

## SOSIAL MEDIA MARKETING EFFECTS ON KAHF PURCHASE INTENTION: BRAND IMAGE, TRUST, AND PERCEIVED RISK

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### Abstract:

**Background:** Social media marketing is a marketing strategy that is widely used by business people through social media platforms such as Instagram to increase purchasing interest and reduce consumer perceived risk. Based on the revenue market skincare in Indonesia will also continue to increase. It is undeniable that more and more people are aware of the importance of maintaining the health and appearance of their skin. Awareness of appearance and skin health does not only apply to women. Men also want to look and feel good about themselves, and skin care can help improve their appearance.

**Purpose:** This study aims to explore the effects of social media marketing on brand image, brand trust, and perceived risk, and how these factors influence purchase intentions. In addition, it seeks to assess the mediating role of brand image, brand trust, and perceived risk between social media marketing and purchase intention.

**Design/methodology/approach:** This study employed a quantitative approach, using non-probability voluntary sampling, with a total of 220 male respondents who had visited Kahf's Instagram account. Data were collected through an online questionnaire distributed using Populix and analyzed using Structural Equation Modeling (SEM) with AMOS software.

**Findings/Result:** The results showed that social media marketing significantly affects brand image, brand trust, and perceived risk. Moreover, brand trust and perceived risk have a significant impact on purchase intention. The mediating variable brand trust significantly mediates the relationship between social media marketing and purchase intention.

**Conclusion:** Social media marketing is one of the marketing that can influence a brand image, brand trust and perceived risk of consumers. By increasing social media marketing, brand trust, and perceived risk will increase consumer buying interest.

**Originality/value (State of the art):** This study is the first study to analyze purchase intention by adding perceived risk variables as intervening variables.

**Keywords:** brand image, brand trust, perceived risk, purchase intention, social media marketing

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## INTRODUCTION

Men's skincare has recently attracted increasing attention due to a shift in social perceptions. Previously, skincare activities were predominantly associated with women; however, this perception has gradually changed as men have become more aware of the importance of skincare for maintaining both health and physical appearance. As awareness grows, an increasing number of men have begun to adopt skincare as part of their daily routines and to use specialized products designed to address men's specific skin needs. This shift in consumer behavior has encouraged cosmetic manufacturers in Indonesia to intensify competition in the development of men's skincare products. Although the men's skincare market has not yet reached the same level of maturity or growth rate as the women's segment, it continues to show promising development. According to Statista, skincare market revenue in Indonesia reached USD 2.26 billion in 2023 and is projected to exceed USD 2.75 billion by 2027. This growth reflects changing consumer lifestyles and indicates increasing competition within the skincare industry, particularly in the men's segment.

The evolution of men's skincare trends is supported by continuous product innovation tailored to male consumers. In this context, social media has emerged as a crucial marketing channel, enabling brands to communicate product information, brand values, and promotional activities more effectively. Prior studies have consistently highlighted the importance of social media marketing in shaping consumer behavior. McClure and Seock (2020) found that social media marketing has a significant influence on consumer purchase intention. Similarly, Godey et al. (2016) emphasized that social media marketing plays a vital role in building brand image, as consumers actively seek information related to new products, brand achievements, and promotional activities through social media platforms. A positive brand image can reduce perceived risk and encourage consumers to choose a particular brand (Foster, 2016). Moreover, social media marketing has been shown to influence brand trust and perceived risk. Li et al. (2021) argued that relevant, engaging, and informative social media content fosters interaction and engagement between brands and consumers, thereby strengthening trust. Established brand trust can subsequently increase consumers' purchase intention (Dam, 2020). Likewise, a lower level of perceived risk enhances consumers'

confidence in making purchasing decisions (Kamalul Ariffin et al., 2018).

Despite the rapid growth of the men's skincare market, competition among brands has become increasingly intense. Data from Kompas indicates that the local brand Kahf ranked third in sales of best-selling facial cleansers in the second quarter of 2023, achieving a market share of 11.39%. As a relatively new local brand, Kahf still lags behind market-leading competitors. The comparatively lower sales volume suggests that consumer purchase intention toward Kahf products remains limited. To address this challenge, Kahf has implemented various social media marketing strategies, including posting product-related content, promoting brand-organized events, and developing an Instagram-based community to encourage collaboration and consumer engagement. However, the effectiveness of these social media marketing activities in stimulating purchase intention remains unclear, particularly regarding the roles of brand image, brand trust, and perceived risk.

Based on the identified issues, this study aims to analyze the effect of social media marketing on consumer purchase intention toward Kahf men's skincare products. Specifically, this research examines the mediating roles of brand image, brand trust, and perceived risk in the relationship between social media marketing and purchase intention. The findings of this study are expected to contribute both theoretically and practically by providing insights for local men's skincare brands in developing effective social media marketing strategies to enhance consumer buying interest.

## METHODS

This study utilized both primary and secondary data. Primary data were obtained directly from respondents through an online survey, while secondary data were collected from relevant literature, previous studies, and industry reports to support the theoretical framework and hypothesis development. The population of this study consisted of male consumers in Indonesia who were aware of the Kahf brand through its Instagram account, had visited the brand's social media page, and had never purchased Kahf skincare products. A total of 220 respondents participated as the sample in this study.

This research employed a descriptive quantitative approach using an online survey method. Data were collected by distributing structured questionnaires through the Populix survey platform, specifically using its self-service online survey feature, Poplite. The sampling technique applied was non-probability sampling, using a voluntary sampling approach, where respondents participated based on their willingness to take part in the study. The sample selection was guided by specific criteria, namely male respondents who were domiciled in Indonesia, were familiar with and had visited Kahf's Instagram social media account, and had never purchased Kahf skincare products.

Data processing and analysis were conducted using both descriptive analysis and inferential statistical analysis. Descriptive analysis was used to examine respondent demographics and to describe respondents' perceptions of the studied variables. To analyze perception distribution, the top two boxes and bottom two boxes method was applied by combining the percentages of respondents' answers on a Likert scale. This approach provided a clearer interpretation of respondents' overall agreement or disagreement with each measurement item. Furthermore, this study employed Structural Equation Modeling (SEM) as the primary data analysis technique. SEM was used to estimate the strength and direction of relationships among variables within the proposed theoretical model, including both direct effects and mediating effects. The conceptual framework of the study, along with the proposed hypotheses, is illustrated in Figure 1.

Based on the conceptual framework and previous empirical studies examining the relationships among

social media marketing, brand image, brand trust, perceived risk, and purchase intention, the following hypotheses were formulated:

- H1: Social media marketing affects brand image.
- H2: Social media marketing affects brand trust.
- H3: Social media marketing affects perceived risk.
- H4: Brand image affects purchase intention.
- H5: Brand trust affects purchase intention.
- H6: Perceived risk affects purchase intention.
- H7: Social media marketing affects purchase intention.
- H8: Social media marketing affects purchase intention mediated by brand image.
- H9: Social media marketing affects purchase intention mediated by brand trust.
- H10: Social media marketing affects purchase intention mediated by perceived risk.

These hypotheses reflect the theoretical assumption that social media marketing plays a central role in influencing consumer purchase intention, both directly and indirectly, through brand image, brand trust, and perceived risk.

## RESULTS

### Characteristic of the Respondents

Most respondents (37.73 percent) were aged 26-30 years. Most respondents (36.36 percent) were domiciled in Jakarta. Most respondents (53.18 percent) had a bachelor's degree. Most respondents (61.36 percent) had jobs as private employees. Most respondents had a total personal consumption expenditure per month of IDR1,000,000 – 3,000,000 of 51.82 percent.

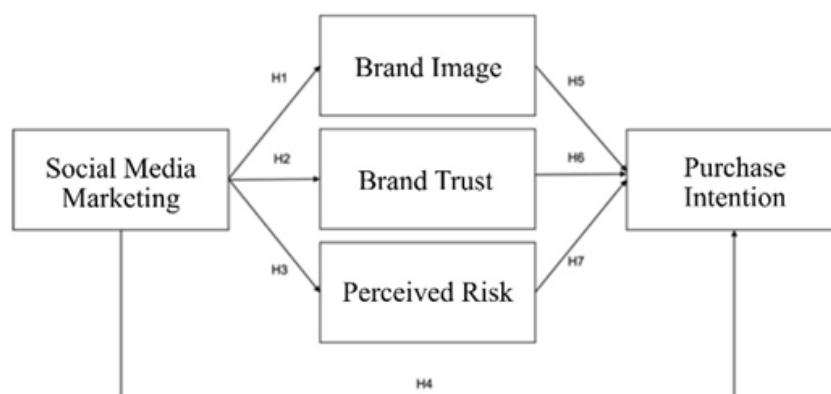


Figure 1. Conceptual framework

## Consumer Behaviour

In this study, consumer behavior is divided into two parts, namely Instagram usage behavior and skincare purchasing behavior with the following explanation. Instagram usage behavior was carried out to find out how long Instagram was used, the reasons for using Instagram, and the habit of visiting a brand's Instagram profile. Based on the data processed, there were 35.55 percent of respondents who used Instagram for 2-3 hours on average every day, then the second highest was the use of Instagram for 1-2 hours as much as 28.12 percent of respondents. Then as many as 25.45 percent of respondents use Instagram for 3-5 hours a day. In addition, there are 11.82 percent of respondents who use Instagram every hour of the day. The reasons respondents used Instagram mostly 42.27 percent because Instagram is an informative social media platform, then the second most common reason was 19.55 percent because it was trendy and the third was 19.09 percent because of convenience. In addition, as many as 18.18 percent of respondents answered because of the ease of using Instagram and one percent of respondents answered the reason for using Instagram because of the visual appeal displayed by Instagram. Then there are 85.91 percent of respondents who have the habit of visiting the Instagram profile of a brand that they do not follow. The first thing that is seen when visiting a brand's Instagram is that most of the respondents as many as 69.09 percent answered the feed from a brand's Instagram and another one percent answered instastories and interesting things from a brand's Instagram.

Skincare purchasing behavior such as the type of product purchased, the type of product in demand, the brands that are often used, the budget for skincare purchases, the place of purchase, information media, and the most important aspects before making a skincare purchase. From the results by the data, it is known that most of the respondents as many as 72.73 percent of facial skincare products that have been purchased in the past month are facial wash products. The facial skincare brands that are often used by respondents in this study were 26.36 percent who answered Garnier Men, another 20.00 percent who answered Pond's Men, 12.27 percent who answered Nivea Men, 9.55 percent who answered Ms. Glow Men, and 7.27 percent who answered Men's Biore. Then the other 9.55 percent answered other choices, namely Charcoal, Skintific,

Senkai, Hanasui, Gubuncho, Himalaya, Wardah, Dabe, Hadalabo, The Body Shop, Somethinc, Morris, The Originote, and Acnes, most of which are local brands of men's skincare. The budget to buy men's facial skincare is that most of the respondents as many as 41.82 percent answered IDR 100,000 – IDR 200,000, then 26.82 percent of respondents answered less than IDR 100,000 and another 15.91 percent answered more than IDR 200,000. Where to buy facial skincare products, most of the respondents as many as 54.09 percent buy in e-commerce such as shopee, Tokopedia, Lazada, sociolla, etc.

The information media used to find out about the skincare products that respondents will buy is as many as 41.36 percent of respondents answered social media choices, while the social media that is used is 23.64 percent of respondents who answered Instagram social media, 9.09 percent who answered Tik tok, 5.00 percent who answered Youtube, 2.27 percent who answered Facebook and 1.36 percent who answered Twitter. Other than respondents who searched through social media, there were also 21.82 percent of respondents who found out which products to be purchased through the official website of a brand. Then 11.82 percent through friends or relatives and another 9.09 percent through blog media or online articles. In addition to the media used to find out about the product to be purchased, the most important aspect before buying a facial skincare product is that as many as 74.55 percent of respondents answered the benefits of the product, 12.27 percent answered the price, and another 11.82 percent endorsed the brand. Then the packaging or packaging and advertising aspects are not too important aspects before buying facial skincare products.

## Analysis of the Effect of Social Media Marketing on Purchase Intention through Brand Image, Brand Trust and Perceived Risk Based on SEM Analysis

Seeing the effect of social media marketing on brand image, brand trust and perceived risk; the effect of brand image, brand trust and perceived risk on purchase intention is measured using the Structural Equation Modeling (SEM) analysis method with the help of the AMOS version 22 program. The method used by the AMOS program in this study is maximum likelihood (ML). There are several stages of testing that must be carried out, namely measurement model analysis, construct model analysis, and hypothesis analysis.

## Measurement Model Analysis

Based on the output results, all loading factor values on the indicators were still above 0.3. This indicates that each indicator has a significant relationship with the factors measured in the analysis model. In other words, each item or question used in the measurement instrument has sufficient ability to reflect the intended variable or concept. Then the AVE (Average Variance Extracted) value obtained is above 0.5. When the AVE value exceeds 0.5, it indicates that the indicators used in measuring the construct have a fairly strong relationship with the construct itself. In other words, the indicators can be considered to be sufficiently representative of the construct being measured, and the construct can be considered valid. All Construct Reliability values are above 0.07 indicating that they are reliable. If all Construct Reliability values are above 0.7, this indicates that the indicators used to measure the construct have a high level of consistency or reliability. In other words, the indicators are consistent in measuring the desired construct.

Based on SEM output result (Table 1), showing the normality test of the data is not normally distributed, because the results were obtained at a multivariate

value of 31.665. Therefore, the data were not in the range of normal distribution values, namely -2.58 to +2.58. This situation may arise because the data used in this study is primary. Thus, there is potential variation in the responses given by each respondent. Therefore, the researcher attempted to estimate using the Bootstrap technique. The use of this bootstrap technique was chosen because there was an abnormality in the research data. Accordingly, this step was taken to produce additional samples. Bootstrap works on the assumption that the original sample will produce additional samples randomly. Hence, it is a resampling procedure where the sample is assumed to be a population, then a portion is taken randomly to become a sample. If the results of the bootstrapping technique do not show significant differences from the original data, then it can be concluded that the data can be considered valid. The output of the bootstrapping technique using Bootstrap shows a p-value in the Bollen-Stine Bootstrap test of 0.259. When the results of the Bollen-Stine Bootstrap test exceed the threshold value of 0.050, this indicates that there is no significant difference between the original data and the bootstrapping results. Therefore, it can be concluded that the data distribution is considered normal, and the study can proceed to the next test stage.

Table 1. Estimate, Average Variance Extracted (AVE) dan Construct Reliability (CR)

Indicator	Variable	Estimate	CR	AVE
SMM1	Social_Media_Marketing	0.746	0.935	0.673
SMM2	Social_Media_Marketing	0.750		
SMM3	Social_Media_Marketing	0.716		
SMM4	Social_Media_Marketing	0.728		
SMM5	Social_Media_Marketing	0.770		
SMM6	Social_Media_Marketing	0.768		
SMM7	Social_Media_Marketing	0.800		
BI1	Brand_Image	0.697	0.869	0.689
BI2	Brand_Image	0.775		
BI3	Brand_Image	0.792		
BT1	Brand_Trust	0.813	0.936	0.786
BT2	Brand_Trust	0.845		
BT3	Brand_Trust	0.882		
BT4	Brand_Trust	0.842		
PR1	Perceived_Risk	0.680	0.842	0.573
PR2	Perceived_Risk	0.821		
PR3	Perceived_Risk	0.842		
PR4	Perceived_Risk	0.789		
PI1	Purchase_Intention	0.584	0.855	0.601
PI2	Purchase_Intention	0.824		
PI3	Purchase_Intention	0.672		
PI4	Purchase_Intention	0.811		

The multivariate outliers test was conducted by applying the Mahalanobis distance criterion at a probability significance level of 0.001. In this study, there were 22 indicators. Therefore, the CHINV value was obtained as 48.267. Based on the outlier test, there were several observation number values that had a Mahalanobis distance square value greater than 48.267. Thus, it can be ascertained that the observation number contained outliers. Ferdinand (2002) argues that the presence of outliers at the multivariate level in an analysis should not be removed from the analysis. This is due to the fact that the data reflect the actual situation, and there is no specific reason from the characteristics of the respondents that justifies their removal from the analysis. Therefore, both observations containing outliers and those that do not are used as research samples, because both reflect the actual situation in the context of this research.

### Construct Model Analysis

Before running hypothesis tests, the first step involves assessing the goodness of fit. Assessing goodness of fit

or model fit is a complex task and requires considerable attention, as an index indicating model fit index that concludes that the model is poor also does not guarantee that the model is truly poorly fit. Therefore, in SEM analysis, researchers should not only rely on one or a few fit indices, but consider all fit indices (Figure 2).

There are many Goodnesses of Fit criteria in determining the feasibility of a model. Based on the results of the model feasibility test (Goodness of Fit), the values of X2/Chi-square, Prob, CMIN/DF, RSMEA, GFI, AGFI, TLI, and CFI were obtained, namely 286.640; 0.000; 1.419; 0.044; 0.894; 0.867; 0.967 and 0.971, respectively, showing several results that meet the requirements (Table 2). Hair et al., (2019) stated that the use of at least 4-5 goodness of fit that meet the requirements is sufficient to assess feasibility. Based on the table above, it is known that there are 5 goodness of fit with good fit category and 2 marginal fit categories. It can be concluded that the overall model is good or feasible leading the model to be accepted.

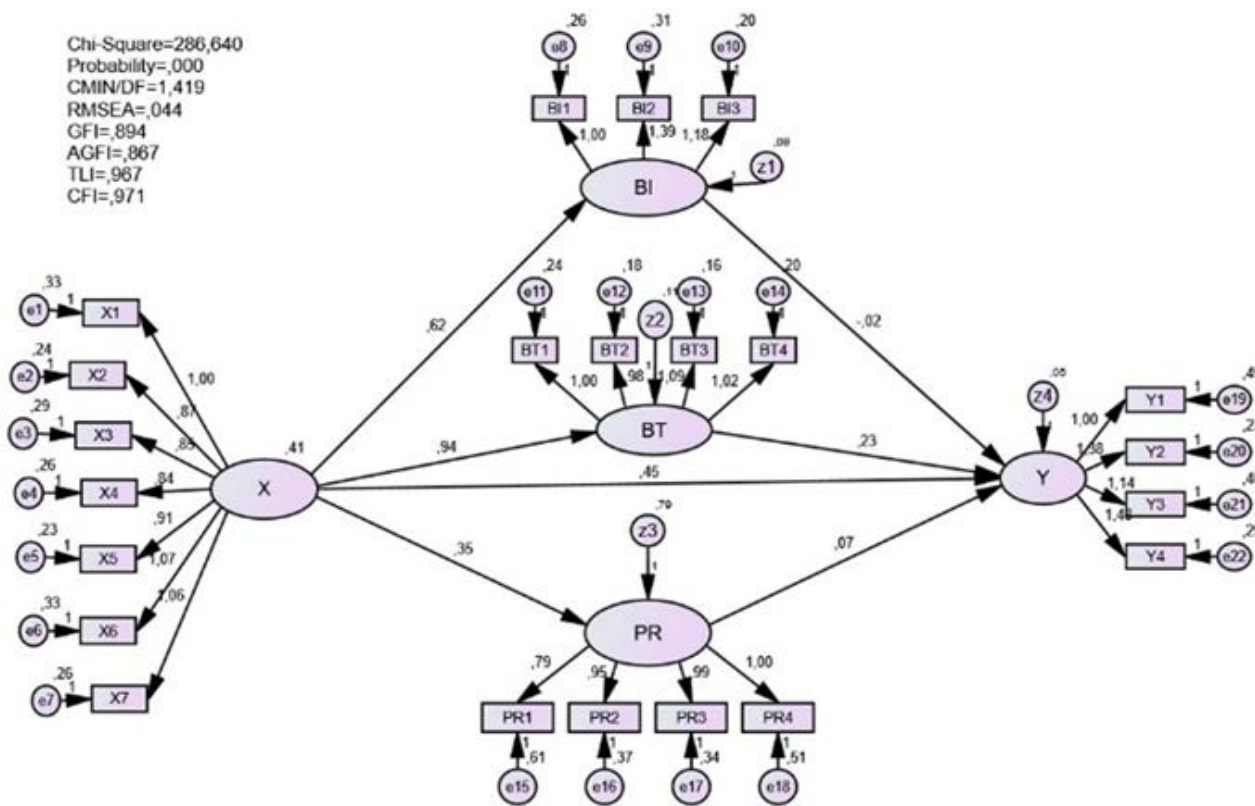


Figure 2. Structural Model Equation

## Hypotheses Test

Based on the empirical model proposed in this study, further testing of the hypothesis is carried out through testing the path coefficient on the structural equation model. The choice of significance level in research needs to be done, in social science usually uses a significance level between 90% ( $\alpha = 10\%$ ) to 95% ( $\alpha = 5\%$ ). The decision whether the indicator variable is significant or not can be made by comparing the p-value with the selected significance level. In this study using a significance level of 90% ( $\alpha = 10\%$ ) where the hypothesis is accepted if the p-value  $< 0,10$ . Table 3 explains the results of hypothesis testing in this study and it is known that almost all hypotheses are accepted, and there is 1 hypothesis rejected, namely hypothesis 4. The results of hypothesis testing 4 indicate that brand image does not affect purchase interest (Table 4). Then for the results of the mediation variable hypothesis test, only brand trust is able to mediate between social media marketing and purchase interest.

### Effect of Social Media Marketing on Brand Image, Brand Trust and Perceived Risk

The results showed that the effect of social media marketing on brand image has a significance value of  $0.000 < 0.10$  a CR value of 8.402 and a regression

coefficient value of 0.618 so it can be concluded that (H1) can be accepted. The results of this study support the results of previous research Bilgin (2018); Sanny et al. (2020) which state that social media marketing has a significant positive effect on brand image. This indicates that the more social media marketing activities are improved, it will affect the brand image. More the results showed that the effect of social media marketing on brand trust has a significance value of  $0.000 < 0.10$ , a CR value of 10.988 and a regression coefficient value of 0.941 so it can be concluded that (H2) is acceptable. The results of this study support the results of research by Haudi et al. (2022) which states that social media marketing has a significant positive effect on brand trust. This indicates that the more social media marketing activities are improved, it will affect brand trust. And the results showed that the effect of social media marketing on perceived risk has a significance value of  $0.001 < 0.10$ , a CR value of 3.265 and a regression coefficient value of 0.355 so it can be concluded that (H3) can be accepted. The results of this study are in line with the results of previous research by Nasrullah (2023) which states that social media marketing has a significant effect on perceived risk. This indicates that social media marketing activities can affect perceived risk but do not reduce the level of perceived risk of consumers.

Table 2. Goodness of Fit

Measurement GOF	Result	Cut Off Value	Evaluation
Chi-Square	286.640	$< 1010$ (df x 5)	Good Fit
Prob	0.000	$\geq 0.05$	Not Good Fit
CMIN/DF	1.419	$\leq 2.00$	Good Fit
RMSEA	0.044	$\leq 0.08$	Good Fit
GFI	0.894	$\geq 0.90$	Marginal Fit
AGFI	0.867	$\geq 0.90$	Marginal Fit
TLI	0.967	$\geq 0.95$	Good Fit
CFI	0.971	$\geq 0.95$	Good Fit

Table 3. Result hypothesis direct

Hypothesis	Estimate	C.R.	P	Information
Direct Effect				
Social Media Marketing (X) → Brand Image (BI)	.618	8.402	***	Accepted
Social Media Marketing (X) → Brand Trust (BT)	.941	10.988	***	Accepted
Social Media Marketing (X) → Perceived Risk (PR)	.355	3.265	.001	Accepted
Brand Image (BI) → Purchase Intention (Y)	-.015	-.144	.885	Rejected
Brand Trust (BT) → Purchase Intention (Y)	.234	2.392	.017	Accepted
Perceived Risk (PR) → Purchase Intention (Y)	.065	2.242	.025	Accepted
Social Media Marketing (X) → Purchase Intention (Y)	.454	3.466	***	Accepted

Table 4. Result hypothesis Indirect

Hypothesis	Estimate	t-statistik	P	Information
Social Media Marketing (X) → Brand Image (BI) > Purchase Intention (Y)	-.009	-0.14	0.88	Rejected
Social Media Marketing (X) → Brand Trust (BT) > Purchase Intention (Y)	.220	2.33	0.01	Accepted
Social Media Marketing (X) → Perceived Risk (PR) > Purchase Intention (Y)	.230	1.84	0.06	Accepted

### Effect of Brand Image, Brand Trust and Perceived Risk on Purchase Intention

The results showed that the effect of brand image on purchase intention has a significance value of  $0.885 > 0.10$ , a CR value of  $-0.144$  and a regression coefficient value of  $-0.015$  so it can be concluded that (H4) is rejected. The results of the study are not in line with the results of the research by Li et al. (2020) which states that brand image has a significant positive effect on purchase intention. In this study, respondents stated that product benefits play an important role in the process of purchasing products that have high risk. This is shown based on the findings that 75 percent of respondents chose product benefits that play an important role before buying facial skincare products. Besides the results showed that the effect of brand trust on purchase intention has a significance value of  $0.017 < 0.10$ , a CR value of  $2.392$  and a regression coefficient value of  $0.234$  so it can be concluded that (H5) can be accepted. The results of this study support the results research from Dam (2020) which states that brand trust has a significant positive effect on purchase intention. This indicates that the higher the level of consumer confidence in the brand will affect consumer buying interest. The results showed that the effect of perceived risk on purchase intention has a significance value of  $0.025 < 0.10$ , a CR value of  $2.242$  and a regression coefficient value of  $0.065$  so it can be concluded that (H6) can be accepted. The results of this study support the results of previous research Ariffin et al. (2018) which states that perceived risk has a significant effect on purchase intention.

### The Influence of Social Media Marketing on Purchase Intention through Brand Image, Brand Trust and Perceived Risk

The results showed that the effect of social media marketing on buying interest has a significance value of  $0.000 < 0.10$ , a CR value of  $3.466$  and a regression coefficient value of  $0.454$  so it can be concluded that (H7) can be accepted. The results of this study support the results of research (Alalwan 2018; Ansari et al. 2019) which state that social media marketing has

a significant positive effect on purchase intention. Social media marketing in this study is formed from 7 indicators, one of which has the highest value, namely advertising. Therefore, consumer buying interest that arises is largely influenced by advertisements displayed on social media. In the intervening variable the results showed that the effect of social media marketing on purchase intention mediated by brand image has a significance value of  $0.88 > 0.10$  and a t-statistic value of  $-0.14$  so that brand image does not act as a mediating variable. The results of this study differ from research conducted by Moslehpour et al. (2021) states that social media marketing has a significant effect on consumer buying interest which is mediated by brand image. The reason brand image does not play a role as a mediator variable is because respondents are more concerned with product benefits in the purchasing process so that even though the brand image is strong, it has no effect on buying interest. In addition, the results showed that the effect of social media marketing on buying interest mediated by brand trust has a significance value of  $0.01 > 0.10$  and a t-statistic value of  $2.33$  so that brand trust acts as a mediating variable.

The results of this study support research by Moslehpour et al. (2021) which states that social media marketing has a significant effect on consumer buying interest mediated by brand trust. This indicates that the social media marketing activities carried out by the Kahf brand are able to give consumers a sense of trust in the brand. Trust that has been formed has a significant effect on consumer buying interest. The results also show that the effect of social media marketing on buying interest mediated by perceived risk has a significance value of  $0.93 > 0.10$  and a t-statistic value of  $-0.09$  so that perceived risk also acts as a mediating variable. The results of this study support the research of Mohseni et al. (2018) which states that social media marketing has a significant effect on consumer buying interest mediated by perceived risk. Perceived risk in the context of online consumption can be interpreted as consumers' beliefs or perceptions of the possibility of experiencing negative and uncertain results when making purchases through online platforms (Ventre dan Kolbe 2020).

## Managerial Implications

Referring to the results of data processing and discussion that have been carried out in this study, it produces findings that can provide alternative strategies or managerial implications that are beneficial for male cosmetic industry companies, especially the Kahf brand. Some managerial implications that can be considered are: The results of processing hypothesis test data that all hypotheses are accepted except brand image on purchase intention and the indirect effect of social media marketing on purchase intention through brand image. In this case Kahf can strengthen the brand image by further instilling visual and auditory memories in consumers. Kahf can add a bold impression to Kahf's writing in every Instagram post to emphasize memory in consumers who are not followers of Kahf's Instagram. In addition, the name Kahf may be familiar to consumers who are Muslim but not to other consumers. Kahf can collaborate with public figures from various religious circles to expand Kahf's brand recognition. In addition, social media marketing has a significant effect on brand trust by having the highest influence value, so social media marketing can contribute well to increasing consumer confidence in the Kahf brand. Kahf can utilize social media marketing. By creating fun interactions such as questions and answers about product reliability and product benefits stored on Instagram highlights. Make it easy for old consumers who have used Kahf products to express their opinions through Instagram social media by not limiting comments on each Kahf Instagram post. Both of these will affect the trust of new consumers who are considering purchases by seeking information through Instagram social media. From the results of data processing, it is also known that social media marketing has a significant direct effect on purchase intention. The indicator that has the greatest value in shaping social media marketing is the advertisement displayed on Instagram. In this study, the advertisements displayed by Kahf can positively influence consumer attention. This can be considered by companies in displaying product advertisements. The choice of material in the advertisement will affect the intended audience. Product advertisements that are displayed should be packaged with stories of activities that consumers like. As Kahf did by displaying facial wash product advertisements on videos with the theme of running sports activities. The video shows a man who sweats while running and causes dullness

on the face, so the video leads to the products needed by consumers, namely facial wash products. Product advertisements that are displayed should contain the latest information and are needed by consumers so that consumers want to accept the advertisements that are shared. Ads that can be accepted by consumers can increase buying interest in consumers.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

This study shows that social media marketing has a significant influence on brand image, brand trust, and perceived risk. In addition, brand trust and perceived risk were found to have a significant influence on purchase intention, while brand image did not have a significant influence on purchase intention. From the path analysis, it was found that brand trust and perceived risk played a significant mediating role between social media marketing and purchase intention, while brand image did not act as mediators in this relationship. The results of this study provide important implications for marketing strategies, especially in managing social media marketing. Increasing brand trust through consistent interactions on social media can contribute to building consumer trust and increasing purchase intention. Brands that build active communities and respond quickly to customer feedback on social media tend to gain higher trust from consumers, which ultimately influences their purchasing decisions. This approach also helps in forming a positive perception of the brand.

### Recommendations

Based on the results of the study, there are several suggestions. For academics, further researchers can research related topics by considering other variables that can affect purchasing interest, including Key Opinion Leaders, and focusing more on indicators related to risk perception. This study also suggests that industry players utilize the results of this study in developing effective marketing strategies, especially in increasing interest in buying skincare products for men. This strategy can involve strengthening brand trust and managing perceived risk by consumers, to encourage product purchases. The limitation of this study is that social media is only studied on Kahf's Instagram, not on all social media used by Kahf. In addition, the

respondents in this study were mostly non-followers of the Kahf Instagram social account. This study also did not analyze how consumers finally decided to purchase the product

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