.854 | | |
| | Self-image | Y1.12 | 0.931 | | |
| Brand Awareness (Aaker, 1991) | Brand Recall | Y2.5 | 0.932 | 0.949 | 0.788 |
| | Brand Recall | Y2.6 | 0.933 | | |
| | Top of Mind | Y2.8 | 0.942 | | |
| Brand Experience (Brakus, 2009) | Sensory | Y3.1 | 0.905 | 0.956 | 0.845 |
| | Sensory | Y3.2 | 0.916 | | |
| | Affective | Y3.3 | 0.916 | | |
| | Affective | Y3.4 | 0.913 | | |
| | Behavioral | Y3.5 | 0.834 | | |
| | Intellectual | Y3.8 | 0.908 | | |
| Brand Trust (Chaudhuri & Holbrook, 2001) | Trust | Y4.1 | 0.935 | 0.920 | 0.742 |
| | Trust | Y4.2 | 0.930 | | |
| | Rely | Y4.4 | 0.902 | | |
| | Honest | Y4.5 | 0.909 | | |

Source: Data Processed (2025)

b. Discriminant Validity Test

Discriminant validity shows that different latent variables are not highly correlated with each other. Discriminant Validity is tested by looking at the Fornell-Larcker Criterion (Fornell-Larcker Index) value in Table 4. The Brand Awareness variable gets the highest value (0.936), followed by Brand Trust (0.919), Brand Experience (0.899), Brand Identity (0.888), and Social Media Marketing (0.862). Discriminant validity is declared valid if it shows that each variable has a higher loading factor value on the latent construct studied than other latent constructs. Thus, it is possible to state that discriminant validity is true.

Table 3 Discriminant Validity
Formell-Larcker Criterion

| Variable | Brand Awareness | Brand Experience | Brand Identity | Brand Trust | Social Media Marketing |
|------------------------|-----------------|------------------|----------------|-------------|------------------------|
| Brand Awareness | 0.936 | | | | |
| Brand Experience | 0.808 | 0.899 | | | |
| Brand Identity | 0.820 | 0.877 | 0.888 | | |
| Brand Trust | 0.717 | 0.904 | 0.810 | 0.919 | |
| Social Media Marketing | 0.787 | 0.796 | 0.853 | 0.750 | 0.862 |

Source: Data Processed (2025)

c. R-Square Test

To assess how exogenous variables affect endogenous variables, the R-Square (R²) value is used. R² brand awareness, brand experience, brand identity, and brand trust each have values of 0.700, 0.720, 0.728, and 0.820, as seen in Table 6. Therefore, the variables brand awareness, brand experience, brand identity, and brand trust are influenced by 70%, 72%, 72.8%, and 82%, respectively, by the social media marketing variable.

Table 4 R-Square

| | R Square | R Square Adjusted |
|------------------|----------|-------------------|
| Brand Awareness | 0.700 | 0.697 |
| Brand Experience | 0.720 | 0.717 |
| Brand Identity | 0.728 | 0.727 |
| Brand Trust | 0.820 | 0.818 |

Source: Data Processed (2025)

d. F-Square Test

The F-Square test is used to determine how strong the relationship is between the independent variable and the dependent variable. An f-square value >0.02 indicates a small size, an f-square value >0.15 indicates a medium size and an f-square value >0.35 indicates a large size. An f-square value smaller than 0.002 indicates no influence. Based on the data in Table 6, the f-square value of the social media marketing variable on brand identity shows a large influence (f-square = 2.667). The f-square value of the brand experience variable on brand trust shows a large influence (f-square = 1.421). The f-square value of the brand awareness variable on brand experience shows a moderate influence (f-square = 0.308). The f-square value of the brand identity variable on brand awareness has a moderate influence (f-square = 0.269). The f-square value of the social media marketing variable on brand experience shows a moderate influence (f-square = 0.241). The f-square value of the social media marketing variable on brand awareness shows a small influence (f-square = 0.094). The f-square value of the social media marketing variable on brand trust shows no influence (f-square = 0.015).

Table 5 F Square Data

| | Brand Awareness | Brand Experience | Brand Identity | Brand Trust | Social Media Marketing |
|------------------------|-----------------|------------------|----------------|-------------|------------------------|
| Brand Awareness | | 0.308 | | | |
| Brand Experience | | | | 1,421 | |
| Brand Identity | 0.269 | | | | |
| Brand Trust | | | | | |
| Social Media Marketing | 0.094 | 0.241 | 2,667 | 0.015 | |

Source: Data Processed (2025)

D) Multicollinearity Test (Inner VIF)

Based on the VIF value, multicollinearity between constructs is proven. The data in Table 7 shows that the VIF value of the study does not exceed 5.0, which ranges from 0.015 to 2.667. Multicollinearity is not a problem, and according to the data, further research can be conducted on this topic.

Table 6 Multicollinearity Results - Inner VIF Values

| | Brand Awareness | Brand Experience | Brand Identity | Brand Trust | Social Media Marketing |
|------------------------|-----------------|------------------|----------------|-------------|------------------------|
| Brand Awareness | | 2,625 | | | |
| Brand Experience | | | | 2,728 | |
| Brand Identity | 3,677 | | | | |
| Brand Trust | | | | | |
| Social Media Marketing | 3,677 | 2,625 | 1,000 | 2,728 | |

Source: Data Processed (2025)

E) Prediction Accuracy Test (Q2)

The Q2 value can be used to test prediction accuracy. If the Q2 value is greater than zero, the model is considered to have a high level of prediction accuracy. If the Q2 value is less than zero, the model is considered to have a low level of prediction accuracy. Based on the data in Table 8, the Q2 value ranges from 0.570 to 0.683. This shows that all variables have a high level of prediction accuracy.

Table 7 Prediction Accuracy Test (Q2)

Construct Crossvalidated Redundancy

| | SSQ | SSE | Q2 (=1-SSE/SSO) |
|------------------------|----------|---------|-----------------|
| Brand Awareness | 621.00 | 245,116 | 0.605 |
| Brand Experience | 1242,000 | 529,154 | 0.574 |
| Brand Identity | 1035,000 | 445,472 | 0.570 |
| Brand Trust | 828,000 | 262,627 | 0.683 |
| Social Media Marketing | 828,000 | 828,000 | |

Source: Data Processed (2025)

F) Hypothesis Testing

Table 8 Path Coefficient

| | Original Sample (O) | T Statistics (O/STDEV) | P Values | Information |
|--|---------------------|--------------------------|----------|--------------|
| Social Media Marketing -> Brand Identity | 0.853 | 43,034 | 0,000 | Accepted |
| Social Media Marketing -> Brand Awareness | 0.322 | 3,108 | 0.002 | Accepted |
| Social Media Marketing -> Brand Experience | 0.421 | 5,209 | 0,000 | Accepted |
| Social Media Marketing -> Brand Trust | 0.085 | 1,377 | 0.169 | Not accepted |
| Brand Identity -> Brand Awareness | 0.545 | 4,730 | 0,000 | Accepted |
| Brand Awareness -> Brand Experience | 0.476 | 5,856 | 0,000 | Accepted |
| Brand Experience -> Brand Trust | 0.836 | 15,613 | 0,000 | Accepted |

Source: Data Processed (2025)

The hypothesis results can be accepted if the t-statistic path coefficient is greater than the t-table of 1.96 and the p-value is below 0.05. Based on the data in Table 9, it shows that the relationship between social media marketing and brand identity has a t-statistic value of 43.034 (> 1.96) and a p-value of 0.000 (< 0.05), which means it has an effect that the hypothesis can be accepted. Based on the table, all hypotheses can be accepted. However, the relationship between social media marketing and brand trust has a t-statistic value of 1.377 (> 1.96) and a p-value of 0.169 (< 0.05), which means it has no effect, so the hypothesis cannot be accepted.

G) Discussion

The results of the study show that social media marketing has an effect on brand identity, so the first hypothesis can be accepted. With the existence of social media marketing activities carried out by a brand it can increase the brand identity of the brand. Brand Identity is a factor that can be known and felt by a buyer of a particular brand [3]. Skintific conducts social media marketing that represents its characteristics to consumers, such as logos, colors, designs, values, and consumer experiences

regarding its products. Skintific shows the uniqueness or characteristics of the products sold, including providing benefits to improve the skin barrier so that customers are interested in buying the product. Customers also know the uniqueness and benefits obtained from the product through advertisements or information spread on social media so that it becomes a brand's identity.

The results of the study show that social media marketing has an effect on brand awareness, so the second hypothesis can be accepted. This is in accordance with previous research by Wibowo (2022), which states that social media marketing has an effect on brand awareness. The existence of social media marketing activities carried out by a brand will increase brand awareness compared to other brands. Brand awareness can be built through advertising or communication that aims to build and maintain a level of brand awareness that makes consumers want to try the product [25]. Skintific provides information about the benefits and advantages of its products continuously through social media platforms. This causes customers to be able to recognize, identify and remember the Skintific brand as a skincare product more than other brands.

The study results show that social media marketing affects brand experience, so the third hypothesis can be accepted. This is in accordance with previous research by Nugroho (2023), which states that social media marketing has an effect on brand experience. Social media marketing activities can increase the brand experience for the brand. Brand experience is a tool that can differentiate one brand from another and is very useful for increasing consumer loyalty [21]. Skintific carries out marketing activities by providing information about customers using the product. Good and positive perceptions about the quality and benefits of the product can influence others. Well-managed social media marketing will influence consumer perceptions of the product.

The study's results showed that social media marketing did not affect brand trust, so the fourth hypothesis was rejected. This is not in line with previous research by Zulfikar (2017), which stated that social media marketing affects brand trust. Brand trust is something that is felt and gives a sense of comfort to a consumer because of interaction with a brand, and the brand can be trusted and is consistent with the needs and security of a consumer [33]. Social media marketing does not make customers immediately feel confident in a particular brand. This is because other factors can influence a product's trust. Trust in a product is not only based on social media marketing, such as advertising or promotions. Consumers must try a product repeatedly and have experience with the product, after which trust in a brand can emerge.

The study results indicate that brand identity affects brand awareness, so the fifth hypothesis can be accepted. This is in accordance with previous research by Aji (2015), which stated that brand identity has an effect on brand awareness. Brands that are already known to consumers have the opportunity to be preferred by consumers over brands that are not yet known because the known brand can be relied on, and its quality is trusted compared to unknown brands [26]. The Skintific skincare brand is widely known both in terms of packaging, product quality, and the main ingredients contained in its products. Customers of Skintific products already understand the strong brand identity so that they form the ability to differentiate the brand from other competing brands.

The results of the study show that brand awareness has an effect on brand experience, so the sixth hypothesis can be accepted. This is in accordance with previous research by Quinn (2021), which states that brand awareness has an effect on brand experience. Brand experience is related to consumers' sensitivity, emotional awareness, and reaction, which are caused by the identity, framework, marketing media, people, and brand environment where the brand is promoted [15]. Consumers who can easily recognize a particular brand then decide to buy and get experience from using the product. Consumers who are aware of or always remember the Skintific skincare product then get a positive experience, such as a feeling of pleasure and comfort when using the product,

The results of the study indicate that brand experience has an effect on brand trust, so the seventh hypothesis can be accepted. This is in accordance with previous research by Awali (2021), which states that brand experience affects brand trust. Brand trust can be informed by consumers who want a brand's ability along with the consequences obtained because the desire for the brand can provide positive things [35]. Skintific products provide honest information about the product's benefits so consumers can trust it. Skintific products are also safe and available for various skin types. Customers with a positive and satisfying experience with Skintific products will increase consumer confidence in using the brand. Customers who already feel confident in a brand will use the product regularly and make repeat purchases.

IV. CONCLUSION

Social media marketing is all the ways to market products indirectly or directly, aiming to realize knowledge and treatment of a brand. Social media marketing impacts brand identity, brand awareness, and brand experience. This is in line with the findings of this study, which show that social media marketing as an independent variable impacts all dependent variables.

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