The Influence of Social Media Marketing and Product Quality on Brand Awareness and Purchase Decisions on Skintific Products in Pekanbaru City

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Article Info	ABSTRACT
	The purpose of this study is to determine how brand awareness and decisions to buy Skintific goods in Pekanbaru City are impacted by social media marketing and product quality. Pekanbaru City was the site of this investigation. The study's population consisted of Pekanbaru City residents who purchased Skintific goods. In this study, 175 individuals served as samples. The non-probability sampling approach combined with the purposive sampling technique—that is, sampling based on specific considerations—was used to determine the number of samples in this study. 1.) Purchase decisions are significantly impacted by social media marketing, according to the study's findings. 2.) Purchase decisions are significantly impacted by product quality. 3.) Brand recognition is significantly impacted by social media marketing. 4.) Brand awareness is significantly impacted by product quality. 5.) Purchase decisions are significantly impacted by brand awareness. 6.) Brand awareness moderates the impact of social media marketing on purchasing decisions. 7.) Brand awareness moderates the impact of product quality on buying decisions. *This is an open access article under the* *license.*

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1. INTRODUCTION

In this digital era, one of the prominent marketing strategies is using social media. The use of social media to market products/services or commonly called Social Media Marketing makes it easier for consumers to get product information that will lead to purchasing decisions [1].

The ease of use of the internet now makes advertising easier as advertising media dominates the human mind. With social media advertising and marketing, attracting and providing information to persuade and promote [2]. In today's era, there are many skincare manufacturers competing with each other to be able to reach the market and dominate the market. One of the skincare manufacturers that continues to innovate its products is the Skintific company. Skintific is a skincare and beauty brand from Canada. The various product variants offered by Skintific include face masks, moisturizers, toners, serums, and facial cleansers.

Skintific is one of the brands that utilizes social media to market its products. The social media used by the Skintific brand are the Instagram and TikTok social media platforms and Skintific also utilizes several e-

commerce to market its products, one of which is Shopee and Tokopedia.

According to data from compass.co.id, in June 2022 it was known that Skintific was in second place as a skincare product with the highest market share in Indonesia as of June 2022 with a percentage of 9.78% in the facial moisturizer category with product listings of +/- 51,500 in the period 16-30 June 2022. However, in April 2023, sales of Skintific skincare products decreased, to 6th place with a percentage of 9.33% with a product listing of 18,000 products sold.

The many consumer needs for skincare products have become a business area for manufacturers to compete to create quality skincare products that can attract consumer interest by making product variations. This makes skincare manufacturers have to be able to develop a long-term strategy to deal with consumer interests that continue to change in a short time. In order to find consumers, manufacturers are required to know the target market share.

Factors that influence consumer purchasing decisions on a product include Social Media Marketing, product quality, and brand awareness. The function of these variables is as a benchmark for the extent to which the effectiveness of the product can influence consumer purchasing decisions.

2. LITERATURE REVIEW

2.1 Social Media Marketing

Social media marketing is a marketing strategy that involves social platforms to facilitate two-way communication with consumers [3].

Social media marketing is a process that encourages a person or individual to promote through a website, product or service through social media channels to communicate with greater marketing benefits than through traditional advertising channels [4].

2.2 Product Quality

Product quality is the capacity of a product or service to meet customer demands, either explicitly expressed by the firm or implied by its features and qualities. [5]

Product quality encompasses all of the qualities and attributes of the product, as well as its capacity to satisfy customers' demands and wants [6].

2.3 Brand Awareness

Brand awareness is consumer awareness of the existence of a brand that differentiates it from competing product brands in the same product class so that the brand can be recognized and remembered well in the minds of consumers [7].

Individuals have the capacity to identify and remember brands of a particular type of product, and this is a key factor in brand value. Increasing Brand Awareness is something that needs to be done to expand the brand's market share. Awareness also influences perception and behavior [8].

2.4 Purchase Decision

Individual actions that directly influence the decision to buy goods from the vendor are known as purchasing decisions [9]. Customers choose between two or more alternatives while making purchases. In other words, a person must have a variety of options before making a decision [10].

3. METHODS

Quantitative approaches are used in this investigation. Path analysis is used in the data analysis process. In order to gather data for this study, surveys were distributed both locally and online using Google Forms. Validity, reliability, classical assumption, hypothesis, sobel, and path analysis tests are among the data analysis methods used in this study. The SPSS version 27 program was utilized for data analysis in this study. This study was carried out at Riau's Pekanbaru City. using 175 responders as the sample size. With the respondent criteria, namely: 1.) aged 17 years and over, 2.) Consumers who have visited Skintific social media accounts in Pekanbaru City, and 3.) Consumers who have purchased Skintific products in Pekanbaru City.

4. RESULTS

4.1 Validity Test

Validity test is conducted to measure the validity of each item in the questionnaire. Each item is considered valid when the calculated r value>r table with a significance level of 5%.

Table 1. Validity Test Result Data

Variables	Item	r Count	r Table	Decision
Social Media Marketing	X1	0.741	0.1484	Valid
	X2	0.758	0.1484	Valid
	X3	0.755	0.1484	Valid
	X4	0.775	0.1484	Valid
	X5	0.748	0.1484	Valid
Product Quality	X1	0.773	0.1484	Valid
	X2	0.681	0.1484	Valid
	X3	0.735	0.1484	Valid
	X4	0.768	0.1484	Valid
	X5	0.799	0.1484	Valid
	X6	0.752	0.1484	Valid
	X7	0.813	0.1484	Valid
	X8	0.724	0.1484	Valid
Brand Awareness	Z1	0.770	0.1484	Valid
	Z2	0.833	0.1484	Valid
	Z3	0.814	0.1484	Valid
Purchase Decisions	Y1	0.693	0.1484	Valid
	Y2	0.753	0.1484	Valid
	Y3	0.883	0.1484	Valid
	Y4	0.869	0.1484	Valid
	Y5	0.851	0.1484	Valid

Source: Processed data, 2024

The statement items are deemed genuine since table 1 shows that r count > r table (0.1484).

4.2 Reliability Test

The reliability of a questionnaire acts as a barometer for the variable or concept being studied. [11] A measuring instrument is deemed reliable if it consistently produces the same results after several measurements. The first stage in reliability testing is to determine the Cronbach's alpha value for each instrument. The reliability criteria for an instrument are Cronbach's alpha > 0.6.

Table 2. Reliability Test Result Data

Variables	Cronbach's Alpha	Critical Value	Decision
Social Media Marketing	0.811	0.6	Reliable
Product Quality	0.892	0.6	Reliable
Brand Awareness	0.729	0.6	Reliable
Purchase Decisions	0.870	0.6	Reliable

Source: Processed Data, 2024

Based on table 2, it can be seen that Cronbach's alpha > 0.6, meaning that the measuring instrument used in this study is reliable and can be trusted. It can be

concluded that the items in the 4 variables are worthy of being researched.

4.3 Normality Test

The normality test aims to determine whether a data distribution is normal or not. The normality test uses a statistical test with the Kolmogorov-Smirnov Test by looking at the asymp.sig value. The basis for taking the normality test is if the sig value is >0.05 then the data is normally distributed, but if the sig value is <0.05 then the data is not normally distributed.

Table 3. Data from the Results of the Structural Normality Test 1

N		Unstandardized Residual
		175
Normal Parametersa,b	Mean	0E-7
	Std.Deviation	1.111287
Most Extreme Differences	Absolute	,078
	Positive	,038
	Negative	-,078
Kolmogorov-Smirnov Z		0.171
Asymp.Sig.(2-Tailed)		,078

Source: Processed Data, 2024

Table 4. Data from the Results of the Normality Test of Structure 2

N		Unstandardized Residual
		175
Normal Parametersa,b	Mean	0E-7
	Std.Deviation	1.497262
Most Extreme Differences	Absolute	,065
	Positive	,046
	Negative	-,065
Kolmogorov-Smirnov Z		0.069
Asymp.Sig.(2-Tailed)		,065

Source: Processed Data, 2024

All of the variables in this study had Asymp.Sig. values larger than 0.05, as shown in Tables 3 and 4, suggesting that they are all normally distributed.

4.4 Multicorrelation Test

Finding the correlation between the independent variables in the regression model is the goal of the multicorrelation test. Multicorrelation is present when the tolerance value is less than 0.01 and the VIF value is greater than 10, while it is absent when the tolerance value is greater than 0.01 and the VIF value is less than 10.

Table 5. Data Results of Multicorrelation Test Structure 1

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
XI	,328	3,045
X2	,328	3,045

Source: Processed Data, 2024

Table 6. Data Results of Multicorrelation Test of Structure 2

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		

XI	,297	3,369
X2	,262	3,812
Z	,344	2,907

Source: Processed Data, 2024

Because the tolerance values in Tables 5 and 6 are larger than 0.01 and the VIF values are fewer than 10, they show that there is no multicorrelation between the independent variables in this study.

4.5 Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine if there is variance inequality between the residuals of different observations in the regression model. In this investigation, a scatter-plot graph is used. Heteroscedasticity issues are not present in the regression model if there is no consistent pattern.
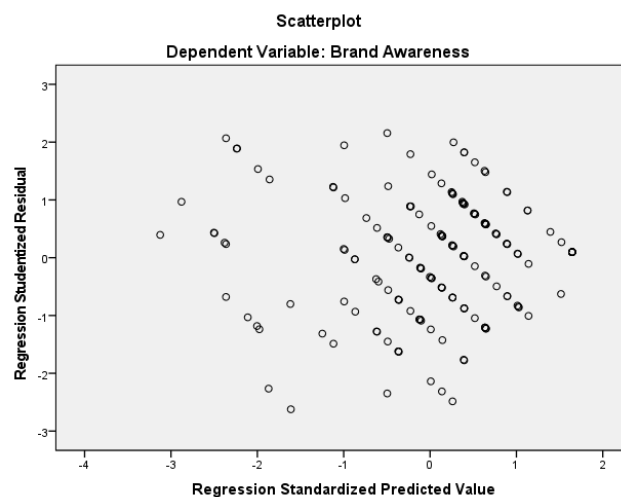

Figure 1. Results of Heteroscedasticity Test of Structure 1
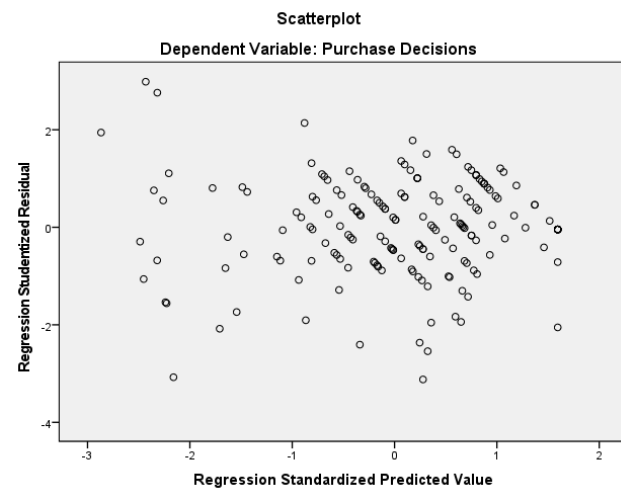
Source: Processed Data, 2024

Figure 2. Results of Heteroscedasticity Test of Structure 2

Source: Processed Data, 2024

Heteroscedasticity test findings from Figures 1 and 2 demonstrate that the scatter plot graph between SRESID and ZPRED displays a distribution pattern with randomly distributed points above and below the 0 on the Y axis. The regression model is appropriate for forecasting the impact of product quality on purchase choices that are

modified by brand awareness as it does not exhibit heteroscedasticity.

4.6 Hypothesis Testing

4.6.1 F Test (Simultaneous Test)

Simultaneous test aims to see the effect of independent variables on dependent variables simultaneously (simultaneously). Where the decision criteria are the calculated F value > F table with a sign value < 0.05.

Table 7. Data Results of F Structure 1 Test

ANOVA						
Model	Sum of Squares	df	Mean Square	F	F table	Sig.
1 Regression	409,711	2	204,856	163,974	3,050	.000b
Residual	214,883	172	1,249			
Total	624,594	174				

Source: Processed Data, 2024

Based on table 7, it is known that F count (163.974) > F table (3.050) with sig (0.000) < 0.05. This means that Social Media Marketing and product quality together have a significant effect on brand awareness

Table 8.F Structure Test Result Data 2

ANOVA						
Model	Sum of Squares	df	Mean Square	F	F table	Sig.
1 Regression	1941.836	3	647,279	283,754	2,660	.000b
Residual	390,072	171	2.281			
Total	2331.909	174				

Source: Processed Data, 2024

Based on table 8, it is known that F count (283.754) > F table (2.660) with sig (0.000) < 0.05. This means that the variables Social Media Marketing, product quality and brand awareness together have a significant effect on purchase decisions.

4.6.2 T-Test (Partial Test)

The T-test is conducted to test the hypothesis regarding the influence of independent variables on dependent variables partially. The decision making criteria used are as follows:

1) If > and the sign value < 0.05 then: T_{hitung} T_{tabel}
   a. H_a accepted because there is a significant influence,
   b. H_0 rejected because there was no significant influence.
2) If < T_{hitung} T_{tabel} and the sign value > 0.05 then:
   a. H_a rejected because there was no significant influence,
   b. H_0 accepted because there is a significant influence

Table 9. Data Results of Structure T Test 1

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	t	t table	Sig.
	B	Std. Error	Beta			
1 (Constant)	2.376	.559		4.252		.000
Social Media Marketing	.198	.046	.334	4.273	1,974	.000
Product Quality	.189	.029	.514	6,582	1,974	.000

e1 = √ (1-adjusted R^2) = √(1-0,652) = 0,589

Source: Processed Data, 2024

Based on table 9, it can be explained as follows:

1) Social Media Marketing, tcount 4.273 > ttable 1.974 and Sig 0.000 < 0.05, meaning that there is a significant influence of Social Media Marketing on brand awareness.
2) Product quality, t count 6.582 > t table 1.974 and sig 0.000 < 0.05, meaning that there is a significant influence of product quality on brand awareness.

3) The standard error is 0.589. This means that the magnitude of the error stage coefficient for other variables outside the study that affect brand awareness is 0.589.

Table 10. Data Results of Structure 2 T-Test

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	t	t table	Sig.
	B	Std. Error	Beta			
1 (Constant)	-3.103	.794		-3.910		.000
Social Media Marketing	.187	.066	.164	2,850	1,974	.005
Product Quality	.262	.043	.368	6.032	1,974	.000
Brand Awareness	.866	.103	.448	8,406	1,974	.000

e2 = √(1-adjusted R^2) = √(1-0,830) = 0,412

Based on table 10, it can be explained as follows:

1. Social media marketing, t count 2.850 > t table 1.974 and sig (0.005) < (0.05), which means there is a significant influence of Social Media Marketing on purchase decisions.
2. Product quality, t count 6.032 > t table 1.974 and sig (0.001) < (0.05), there is a significant influence of product quality on purchase decisions.
3. Brand awareness, t count 8.406 > t table 1.974 and sig sig (0.001) < (0.05), there is a significant influence of brand awareness on purchase decisions.
4. The standard error is 0.412. This means that the magnitude of the error stage coefficient for other variables outside the study that affect the purchase decision is 0.412.

4.6.3 Coefficient of Determination Test (R²)

The coefficient of determination (R²) measures how far the model's ability to explain the variation of the dependent variable. The R² value has an interval between 0 and 1 (0 ≤ R²≤1).

Table 11. Data from the Results of the Determination Coefficient (R2) Test for Structure 1

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810a	.656	.652	1.11773

Based on table 11 which shows the Adjusted R2 value of 0.652, which means that the Social Media Marketing and brand awareness variables can influence the brand awareness variable by 65.2%. While the remaining 34.8% is influenced by other variables outside the research model.

Table 12. Data from the Results of the Determination Coefficient (R2) Test for Structure 2

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.913a	.833	.830	1.51034

Based on table 12 which shows the Adjusted R2 value of 0.830, which means that the variables Social Media Marketing, product quality and brand awareness can influence the purchase decisions variable by 83%. While the remaining 17% is influenced by other variables outside the research model.

4.7 Sobel test

Hypothesis testing in path analysis is done using the Sobel test. The Sobel test is done by testing the strength of the indirect

influence of the independent variable (X) to the dependent variable (Y) through the moderating variable (Z).

1) Social Media Marketing → Brand Awareness → Purchase Decision

It is known:

a = 0.334

b = 0.448

Sa = 0.046

Sb = 0.103

From the results above, the indirect coefficient of Social Media Marketing on purchase decisions through brand awareness can be calculated as follows:

ab = a x b

= 0.334 x 0.448

= 0.14963

The magnitude of the indirect standard error of Social Media Marketing on purchase decisions through brand awareness is as follows:

$$Sab = \sqrt{(b^2 . Sa^2) + (a^2 . Sb^2) + (Sa^2 . Sb^2)}$$

$$= \sqrt{(0,448^2 . 0,046^2) + (0,334^2 . 0,103^2) + (0,046^2 . 0,103^2)}$$

= 0.00163

Thus, the t-test value is obtained as follows:

$$t = \frac{ab}{Sab}$$

$$t = \frac{0,14963}{0,00163}$$

$$t = 91,797$$

The calculated t value of 91.797 is greater than the t table value in the Sobel test (2-tailed) which is set at 1.96. Thus, the calculated t (91.797) > t table (1.96) which means that Social Media Marketing influences purchase decisions through brand awareness of Skintific products in Pekanbaru City.

2) Product Quality → Brand Awareness → Purchase Decision

It is known:

a = 0.514

b = 0.448

Sa = 0.029

Sb = 0.103

From the results above, the indirect coefficient of product quality on purchase decisions through brand awareness can be calculated as follows:

ab = a x b

= 0.514 x 0.448

= 0.23027

The magnitude of the indirect standard error of product quality on purchase decisions through brand awareness is as follows:

$$Sab = \sqrt{(b^2 . Sa^2) + (a^2 . Sb^2) + (Sa^2 . Sb^2)}$$

$$= \sqrt{(0,448^2 . 0,029^2) + (0,514^2 . 0,103^2) + (0,029^2 . 0,103^2)}$$

= 0.05459

Thus, the t-test value is obtained as follows:

$$t = \frac{ab}{Sab}$$

$$t = \frac{0,23027}{0,05459}$$

$$t = 4,218$$

The calculated t value of 4.218 is greater than the t table value in the Sobel test (2-tailed) which is set at 1.96. Thus, the calculated t (4.218) > t table (1.96) which means that product quality influences purchase decisions through brand awareness of Skintific products in Pekanbaru City.

4.8 Path Analysis Test

The path analysis approach is used to examine the impact of moderating factors. The use of regression analysis to estimate the causal link between variables (casual model) is known as path analysis, and it is an extension of multiple linear regression analysis. A collection of independent factors' direct and indirect effects on the dependent variable are ascertained using this model. [11] The outcomes of both direct and indirect testing are as follows:

Table 13. Direct and Indirect Influences

No	Influence	Direct	Indirect	Total	Note
1	Social media marketing → Brand awareness	0.334	-	0.334	Strong
2	Product quality → Brand awareness	0.514	-	0.514	Strong
3	Social media marketing → purchase decisions	0.164	-	0.164	Currently
4	Product quality → purchase decision	0.368	-	0.368	Strong

5	Brand awareness → purchase decision	0.448	-	0.448	Strong
6	Social media marketing → Brand awareness → purchase decision	0.164	0.334 x 0.448 = 0.149	0.313	Strong
7	Product quality → Brand awareness → purchase decision	0.368	0.514 x 0.448 = 0.230	0.598	Strong

Source: Processed Data, 2024

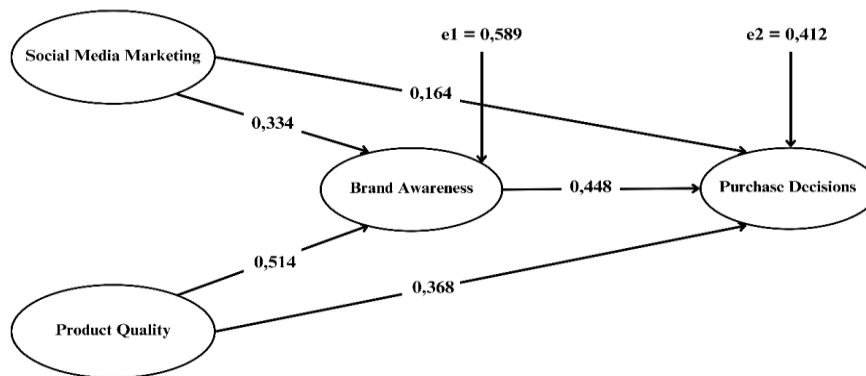Based on table 13, it can be converted into a
path diagram as follows:

Figure 3. Path Analysis

1) Social media marketing, the results obtained show a direct influence of Social Media Marketing on brand awareness of 0.334.
2) Product quality, the results obtained show a direct influence of product quality on brand awareness of 0.514.
3) Social media marketing, the results obtained show a direct influence of Social Media Marketing on purchase decisions of 0.164.
4) Product quality, the results obtained show a direct influence of product quality on purchase decisions of 0.368.
5) Brand awareness, the results obtained show a direct influence of brand awareness on purchase decisions of 0.448.
6) Social media marketing, obtained the results of the indirect influence of Social Media Marketing on purchase decisions through brand awareness of 0.149. After being totaled with the results of the direct influence of 0.164, a value of 0.313 was obtained in the strong category. Which means that the presence of the brand awareness variable as a moderating variable

strengthens the influence of Social Media Marketing on purchase decisions.

7) Product quality, the results of the indirect influence of product quality on purchase decisions through brand awareness are 0.230. After being totaled with the results of the direct influence of 0.368, a value of 0.598 is obtained in the strong category. Which means that the presence of the brand awareness variable as a moderating variable strengthens the influence of product quality on purchase decisions.

DISCUSSION

Discussion can be interpreted as an explanation of the research results regarding the relationship of each variable in the research that has been conducted. The discussion in this research is as follows:

The Influence of Social Media Marketing on Purchase Decisions

According to data analysis results from 175 respondents, women between the ages of 32 and 36 made up the majority of respondents. This age group is often active on social media, frequently using sites like

Facebook, Instagram, and TikTok to look up information about cosmetic products. Along with having a comparatively high level of education, the majority of respondents were private or self-employed.

Purchase decisions are significantly influenced by social media marketing. Business actors can draw clients and offer information to convince and promote through social media marketing and advertising. This may be among the elements influencing customers' choices of goods and services. Through social media accounts, social media marketing is incredibly helpful and efficient in advertising, convincing, and conveniently giving customers information about products. [2].

The findings of this study corroborate those of earlier research by Mutiara Dini and Abdurrahman (2023), which found that social media marketing influences decisions to buy in a favorable way [12].

The Influence of Product Quality on Purchase Decisions

From the perspective of the respondents' background, the majority of consumers in Pekanbaru emphasized the importance of adequate product quality, considering the tropical climate conditions that can affect the skin, so that high-quality skin care products are a primary need. Respondents also stated that although the price of Skintific products is slightly higher than other brands, they still choose this product because its quality has been proven to provide the desired results.

Product quality plays an important role both from the perspective of customers who have the freedom to choose the level of quality or from the perspective of producers who are starting to prioritize quality control to maintain and expand marketing coverage. Quality is measured based on the buyer's perception of the quality and quality of the product [13].

The results of this study support the results of previous research conducted by [10] which states that product quality has a positive and significant influence on purchasing decisions [10].

The Influence of Social Media Marketing on Brand Awareness

From the perspective of the respondents' background, the young age group with high digital activity is highly influenced by visual marketing messages and emotional approaches. They are more likely to search for beauty products they see on social media because of the ease of access to information and interaction provided by the platform. This condition further strengthens the influence of Social Media Marketing on increasing brand awareness.

The results of the statistical test also strengthen that the better and more intensive the Social Media Marketing campaign is carried out, the greater the consumer awareness of the Skintific brand. This increase in brand awareness can be seen from the high number of consumers who know Skintific and place it as one of the popular beauty brands in Pekanbaru.

With the existence of social media, brand awareness is one of the things that is expected to be feedback for media marketing activities where social media is an influential media in building and expanding brand awareness. Brand awareness can be utilized by companies as a source of information and a means to provide a more detailed understanding of the company's product brand to consumers and customers. This aims to make consumers and customers more confident and sure in buying products that are already known so as to avoid various risks of using the company's product brand [14].

The results of this study are supported by previous research conducted by [4] which states that social media marketing has a significant influence on brand awareness [4].

The Influence of Product Quality on Brand Awareness

Based on the respondents' background, the majority of Skintific users in Pekanbaru are young age groups who are very connected to product information through digital media.

They generally do research first on product quality through online reviews before deciding to try a new product. Products that have good quality tend to be recognized more quickly and become part of the conversation in the beauty user community on social media. Superior product quality creates wider brand awareness among consumers, because positive experiences with the product tend to encourage consumers to get to know, remember, and recommend the brand to others.

Brand awareness is consumer awareness of the existence of a brand that differentiates it from competing product brands in the same product class so that the brand can be recognized and remembered well in the minds of consumers [7]. In order for customers to continue to recognize the Skintific brand as one that is distinct and better than rival product brands, the company must be able to sustain the caliber of its offerings.

The findings of this study are corroborated by earlier research by Sidi (2023), which found that brand awareness is significantly impacted by product quality [10].

The Influence of Brand Awareness on Purchase Decisions

From the perspective of the respondents' background, the high level of brand awareness of Skintific makes them feel more comfortable and confident when making purchases. Thus, Skintific has succeeded in utilizing brand awareness as an important factor in attracting the attention and interest of consumers, which then influences their purchasing decisions.

Brand awareness is the consumer's expertise in knowing or identifying that a brand is part of a particular product. Brand awareness influences the purchasing decision-making process which will be a consideration in choosing a product based on the available options [15].

The results of this study are supported by previous research conducted by (Tjahyadi & Cornellia Stella Mahardhika, 2022) which

states that brand awareness has a significant influence on purchasing decisions.[15].

The Influence of Social Media Marketing on Purchase Decisions Moderated by Brand Awareness

When customers already have a high degree of brand knowledge, social media marketing will have a greater impact on their purchasing decisions. Because customers who are more familiar with a brand are more likely to believe information shared on social media, brand awareness increases the effectiveness of social media marketing. They make a quicker purchase decision when they view promotional content on social media because they already have a basic understanding of and confidence in Skintific.

The foundation of increasing brand recognition is social media marketing. Social media marketing informs a brand's existence so that customers have options. Customers will take brand knowledge into account when making selections about what to buy [15].

The study's findings are corroborated by research [15] that indicates brand awareness partially mediates the impact of social media marketing on consumer choices [15].

The Influence of Product Quality on Purchase Decisions Moderated by Brand Awareness

Brand awareness plays an important role in strengthening the influence of product quality on purchasing decisions because consumers who already know and trust the brand will more easily believe the quality claims made by Skintific. Consumers who have high brand awareness tend to feel confident that products from brands they recognize, such as Skintific, have guaranteed quality, so they are more ready to make a purchase.

Good product quality will be increasingly in demand by consumers, so that consumers will also have higher brand awareness. Therefore, the better the product quality, the more consumers will have brand awareness so that consumer purchasing decisions will also increase [10].

The results of this study are supported by research conducted by [10] which states that product quality has a significant influence on purchasing decisions through brand awareness [10].

5. CONCLUSION

1) In Pekanbaru City, social media marketing significantly influences consumers' decisions to buy skintific items. Purchase decisions for Skintific products in Pekanbaru City will rise in proportion to the quality of Skintific's social media marketing.
2) In Pekanbaru City, decisions to buy skintific items are heavily influenced by product quality. In Pekanbaru City, consumers are more likely to purchase skintific items of higher quality.
3) In Pekanbaru City, social media marketing significantly affects skintific product brand recognition. Brand recognition of Skintific products in Pekanbaru City will rise in proportion to the quality of Skintific's social media marketing.
4) In Pekanbaru City, Skintific product brand awareness is significantly impacted by product quality. The greater the quality of Skintific products, the more people in Pekanbaru City are aware of the brand.
5) Decisions to buy Skintific goods in Pekanbaru City are significantly influenced by brand awareness. Purchase choices for Skintific goods in Pekanbaru City are positively correlated with brand awareness.
6) Brand knowledge of Skintific goods in Pekanbaru City moderates the major impact of social media marketing on purchase decisions. Purchase decisions will rise in proportion to the effectiveness of Skintific's social media marketing, which is reinforced by Pekanbaru City residents' familiarity with the brand.
7) In Pekanbaru City, brand awareness of Skintific goods moderates the strong impact of product quality on purchasing decisions. The greater the brand awareness of Skintific goods in Pekanbaru City, the more likely it is that consumers will make a purchase.

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