

HOW SOCIAL MEDIA MARKETING ACTIVITIES DRIVE PURCHASE INTENTION: THE ROLES OF BRAND AUTHENTICITY, PERCEIVED VALUE, AND BRAND LOVE

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ABSTRACT

The rapid development of social media has transformed the way local skincare brands build relationships with consumers and influence purchase intention. This study aims to analyze how social media marketing activities (SMMA) drive purchase intention through the roles of brand authenticity, perceived value, and brand love among consumers of local skincare brands in Indonesia. This study employed a quantitative approach by collecting data through a survey of consumers from five local skincare brands who had purchasing experience after being exposed to social media marketing activities. Data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. The findings reveal that SMMA significantly enhance brand authenticity, perceived value, and brand love. In addition, perceived value and brand authenticity were also found to positively influence purchase intention. Furthermore, these variables serve as key mechanisms in strengthening brand love, which subsequently increases purchase intention. The findings emphasize that consumers' psychological responses play an important role in transforming social media marketing activities into purchasing behavior. This study provides an empirical contribution by integrating brand authenticity, perceived value, and brand love into a comprehensive model that explains the transformation process of social media marketing activities into purchase intention. Practically, the findings offer implications for marketers in designing social media strategies that can build perceptions of brand authenticity, create perceived value, and strengthen consumers' emotional attachment in order to increase purchase intention.

Keywords: Social Media Marketing Activities, Brand Authenticity, Perceived Value, Brand Love, Purchase Intention

1. INTRODUCTION

The continuous advancement of digital technology has significantly reshaped the way companies cultivate relationships with consumers, with social media emerging as a key marketing communication platform that enables more immediate, interactive, and personalized engagement. Social media is no longer used solely to disseminate product information; it has

evolved into a strategic platform for fostering customer engagement, strengthening brand image, and influencing consumer purchasing behavior (Bushara et al., 2023). Digital transformation is supported by the high penetration of social media usage among the population. Recent data indicate that Indonesia's population reached 286 million people, with approximately 180 million social media users, representing around 62.9% of the total population according to We Are Social data published in October 2025. This substantial number of social media users demonstrates that social media has become an integral part of Indonesian society, including in activities related to information searching and skincare product purchase decision-making. Consumers actively seek customer reviews, influencer recommendations, other users' experiences, and various forms of digital content that are perceived as relevant to their needs. The increasing use of social media has ultimately encouraged skincare companies to rely more heavily on social media to building relationships with consumers and enhancing brand competitiveness in an increasingly competitive market environment (Hanaysha & Alhyasat, 2025).

The growing intensity of social media usage has also altered consumer expectations toward brands. Consumers today not only consider product quality but also pay close attention to the authenticity, transparency, and credibility of brands in communicating their values. This phenomenon has positioned brand authenticity as a critical issue in digital marketing, as consumers tend to trust and develop stronger relationships with brands they perceive as authentic (Hasan et al., 2023). Furthermore, social media marketing activities are believed to enhance perceived value through the delivery of relevant information, engaging digital experiences, and more intensive interactions with consumers. Perceived value reflects consumers' overall assessment of whether the benefits gained from a product outweigh the resources, efforts, and costs incurred to obtain it (Zeithaml, 1988). At the same time, positive experiences gained through social media can foster emotional attachment to a brand, commonly referred to as brand love, which may subsequently increase purchase intention. The emotional bond between consumers and brands is widely recognized as an important factor in creating loyalty and long-term purchasing decisions in today's digital marketing era (Carroll & Ahuvia, 2006; Fournier, 1998).

Numerous previous studies have examined the relationships among social media marketing activities, perceived value, brand love, and purchase intention across various industry contexts. SMMA have been found to influence consumer perceptions and behaviors by enhancing perceived value, emotional attachment, and interactive digital experiences (Bushara et al., 2023). Other studies have shown that social media can help companies build consumers' perceptions of brand authenticity through more open and responsive communication (Hasan et al., 2023). In addition, social media can foster stronger brand love by providing consumers with more tailored and emotionally meaningful experiences that deepen their connection with a brand (Salem & Salem, 2019). Nevertheless, most prior studies have focused on the restaurant, retail, fast-fashion, and organic cosmetics sectors, while research specifically examining the Indonesian local skincare industry remains limited. Previous studies have also generally treated perceived value or brand love as separate mediating variables, whereas studies integrating brand

authenticity, perceived value, and brand love within a single research framework remain scarce (Hanaysha & Alhyasat, 2025). Moreover, research investigating the influence of SMMA on brand authenticity is relatively recent and has not been extensively explored within the local skincare industry, which relies heavily on social media as its primary communication platform (Hasan et al., 2023).

This study is important because competition within the Indonesian local skincare industry has become increasingly intense, while today's digital consumers are more critical in evaluating the credibility and quality of brand communication. Furthermore, the growing use of social media requires companies to better understand the psychological factors that can effectively drive consumers' purchase intention (Bushara et al., 2023). Considering these developments and the gaps identified in prior research, the present study aims to answer the following research questions:

1. Does SMMA influence brand authenticity, brand love and perceived value?
2. Do brand authenticity and perceived value influence brand love?
3. Do brand authenticity, brand love dan perceived value influence purchase intention toward Indonesian local skincare products?

The primary objective of this study is to investigate how social media marketing activities contribute to consumers' purchase intention by examining the mediating roles of brand authenticity, brand love and perceived value among consumers of Indonesian local skincare products. Theoretically, this research is expected to extend the literature on SMMA and consumer behavior by integrating brand authenticity, perceived value, and brand love into a comprehensive research model. Practically, the findings are expected to assist local skincare companies in developing more effective social media marketing strategies to build authentic brand perceptions, enhance consumers' perceived value, strengthen emotional relationships with brands, and ultimately increase purchase intention. Therefore, this study offers a scientific contribution by simultaneously examining the relationships among SMMA, brand authenticity, perceived value, brand love, and purchase intention of the Indonesian local skincare industry, a setting that remains relatively underexplored in the existing digital marketing literature.

2. LITERATURE REVIEW

Social media marketing activities (SMM) are defined as social media based promotional activities encompassing interaction, entertainment, word of mouth, customization, dan trendiness (Kim & Ko, 2012). The rapid growth of social media has brought significant changes to modern marketing practices and digital consumer behavior. Social media marketing activities enable companies to establish more personalized, interactive, and responsive communication, thereby creating stronger digital experiences than traditional marketing approaches (Bushara et al., 2023).

Interactions developed through social media not only influence consumers' rational evaluations of a brand but also shape perceptions of emotional attachment to brand. Consumers are generally more receptive to brands that provide transparent, relevant, and consumer-

oriented communication (Hasan et al., 2023). Moreover, positive digital experiences generated through social media can enhance perceived value and foster brand love, which ultimately contribute to stronger purchase intention (Hanaysha & Alhyasat, 2025; Salem & Salem, 2019).

This study is underpinned by the Stimulus-Organism-Response (SOR) framework introduced by Mehrabian & Russell (1974), which explains that environmental stimuli first induce changes in individuals' internal psychological processes, and these internal changes subsequently give rise to corresponding behavioral responses. In this study, SMMA are conceptualized as the stimulus that affects consumers' psychological states, represented by brand authenticity, perceived value, and brand love as the organism, which in turn drive purchase intention as the response. This framework is particularly relevant because social media marketing activities create diverse digital experiences that influence consumers' perceptions, evaluations, and emotions toward a brand (Bushara et al., 2023; Hasan et al., 2023). In addition, this study is supported by Brand Relationship Theory, which emphasizes the importance of emotional relationships between consumers and brands in shaping long-term consumer behavior (Fournier, 1998).

Brand Relationship Theory suggests that consumer-brand relationships develop through accumulated experiences, interactions, and emotional attachments formed over time, enabling consumers to develop feelings of love toward a brand, commonly referred to as brand love. In the digital marketing environment, such emotional relationships have become increasingly important because social media allows companies to establish closer, more personal, and more interactive communication with consumers. Consequently, brand love is considered a key factor that can strengthen consumers' purchase intention toward a brand (Carroll & Ahuvia, 2006; Salem & Salem, 2019).

One significant outcome of SMMA is the enhancement of brand authenticity. Brand authenticity refers to consumers' perception that a brand consistently demonstrates sincerity, credibility, and faithfulness to its core identity (Morhart et al., 2015). Through intensive interactions, transparent communication, and content that is relevant to consumers' needs, social media enables brands to establish stronger perceptions of authenticity. Previous empirical studies have consistently demonstrated that social media marketing activities positively contribute to strengthening consumers' perceptions of brand authenticity (Ahmad et al., 2024; Hasan et al., 2023; Nguyen et al., 2025). Therefore, the first hypothesis is proposed as follows:

H1: Social media marketing activities positively affect brand authenticity.

Beyond its contribution to brand authenticity, social media marketing activities are also instrumental in increasing perceived value. Perceived value can be understood as consumers' overall assessment of the benefits they obtain from a product or service in comparison with the costs or sacrifices incurred to acquire it (Bushara et al., 2023). Informative, interactive, and entertaining social media activities can create positive digital experiences, thereby increasing consumers' perceptions of value. Previous studies have found that SMMA have a positive effect on perceived value (Alnaser et al., 2024; An & Ngo, 2025; Bushara et al., 2023). Based on the

preceding theoretical arguments and empirical evidence, the following hypothesis is formulated:

H2: SMMA positively affect perceived value.

Furthermore, brand love can be described as a profound, enduring, and emotionally intense bond that consumers develop toward a particular brand (Carroll & Ahuvia, 2006). The two way interactions created through social media strengthen consumers' emotional relationships with brands, thereby fostering feelings of love toward the brand (Ismail, 2017; Proksch et al., 2015). Several studies have demonstrated that social media marketing activities positively influence brand love (Algharabat, 2017; Chen & Qasim, 2020; Salem & Salem, 2019). Therefore, based on the theoretical rationale and empirical support presented above, the following hypothesis is advanced:

H3: SMMA positively affect brand love.

In the context of consumer and brand relationships, brand authenticity is also considered an important factor in fostering brand love. Consumers tend to develop stronger emotional attachments to brands that are perceived as authentic, credible, and aligned with their personal values (Morhart et al., 2015). Perceived authenticity enhances trust and emotional commitment, thereby strengthening the affective relationship between consumers and brands. Previous studies have shown that brand authenticity positively affects brand love (Do et al., 2022; Safeer et al., 2020). Building upon this empirical evidence, the following hypothesis is proposed:

H4: Brand authenticity positively affects brand love.

Apart from brand authenticity, perceived value also plays a crucial role in fostering brand love. When consumers perceive that a brand delivers substantial benefits and meaningful experiences, they are more likely to establish a stronger emotional connection with it. In this regard, perceived value extends beyond functional utility to include emotional and psychological rewards, which gradually reinforce the relationship between consumers and the brand over time. Empirical evidence indicates that perceived value positively affects brand love (Hanaysha & Alhyasat, 2025; Junaid et al., 2020; Shen et al., 2021). Accordingly, drawing on the preceding conceptual arguments, the following hypothesis is developed:

H5: Perceived value positively affects brand love.

Purchase intention can be defined as the degree of consumers' willingness or propensity to buy a specific product or brand in the future (Bushara et al., 2023). In this context, brand authenticity is regarded as a factor that can enhance purchase intention because consumers tend to place greater trust in brands perceived as honest and consistent. Perceived authenticity can reduce skepticism toward marketing communications while increasing consumers' confidence in the quality and credibility of brand. Several studies have found that brand authenticity positively affects purchase intention (Bu et al., 2023; Zhao & Chung, 2025). Therefore, based on the theoretical foundation and empirical findings discussed above, the following hypothesis is proposed:

H6: Brand authenticity positively affects purchase intention.

Perceived value also represents a key determinant of purchase intention. Consumers who believe that a product offers substantial benefits and effectively fulfills their needs are generally more inclined to demonstrate a stronger intention to purchase it. Positive evaluations of the value received increase consumers' confidence that their purchasing decisions are appropriate. Prior empirical research has consistently indicated that higher perceived value contributes to an increase in consumers' purchase intention (An & Ngo, 2025; Bushara et al., 2023; Wang et al., 2025). Therefore, in light of the theoretical arguments and empirical evidence presented, the following hypothesis is formulated:

H7: Perceived value has a positive effect on purchase intention.

Finally, brand relationship theory explains that strong emotional relationships between consumers and brands can encourage behaviors that are beneficial to firms, including purchase intention (Fournier, 1998). In this context, brand love reflects an emotional closeness that fosters strong commitment toward a brand and motivates consumers to maintain the relationship through purchasing behavior. Various studies have demonstrated that brand love positively affects purchase intention (Gaber et al., 2021; Kancherla et al., 2023; Rocha-Vallejos et al., 2022). Building on this evidence, the final hypothesis is formulated as follows:

H8: Brand love positively affects purchase intention.

Based on the eight hypotheses formulated in this study, the proposed conceptual framework can be presented as follows:

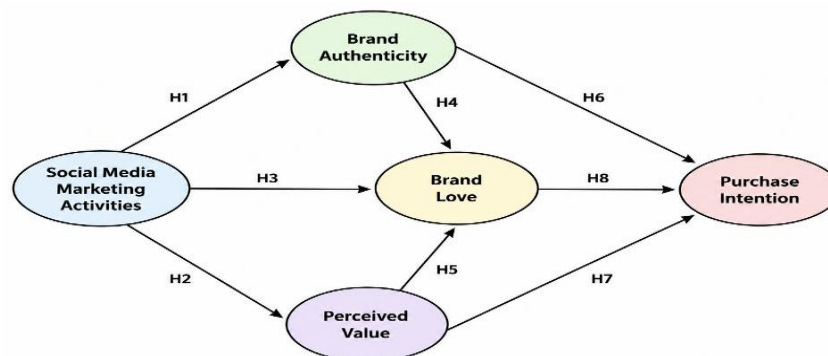


Figure 1: Conceptual Model

3. METHODS

This research adopts a quantitative design based on a survey approach to investigate consumer behavior within Indonesia's local skincare market. The primary objective is to assess the relationships among SMMA, brand authenticity, perceived value, brand love, and purchase intention. The research population consists of consumers of five Indonesian local skincare brands, namely MS Glow, Scarlett, Somethinc, Hanasui, and Wardah. The research was carried out in five urban areas Jakarta, Bogor, Depok, Tangerang, and Bekasi using a cross-sectional design, whereby data were gathered from respondents during a single period of observation.

The measurement instrument consisted of 32 items, including 12 items for social media marketing activities (An & Ngo, 2025). 8 items for brand authenticity (Zniva et al., 2023) 3 items for perceived value (An & Ngo, 2025), 6 items for brand love (Nikhashemi et al., 2019), and 3 items for purchase intention (Bushara et al., 2023). This study applied a purposive sampling technique by selecting respondents who satisfied predetermined criteria, including individuals who had purchased and used the skincare brands examined in this research, had been exposed to the brands' social media activities before making a purchase decision, and fulfilled the specified geographic and demographic requirements. The required sample size was determined based on the guideline proposed by (Hair et al., 2014), which recommends that the minimum number of respondents should be at least five times the total number of measurement indicators. Given that this study employed 32 indicators, the minimum sample size was estimated at 160 respondents (32×5). To exceed this minimum threshold, the sample size was rounded up to 170 respondents.

Data for this study were obtained through a structured questionnaire, with responses measured using a seven-point Likert scale ranging from strongly disagree to strongly agree. To minimize the potential for common method bias, the questionnaire items were arranged in a random order so that respondents could not directly identify the grouping of research constructs during the survey completion process.

The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique, supported by SmartPLS 3 software to evaluate the proposed research model. This analytical approach enabled the concurrent investigation of the proposed relationships among the study constructs by assessing both the measurement and structural components of the model. The measurement model was examined by establishing construct validity through outer loading values and average variance extracted (AVE), while internal consistency was verified using composite reliability and Cronbach's alpha coefficients. Following this stage, the structural model was analyzed by applying a bootstrapping technique to test the proposed hypotheses, whereas the coefficient of determination (R^2) was utilized to determine the extent to which the endogenous constructs could be explained by the model.

4. RESULTS AND DISCUSSION

As previously outlined, this study seeks to investigate how social media marketing activities influence consumers' purchase intention, while considering the mediating effects of brand authenticity, perceived value, and brand love in the context of Indonesian local skincare brands. A total of 170 usable questionnaires met the research requirements and were included in the analysis. The empirical results are organized into three sections, namely respondent profile analysis, assessment of measurement quality through validity and reliability evaluation, and examination of the proposed hypotheses. All statistical procedures were performed using the Partial Least Squares Structural Equation Modeling (PLS-SEM). To enhance clarity and support systematic interpretation, the findings are reported through a combination of tables and graphical representations.

Respondent Characteristics

To provide a comprehensive profile of the sample, respondents were categorized according to several demographic attributes, namely gender, age group, educational attainment, employment status, and area of residence. In addition to these demographic characteristics, descriptive information regarding respondents' choices was also presented, including the social media platforms they use, the influencers they follow, and the skincare brands they selected. A summary of the respondents' demographic characteristics is provided in the following table:

Tabel 1: Respondent Characteristic

Dimension	Frequency	Percent	Dimension	Frequency	Percent
Gender			Occupation		
Female	114	67.1%	College student	48	28.2%
Male	56	32.9%	Private employee	76	44.7%
Total	170	100%	Civil servant	13	7.6%
Age			Self-employed	17	10.0%
17-25 years	65	38.2%	Homaker	3	1.8%
26-35 years	82	48.2%	Other	13	7.6%
36-45 years	15	8.8%	Total	170	100%
46-55 years	8	4.7%	City		
Total	170	100%	Jakarta	91	55.5%
Education level			Bogor	17	10.0%
Senior high school	31	18.2%	Depok	11	6.5%
Bachelor	114	67.1%	Tangerang	23	13.5%
Master	17	10.0%	Bekasi	28	16.5%
Doctoral	3	1.8%	Total	170	100%
Outther	5	2.9%			
Total	170	100%			

Source: Authors' analytical compilation.

Based on Table 1, the respondents were predominantly female, accounting for 67.1% of the sample, while male respondents represented 32.9%. In terms of age, the majority of respondents were between 26 and 35 years old (48.2%), followed by those aged 17 to 25 years (38.0%). Regarding educational background, most respondents held a bachelor's degree, representing 67.1% of the sample. The distribution of occupations was relatively balanced, although private-sector employees constituted the largest group at 44.7%. In terms of residence, the majority of respondents were domiciled in Jakarta (55.5%), while the remaining respondents were distributed across the other four cities with relatively similar proportions.

Tabel 2: Responden Choice

Dimension	Frequency	Percent	Dimension	Frequency	Percent
Brand			Social Media		
MS Glow	31	18.2%	Tiktok	105	61.8%
Scarlett	32	18.8%	Instagram	47	27.6%
Somethinc	37	21.8%	Facebook	8	4.7%
Hanasui	20	11.8%	Others	7	4.1%
Wardah	50	29.4%	Total	170	100%
Total	170	100%			

Source: Authors' analytical compilation.

Table 2 presents the skincare brands commonly purchased and used by the respondents, as well as the social media platforms they typically use to seek information about products before making a purchase. The distribution of skincare brands used by respondents was relatively competitive, with Wardah accounting for 29.4%, Somethinc 21.8%, Scarlett 18.8%, MS Glow 18.2%, and Hanasui 11.8%. Regarding social media usage, TikTok emerged as the most frequently used platform for obtaining product information prior to purchase, representing 61.8% of respondents, followed by Instagram at 27.6%.

Results of Validity and Reliability Testing

Drawing upon the measurement model evaluation conducted through the PLS-SEM technique, the quality of the research instrument was examined by assessing its validity and reliability based on predefined evaluation benchmarks. This stage of analysis focused on determining how effectively the observed indicators represented their underlying constructs. The loading coefficients were utilized to reflect the extent to which each indicator contributed to the construct it was designed to measure. Indicators exhibiting loading values above 0.70 were regarded as meeting the recommended threshold, thereby demonstrating satisfactory convergent validity and supporting their retention in the subsequent analytical procedures.

Tabel 3: Outer Loadings

Indicators	Brand Authenticity	Brand Love	Purchase Intention	Perceived Value	SMMA
BA1	0.733				
BA2	0.792				
BA3	0.839				
BA4	0.857				
BA5	0.892				
BA6	0.878				
BA7	0.886				
BA8	0.821				
BL1		0.779			
BL2		0.728			
BL3		0.865			
BL4		0.859			
BL5		0.859			
BL6		0.768			
PI1			0.766		
PI2			0.844		
PI3			0.863		
PV1				0.868	
PV2				0.852	
PV3				0.879	
SMMA1					0.798
SMMA2					0.819
SMMA4					0.716
SMMA5					0.796
SMMA6					0.852
SMMA8					0.794
SMMA9					0.833
SMMA11					0.817
SMMA12					0.820

Source: Authors' analytical compilation.

Table 3 summarizes the indicator loading estimates employed to determine the extent to which the observed measures represent their underlying latent constructs. Referring to the evaluation guidelines recommended by Hair et al. (2021), outer loading value is considered satisfactory when it exceeds 0.70, indicating adequate convergent validity. In the initial analysis, three of the twelve indicators of social media marketing activities (SMMA) namely SMMA3, SMMA7, and SMMA10 had loading values below 0.70. These indicators were therefore considered invalid and removed from the model. The analysis was subsequently re-estimated using the remaining nine indicators of the social media marketing activities construct.

The final loading factor results showed that all indicators across all constructs had values greater than 0.70, indicating that all retained indicators were valid. In addition, the cross-loading evaluation revealed that every measurement item showed a stronger association with its designated construct than with any of the remaining constructs in the model, indicating that the requirement for discriminant validity had been successfully fulfilled. The cross-loading table is not presented in this paper to maintain reporting efficiency, as all indicators successfully met the required validity criteria.

Tabel 4: Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Authenticity	0.939	0.941	0.950	0.703
Brand Love	0.895	0.901	0.920	0.658
Perceived Value	0.834	0.836	0.900	0.750
Purchase Intenti...	0.766	0.777	0.865	0.682
Social Media M...	0.932	0.934	0.943	0.649

Source: Authors' analytical compilation.

The evidence reported in Table 3 was used to verify the measurement quality of the constructs by examining both internal consistency and convergent validity in accordance with the methodological recommendations of Hair et al. (2021). Internal consistency was investigated through three complementary coefficients, namely Cronbach's Alpha, rho_A, and Composite Reliability, whereas the degree to which the indicators captured the variance of their respective constructs was determined using the Average Variance Extracted (AVE). Following the benchmarks suggested by Hair et al. (2021), satisfactory reliability is indicated when Cronbach's Alpha and Composite Reliability attain values above 0.70, while adequate convergent validity is demonstrated when the AVE surpasses the threshold of 0.50.

The findings provide strong evidence of measurement consistency across all constructs included in the model. The obtained Cronbach's Alpha coefficients varied between 0.766 and 0.939, while rho_A values were observed within the range of 0.777 to 0.941. In addition, Composite Reliability estimates ranged from 0.865 to 0.950. Since each coefficient surpassed the minimum criterion of 0.70, the measurement items can be considered stable and dependable in representing their intended constructs, reflecting satisfactory internal consistency throughout the instrument. Brand authenticity demonstrated the highest level of reliability, with a

Composite Reliability value of 0.950, followed by social media marketing activities (0.943) and brand love (0.920). In contrast, the purchase intention construct likewise satisfied the reliability requirement, despite recording the lowest Cronbach's Alpha coefficient among all constructs examined in the model.

With respect to convergent validity, the measurement results confirmed that every construct met the established evaluation benchmark. The AVE estimates varied between 0.649 and 0.750, demonstrating that the latent constructs accounted for a substantial proportion of the variance contained in their corresponding indicators, exceeding the minimum requirement of 50%. Perceived value exhibited the highest AVE value (0.750), demonstrating a strong ability to represent the variance of its indicators. This was followed by brand authenticity (0.703), purchase intention (0.682), brand love (0.658), and social media marketing activities (0.649). These findings indicate that the indicators are strongly associated with their respective constructs and are capable of accurately representing the underlying latent concepts.

Taken together, the measurement evaluation provides sufficient evidence that the instrument fulfills the methodological standards outlined (Hair et al., 2021). The findings support the conclusion that all constructs possess an adequate level of reliability and validity, thereby justifying their inclusion in the subsequent analysis of structural relationships and the examination of the proposed hypotheses.

Hypothesis Testing Analysis

Following the confirmation that the measurement model achieved the required levels of validity and reliability, the analysis proceeded to the assessment of the structural model through the investigation of the proposed causal relationships among constructs. Consistent with the recommendations of Hair et al. (2021), the evaluation relied on the magnitude and significance of the standardized path estimates, which were derived using a bootstrapping resampling technique. The statistical evidence was interpreted through the corresponding β coefficients, t-values, and probability levels. At a confidence level of 95%, a hypothesized relationship was regarded as supported when the t-value surpassed 1.96 and the associated p-value remained below 0.05.

Table 4: Path Coefficients

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
H1	Social Media Marketing Activities -> Brand Authenticity	0.823	0.824	0.030	27.101	0.000	Accepted
H2	Social Media Marketing Activities -> Perceived Value	0.785	0.785	0.033	23.798	0.000	Accepted
H3	Social Media Marketing Activities -> Brand Love	0.257	0.254	0.050	5.118	0.000	Accepted
H4	Brand Authenticity -> Brand Love	0.608	0.608	0.060	10.048	0.000	Accepted
H5	Perceived Value -> Brand Love	0.120	0.123	0.056	2.123	0.017	Accepted
H6	Brand Authenticity -> Purchase Intention	0.393	0.382	0.151	2.603	0.005	Accepted
H7	Perceived Value -> Purchase Intention	0.165	0.164	0.100	1.655	0.049	Accepted
H8	Brand Love -> Purchase Intention	0.340	0.354	0.118	2.873	0.002	Accepted

Source: Authors' analytical compilation.

The structural model assessment revealed that each proposed linkage among the study constructs was characterized by a positive direction and achieved the required level of statistical significance. Consequently, all eight hypotheses formulated in this research (H1–H8) were empirically supported. These results provide evidence that the conceptual framework developed for this study adequately captures and explains the interrelationships among the investigated constructs in a manner consistent with the underlying theoretical foundation.

Among all structural paths examined in the model, the association between SMMA and brand authenticity exhibited the largest effect size ($\beta = 0.823$, $t = 27.101$, $p < 0.001$). This result indicates that consumers' perceptions regarding the authenticity of a brand are strongly influenced by the quality and effectiveness of its social media marketing efforts. In other words, brands that implement engaging and well-executed social media initiatives are more likely to be perceived as genuine, trustworthy, and consistent in expressing their identity. Consequently, the empirical evidence provides support for H1, which predicts a positive influence of social media marketing activities on brand authenticity. The present finding aligns with the conclusions reported by Hasan et al. (2023) and Ahmad et al. (2024), who found that social media marketing contributes significantly to the formation of authenticity perceptions by fostering interaction, openness, and consumer engagement. From a managerial perspective, this result highlights that social media should not be viewed solely as a promotional channel; rather, it serves as an important strategic resource for cultivating consumer confidence through the reinforcement of brand authenticity perceptions.

In addition, SMMA have a positive and significant effect on perceived value ($\beta = 0.785$, $t = 23.798$, $p < 0.001$), indicating that engaging, informative, and interactive marketing activities enhance consumers' evaluations of the benefits obtained from a brand. Accordingly, these findings support H2, which proposes that social media marketing activities positively influence perceived value. This result is consistent with the findings of Bushara et al. (2023), Alnaser et al. (2024), and An & Ngo (2025), who reported that effective social media marketing activities enhance perceived value through the delivery of relevant information, interactive digital

experiences, and greater consumer engagement. These findings indicate that social media marketing activities not only increase brand exposure but also strengthen consumers' perceptions of the functional, emotional, and social value offered by the brand, thereby creating a more valuable experience throughout the purchase decision making process.

The results also revealed a significant positive association between social media marketing activities and brand love ($\beta = 0.257$, $t = 5.118$, $p < 0.001$). Although the strength of this relationship was lower than several other paths examined in the model, the evidence suggests that social media remains an important medium for nurturing consumers' emotional connections with a brand. Through continuous interaction and engagement, social media activities can encourage the formation of stronger affective bonds between consumers and the brands they follow. Accordingly, the empirical findings provide support for H3, which predicts a positive influence of social media marketing activities on brand love. This outcome is in line with prior studies conducted by Algharabat (2017), Chen & Qasim (2020), and Salem & Salem (2019) which reported that social media initiatives characterized by interactive communication, enjoyable experiences, and active consumer participation can foster the development of brand love over time. These findings suggest that social media marketing activities serve as an initial trigger for fostering consumers' emotional attachment, which can subsequently be reinforced through consumers' perceptions of brand authenticity and perceived value.

On the other hand, brand authenticity exerts a strong positive effect on brand love ($\beta = 0.608$, $t = 10.048$, $p < 0.001$), indicating that consumers' perceptions of a brand's authenticity and sincerity are important factors in developing deep emotional attachment between consumers and the brand. Accordingly, these findings support H4, which proposes that brand authenticity positively influences brand love. This result is consistent with the studies of Safeer (2020) and Do (2022) which demonstrated that brand authenticity is a key determinant of brand love. These findings indicate that brands perceived as authentic are more likely to establish stronger emotional relationships with consumers because they are viewed as honest, consistent, and credible.

Another significant relationship identified in the model concerns the influence of perceived value on brand love ($\beta = 0.120$, $t = 2.123$, $p = 0.017$). Despite exhibiting a relatively modest coefficient, the result indicates that consumers' evaluations of the value obtained from a brand contribute to the formation of positive emotional bonds. When individuals believe that the benefits derived from a product or service adequately justify the resources, effort, or costs invested, they tend to develop stronger feelings of affection toward the brand. Consequently, the empirical evidence lends support to H5, which predicts a positive effect of perceived value on brand love. This finding corroborates the conclusions reported by Junaid et al. (2020), Shen et al. (2021), and Hanaysha & Alhyasat (2025), who emphasized the role of perceived value as a key driver of brand love. From a practical perspective, the result suggests that consumers are more inclined to establish deeper emotional connections with a brand when the overall benefits they experience satisfy or surpass their initial expectations.

With regard to purchase intention, the findings indicate that each of the three antecedent variables contributes positively and significantly to consumers' willingness to buy. Among these relationships, brand authenticity was found to exert a positive influence on purchase intention ($\beta = 0.393$, $t = 2.603$, $p = 0.005$). This result suggests that perceptions of authenticity play an important role in shaping consumers' buying intentions, as individuals are generally more inclined to consider purchasing brands that they regard as genuine, credible, and consistent in expressing their identity. Accordingly, these findings support H6, which proposes that brand authenticity positively influences purchase intention. This finding is consistent with the studies of Bu et al. (2023), Silva & Almeida (2025) and Zhao & Chung (2025), which reported that brand authenticity enhances consumers' purchase intention. These findings suggest that perceptions of an authentic brand reduce consumers' uncertainty during the decision-making process, thereby encouraging stronger purchase intentions.

In addition, brand love was found to exert a significant positive influence on purchase intention ($\beta = 0.340$, $t = 2.873$, $p = 0.002$), indicating that consumers' emotional bonds with a brand play a crucial role in shaping their intention to buy. Consequently, H8 is supported, suggesting that higher levels of brand love lead to stronger purchase intention. This result aligns with prior studies conducted by Gaber et al. (2021), Rocha-Vallejos et al. (2022), and Kancherla et al. (2023), which identified brand love as an important antecedent of consumers' purchasing decisions. The evidence suggests that when consumers establish a deep emotional connection with a brand, they become more inclined to prefer, select, and purchase that brand rather than competing offerings.

Meanwhile, perceived value has a positive effect on purchase intention ($\beta = 0.165$, $t = 1.655$, $p = 0.049$). Although the magnitude of its effect is relatively smaller than those of the other predictor variables, the results indicate that higher perceived value increases consumers' likelihood of purchasing the offered products. Therefore, these findings support H7, which proposes that perceived value positively influences purchase intention. This finding is consistent with the studies of Bushara et al. (2023), (An & Ngo, 2025), and Wang et al. (2025), which demonstrated that perceived value positively influences purchase intention across various consumer contexts. These findings suggest that higher perceived value encourages consumers to perceive the purchase decision as more beneficial, thereby increasing their intention to purchase the products offered.

Overall, the findings of the structural model reveal that social media marketing activities function as a key driving force behind the development of brand authenticity, perceived value, and brand love. The results further demonstrate that brand authenticity is the most influential predictor of brand love. In addition, brand authenticity and brand love contribute more substantially to explaining consumers' purchase intention compared with perceived value, highlighting the importance of emotional and authenticity-related factors in shaping purchasing intention. These findings suggest that the success of social media marketing strategies depends not only on their ability to create value for consumers but also on their capacity to build

perceptions of brand authenticity and foster emotional attachment, which ultimately enhance consumers' purchase intention.

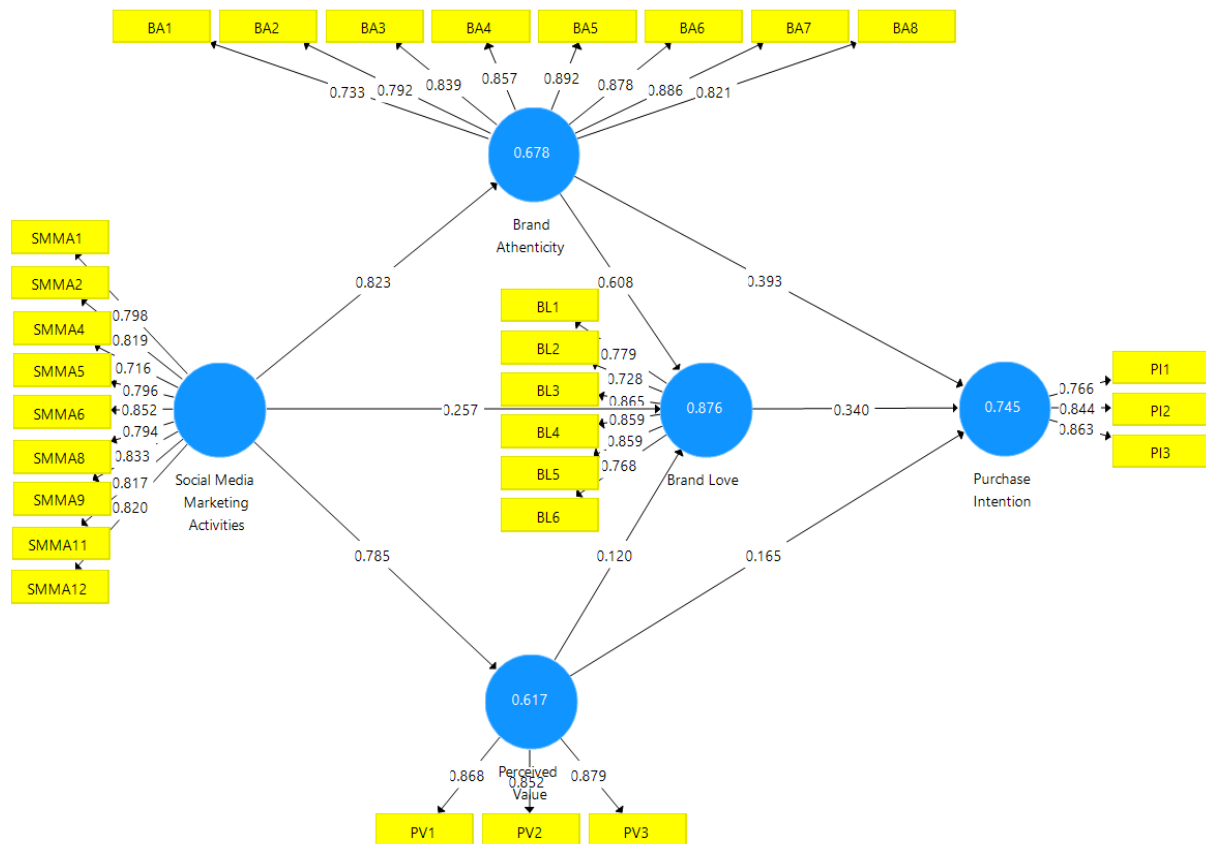


Figure 2: Structure Model Result

Source: Authors' analytical compilation.

Figure 2 displays the estimated PLS-SEM model, depicting the relationships among the study constructs, including the path coefficients, outer loadings, and coefficients of determination (R^2) associated with each endogenous variable. Overall, the model indicates that social media marketing activities have strong effects on brand authenticity and perceived value, while brand authenticity and brand love play important roles in explaining purchase intention. The model visualization also demonstrates that all hypothesized structural relationships are positive and are empirically supported.

Coefficient of determination (R^2)

The explanatory power of the structural model was assessed using the coefficient of determination (R^2), which indicates the proportion of variance in the endogenous constructs that is accounted for by the exogenous constructs. The results presented in Table 5 indicate that the proposed model demonstrates strong explanatory power for all endogenous variables examined.

Table 5: Coefficient of Determination (R^2)

Variable	R Square	R Square Adjusted
Brand Authenticity	0.678	0.676
Brand Love	0.876	0.874
Perceived Value	0.617	0.614
Purchase Intention	0.745	0.740

Source: Authors' analytical compilation.

The analysis revealed that brand authenticity attained an R^2 of 0.678 and an adjusted R^2 of 0.676. These values indicate that social media marketing activities account for 67.8% of the variation in brand authenticity, whereas the remaining 32.2% is influenced by other variables not incorporated into the current model. This result highlights the substantial contribution of social media marketing activities in fostering consumers' perceptions of a brand's genuineness, reliability, and authenticity.

Furthermore, the perceived value construct yielded an R^2 value of 0.617 and an adjusted R^2 value of 0.614, indicating that 61.7% of the variance in perceived value is explained by the predictor construct in the model, while the remaining 38.3% is attributable to other factors not included in this study. These findings suggest that social media marketing activities make a substantial contribution to enhancing consumers' perceptions of value.

The brand love construct exhibited the highest R^2 value of 0.876 and an adjusted R^2 value of 0.874, indicating that 87.6% of the variance in brand love is jointly explained by SMMA, brand authenticity, and perceived value. This exceptionally high value reflects very strong predictive power, suggesting that these three variables are the primary determinants of consumers' emotional attachment to a brand.

Meanwhile, the purchase intention construct yielded an R^2 value of 0.745 and an adjusted R^2 value of 0.740, indicating that 74.5% of the variance in purchase intention is explained by brand authenticity, perceived value, and brand love, while the remaining 25.5% is attributed to factors not included in the proposed model. The relatively high R^2 value further suggests that the model demonstrates strong predictive power in explaining consumers' purchase intentions.

Overall, the R^2 values range from moderate to strong, with brand love demonstrating exceptionally strong explanatory power. In addition, the minimal differences between the R^2 and adjusted R^2 values across all endogenous constructs suggest that the model is stable and not subject to overfitting. Therefore, the proposed model can be considered to possess high explanatory and predictive power in explaining the relationships among SMMA, brand authenticity, perceived value, brand love, and purchase intention. These results provide additional evidence that social media marketing activities constitute a critical strategic mechanism for strengthening consumers' perceptions of brand authenticity, enhancing perceived value, and cultivating brand love. Collectively, these outcomes contribute to the development of stronger purchase intentions among consumers.

5. CONCLUSION AND LIMITATION

This study successfully addressed all of the proposed research questions. First, SMMA were found to have positive and significant effects on brand authenticity, perceived value, and brand love, indicating that SMMA play an important role in enhancing consumers' perceptions of brand authenticity, increasing perceived value, and strengthening consumers' emotional attachment to a brand. Second, brand authenticity and perceived value were also found to have positive effects on brand love, suggesting that consumers' perceptions of brand authenticity and the benefits they receive are important factors in developing emotional relationships with a brand. Third, brand authenticity, perceived value, and brand love were found to significantly enhance purchase intention, with brand authenticity exhibiting the strongest effect among the three predictors. Therefore, the objective of this study to examine the effect of social media marketing activities on purchase intention through the mediating roles of brand authenticity, perceived value, and brand love among consumers of Indonesian local skincare products has been successfully achieved.

From a theoretical perspective, this study contributes to the digital marketing literature by providing empirical evidence that brand authenticity, perceived value, and brand love serve as key mechanisms through which SMMA influence consumers' purchase intention in the Indonesian local skincare industry. From a practical perspective, the findings suggest that local skincare companies should design SMMA that are not only engaging and interactive but also capable of enhancing perceptions of brand authenticity and delivering meaningful value to consumers. Such efforts can foster stronger emotional attachment to the brand, ultimately leading to higher purchase intention.

Despite providing valuable insights, this study is subject to several limitations that should be acknowledged when evaluating its results. First, the research was conducted solely among consumers of Indonesian local skincare brands, which may restrict the applicability of the findings to different product categories or industrial settings. Second, the use of a cross-sectional design limits the ability to observe how consumer perceptions and behavioral intentions evolve over time, as the data were collected at a single point in time. Third, the conceptual framework was confined to examining social media marketing activities, brand authenticity, perceived value, and brand love as predictors of purchase intention, thereby excluding other potentially relevant factors that may also influence consumers' purchasing decisions. Consequently, other relevant variables that may also influence consumers' purchase intentions were not included in the model.

In light of these limitations, future studies are recommended to examine the proposed model in a wider range of industry contexts to enhance its generalizability. Researchers are also encouraged to adopt longitudinal approaches to capture changes in consumer perceptions and behaviors over time. Furthermore, integrating additional explanatory variables into the research framework may offer a deeper and more comprehensive understanding of the factors and processes that drive purchase intention within digital marketing environments. Subsequent studies are encouraged to extend the current model by integrating additional constructs,

including brand trust, customer engagement, and electronic word-of-mouth. Such an approach may enrich the explanatory power of the model and offer a more comprehensive perspective on the determinants of purchase intention.

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