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Impact of Social Media A\and Price on Viva Cosmetics Buying Interest Through Brand Image as Intervening Variable in Gen Z In Jabodetabek Area

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Abstract

This study examines the effects of social media and price on purchase intention through brand image as an intervening variable among Generation Z consumers of Viva Cosmetics in the Greater Jakarta (Jabodetabek) area. A quantitative approach was employed using purposive sampling with 160 respondents. Data were collected through questionnaires and analyzed using SPSS version 30, including validity and reliability tests, path analysis, multiple linear regression, t-test, F-test, and Sobel test. The results indicate that social media and price have positive and significant effects on brand image and purchase intention. Brand image also has a positive and significant effect on purchase intention and significantly mediates the relationships between social media, price, and purchase intention. The coefficient of determination shows that the model explains 69.8% of the variance in brand image and 80.1% of the variance in purchase intention. In conclusion, effective social media marketing, competitive pricing, and a strong brand image are important factors in increasing consumers' purchase intention toward Viva Cosmetics among Generation Z.

Keywords: Social Media, Price, Brand Image, Purchase Intention, Generation Z.

INTRODUCTION

The history of cosmetics in Indonesia is closely linked to the development of culture, aesthetic values, and social change. Initially, beauty practices relied on natural ingredients such as herbs, spices, and traditional herbal remedies (jamu), which were

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used not only for enhancing appearance but also for cultural, spiritual, and health purposes. These traditional products, often referred to as *thematic cosmetics*, are closely associated with specific regions and reflect local wisdom while utilizing Indonesia's rich biodiversity as a source of beauty care (Natanael Pakpahan et al., 2024). This demonstrates that the early development of cosmetics in Indonesia was strongly rooted in local culture and traditional medicine.

With globalization and industrial development, the Indonesian cosmetic industry has undergone significant transformation. According to Michelle Ferdinand and Wakhid Slamet Ciptono (2022), the industry has experienced rapid growth driven by increasing consumer demand and changing lifestyles. Cosmetics have evolved beyond traditional beauty products to become an essential part of modern lifestyles. At the same time, beauty standards have been reshaped by global influences, particularly the Korean beauty (K-beauty) trend. Muhamad Rizki Nugraha Darma Nagara and Lestari Nurhajati (2022) explain that beauty standards in Indonesia are socially constructed through global media and popular culture, encouraging younger consumers to adopt new perceptions of beauty. Consequently, the cosmetic industry now reflects not only aesthetic needs but also broader social and cultural transformations.

As the country with the world's largest Muslim population, Indonesia has also experienced remarkable growth in the halal cosmetics industry, particularly between 2018 and 2020. The increasing adoption of the halal lifestyle has accelerated the demand for halal cosmetic products (Scorita et al., 2023). Dini Astriani (2024) argues that halal cosmetics have become more than beauty products, serving as expressions of religious identity and ethical consumption among Muslim women. Furthermore, the digital era has transformed the cosmetic industry through technology and social media, which rapidly disseminate skincare trends and influence consumer purchasing behavior (Shania Marchella et al., 2025). These developments indicate that cosmetics have become representations of social, cultural, economic, and religious changes within Indonesian society.

The rapid growth of Indonesia's local skincare industry further reflects these developments. According to Nawiyah et al. (2023), increasing public awareness of skin health, affordable prices, BPOM-certified products, and continuous product innovation have strengthened consumer confidence in local skincare brands. Local companies now offer products specifically designed for Indonesian skin characteristics, including solutions for acne-prone, sensitive, and brightening skincare, enabling domestic brands to compete successfully with international products.

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One of the longest-standing local cosmetic brands is Viva Cosmetics, established under PT Vitapharm in Surabaya in 1962. As one of Indonesia's pioneering cosmetic manufacturers, Viva initially focused on affordable basic skincare products suitable for tropical climates. Throughout more than six decades, the company has maintained its market presence by combining affordable pricing, consistent product quality, continuous innovation, and adaptation to technological advancements. Although PT Vitapharm does not publicly disclose its annual sales because it is a private company, Viva Cosmetics continues to remain competitive in Indonesia's cosmetic market. Arini and Hartono (2025) found that purchasing decisions for Viva Cosmetics are influenced by product quality, customer reviews, price, and halal certification, highlighting the importance of strengthening marketing strategies, product innovation, and brand image.

In today's digital marketing environment, social media marketing has become one of the most effective tools for building relationships between companies and consumers. According to Taan et al. (2021), social media marketing enables firms to communicate product information, strengthen customer engagement, and establish long-term relationships with consumers. Unlike conventional one-way marketing communication, social media facilitates two-way interactions in which consumers can provide comments, reviews, and recommendations that shape public perceptions of a brand.

Besides social media, price remains a critical factor influencing consumer behavior. Kotler and Armstrong (2021) define price as the amount consumers exchange to obtain the benefits of a product or service, while Tjiptono (2022) emphasizes that price also reflects product quality and serves as a competitive strategy. Appropriate pricing can increase consumer value perceptions and strengthen purchasing intentions.

Another important determinant of consumer behavior is brand image, which represents consumers' overall perceptions and associations with a brand. According to Kotler and Armstrong (2020), brand image is formed through consumer experiences, promotional activities, social media exposure, and product quality. Similarly, Keller (2022) explains that brand image consists of brand associations that are strong, favorable, and unique in consumers' memories. In the digital era, maintaining a positive brand image is increasingly essential because public perceptions can spread rapidly through online platforms.

The purchase intention of Generation Z toward Viva Cosmetics presents an interesting research context. Despite being one of Indonesia's oldest cosmetic brands, Viva continues to attract younger consumers because of its affordable prices, reliable product quality, and strong reputation across generations. Nadilawati (2025) found that

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Generation Z remains interested in purchasing Viva Cosmetics due to its product quality and affordability, suggesting that consumers increasingly prioritize functional product benefits over temporary market trends.

Previous studies consistently demonstrate the importance of social media marketing, price, and brand image in influencing consumer purchasing behavior. Salamah et al. (2023), Bahasyim et al. (2023), and Elinda (2023) reported that social media marketing positively affects consumer engagement and brand perception, while Afandi et al. (2024) and Variska et al. (2025) found that price and brand image significantly enhance purchase intention. However, traditional local brands such as Viva Cosmetics continue to face challenges from emerging cosmetic brands that adopt more aggressive digital marketing strategies and stronger online brand positioning targeted at Generation Z. Inadequate social media management, pricing perceptions, and an inability to adapt brand image to contemporary digital lifestyles may reduce consumer engagement and weaken purchase intention.

Based on these conditions, this study aims to examine the impact of Social Media Marketing and Price on Purchase Intention through Brand Image as an intervening variable among Generation Z consumers in the Greater Jakarta (Jabodetabek) area. The findings are expected to provide a better understanding of consumer behavior toward long-established local cosmetic brands and offer strategic recommendations for strengthening their competitiveness in Indonesia's increasingly dynamic beauty industry.

METHODS

This study employed a quantitative research approach to examine the influence of Social Media Marketing and Price on Purchase Intention through Brand Image as an intervening variable among Generation Z consumers in the Greater Jakarta (Jabodetabek) area. Quantitative research is a scientific method used to obtain valid data through systematic, empirical, and logical procedures to answer research problems and test hypotheses (Sugiyono, 2022). Creswell (2021) defines research methodology as a structured process encompassing philosophical assumptions, research strategies, data collection, and data analysis. Similarly, Sekaran (2023) explains that research methods provide a systematic approach for collecting, analyzing, and interpreting data to support problem-solving and decision-making, while Zikmund (2024) emphasizes their role in understanding marketing and consumer behavior. Furthermore, Hair et al. (2025) state that quantitative research employs appropriate statistical techniques to examine relationships among variables and produce valid and reliable conclusions.

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Therefore, the quantitative approach was considered the most appropriate method for investigating the proposed relationships among the research variables.

Operational variables refer to measurable constructs that enable researchers to observe and analyze research variables objectively (Sugiyono, 2022; Ghozali, 2021). This study examined four variables: Social Media Marketing (X_1), Price (X_2), Brand Image (Z), and Purchase Intention (Y). Social Media Marketing was measured using the dimensions proposed by Cheung et al. (2020), including entertainment, interaction, customization, trendiness, and electronic word-of-mouth (e-WOM). Price was measured based on the indicators developed by Tjiptono (2022), namely price affordability, price–quality suitability, price competitiveness, and price–benefit suitability. Purchase Intention was assessed using the AIDA model, consisting of attention, interest, desire, and action, whereas Brand Image was measured through strengthness of brand association, favorability of brand association, and uniqueness of brand association. All variables were measured using a five-point Likert scale with interval measurement, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

This study employed quantitative data in the form of numerical responses obtained through a structured questionnaire (Sugiyono, 2022). The primary data were collected directly from Generation Z respondents in the Greater Jakarta (Jabodetabek) area who were familiar with or had previously used Viva Cosmetics. According to Sekaran and Bougie (2020), primary data are collected firsthand by researchers through methods such as surveys, interviews, observations, and questionnaires to address specific research objectives. Accordingly, the questionnaire was distributed to examine the influence of Social Media Marketing and Price on Purchase Intention through Brand Image as an intervening variable among Generation Z consumers.

The population of this study consisted of all Generation Z consumers residing in the Greater Jakarta (Jabodetabek) area who were familiar with or had previously used Viva Cosmetics. According to Sugiyono (2022), a population refers to a generalized group of individuals or objects possessing specific characteristics determined by the researcher for investigation. Since the total population was unknown, this study employed a purposive sampling technique. Sugiyono (2022) defines purposive sampling as a sampling method based on specific criteria relevant to the research objectives. Accordingly, the respondents were required to meet the following criteria: belong to Generation Z (born between 1997 and 2012), have seen or read information about Viva Cosmetics, and have previously used Viva Cosmetics skincare products.

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Because the population size was unknown, the minimum sample size was determined using the Lemeshow formula with a 95% confidence level and a 10% margin of error:

$$n = (Z^2 \times p \times (1 - p)) / d^2$$

where *n* represents the minimum sample size, *Z* is the *Z*-value at a 95% confidence level (1.96), *p* is the estimated population proportion (0.50), and *d* is the margin of error (0.10). By substituting these values into the formula:

$$n = (1.96^2 \times 0.50 \times 0.50) / 0.10^2$$
$$n = (3.8416 \times 0.25) / 0.01$$
$$n = 96.04 \approx 97 \text{ respondents}$$

Therefore, the minimum required sample size was 97 respondents. However, to improve the representativeness of the data and increase the accuracy of the statistical analysis, this study involved 160 respondents. The larger sample size was expected to produce more reliable findings regarding the influence of Social Media Marketing and Price on Purchase Intention through Brand Image among Generation Z consumers in the Greater Jakarta area.

The research object of this study was Viva Cosmetics, focusing on the relationships among Social Media Marketing, Price, Brand Image, and Purchase Intention. The selection of Viva Cosmetics was based on its position as one of Indonesia's longest-established local cosmetic brands and its continued competitiveness in the increasingly dynamic beauty industry, particularly among Generation Z consumers.

The collected data were analyzed using Statistical Package for the Social Sciences (SPSS) Version 30. Data analysis began with instrument testing to ensure that the questionnaire was both valid and reliable before hypothesis testing was conducted. According to Ghozali (2021), a validity test measures whether an instrument accurately measures the intended construct. In this study, validity was assessed using the Pearson Product-Moment correlation, which examines the correlation between each item score and the total score of its respective variable. The Pearson correlation coefficient was calculated using the following formula:

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$$r_{xy} = \frac{n\sum XY - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

where *r* represents the correlation coefficient, *n* is the number of respondents, *X* is the score of each questionnaire item, *Y* is the total score of the variable, *ΣXY* is the sum of the cross-products of *X* and *Y*, while *ΣX*, *ΣY*, *ΣX²*, and *ΣY²* represent the corresponding summations. Following Ghozali (2021), an item was considered valid when the calculated correlation coefficient exceeded the critical value (*r* calculated > *r* table) and the significance value was below 0.05.

Instrument reliability was subsequently examined using Cronbach's Alpha, which measures the internal consistency of questionnaire items. According to Ghozali (2021), an instrument is considered reliable when it consistently measures the same construct. Cronbach's Alpha was calculated using the following formula:

$$\alpha = \frac{k}{k-1}\left(1 - \frac{\sum S_i^2}{S_t^2}\right)$$

where *α* denotes Cronbach's Alpha, *k* is the number of questionnaire items, *ΣSi²* is the total variance of individual items, and *St²* is the total variance of the instrument. A variable was considered reliable if it obtained a Cronbach's Alpha value greater than 0.70 (Ghozali, 2021).

Descriptive statistical analysis was then performed to summarize respondents' characteristics and describe the distribution of the research variables (Sugiyono, 2022). Before testing the hypotheses, the data were evaluated using the classical assumption tests, including the normality test, multicollinearity test, and heteroscedasticity test, to ensure that the regression model satisfied the required statistical assumptions. Normality was assessed using the Kolmogorov–Smirnov test, where a significance value greater than 0.05 indicated normally distributed data (Ghozali, 2021). Multicollinearity was evaluated using Tolerance and Variance Inflation Factor (VIF) values, with Tolerance values greater than 0.10 and VIF values below 10 indicating the absence of multicollinearity (Gujarati & Porter, 2021). Heteroscedasticity was examined using the Glejser test, in which a significance value greater than 0.05 indicated that heteroscedasticity was not present (Sarwoko, 2021).

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To examine the proposed relationships among variables, this study employed Path Analysis, which extends multiple regression analysis by estimating both direct and indirect effects among variables (Ghozali, 2021). Path analysis was conducted through two structural models: the first examined the effects of Social Media Marketing and Price on Brand Image, while the second analyzed the effects of Social Media Marketing, Price, and Brand Image on Purchase Intention. Hypothesis testing was subsequently performed using the coefficient of determination (R^2), F-test, t-test, and Sobel test. The coefficient of determination measured the proportion of variance in the dependent variable explained by the independent variables. The F-test assessed the simultaneous effects of the independent variables, whereas the t-test examined their individual effects. Finally, the Sobel test was conducted to determine whether Brand Image significantly mediated the effects of Social Media Marketing and Price on Purchase Intention. A significance level of 0.05 was adopted for all statistical tests (Ghozali, 2021; Kuncoro, 2020; Priyatno, 2022).

RESULTS AND DISCUSSION

Research Description

The object of this study was Viva Cosmetics, one of Indonesia's leading local cosmetic brands owned by PT Vitapharm. Established in 1962 in Surabaya, East Java, Viva Cosmetics is recognized as one of the pioneers of Indonesia's cosmetic industry and has maintained its presence through affordable products, continuous innovation, and adaptation to changing consumer preferences. The data analyzed in this study were obtained from 160 Generation Z respondents residing in the Greater Jakarta (Jabodetabek) area who were familiar with or had previously used Viva Cosmetics.

Based on gender, the respondents were predominantly female (82%), while 18% were male, indicating that the study was largely represented by female consumers, who constitute the primary market for skincare and cosmetic products. In terms of domicile, respondents were distributed across the Greater Jakarta area, with Jakarta contributing the largest proportion (31%), followed by Depok (21%), Bogor (20%), Tangerang (18%), and Bekasi (10%). This distribution demonstrates that the respondents adequately represented the targeted research area.

Regarding spending on cosmetic products, 62% of respondents allocated approximately 25% of their income to cosmetic purchases, 25% allocated 26–50% of their income, and 13% allocated more than 51% of their income. These findings indicate that the majority of respondents devoted a relatively modest proportion of their income

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to purchasing cosmetic products, suggesting that price remains an important consideration in their purchasing decisions. Overall, the respondent characteristics indicate that the sample appropriately reflects Generation Z consumers in the Greater Jakarta area who are familiar with Viva Cosmetics, thereby providing a suitable basis for examining the relationships among Social Media Marketing, Price, Brand Image, and Purchase Intention.

Validity and Reliability Tests

Before hypothesis testing, the research instrument was evaluated through validity and reliability tests using data collected from 160 respondents. According to Ghozali (2021), an instrument is considered valid when the calculated correlation coefficient (*r*-value) exceeds the critical *r*-table value and the significance level is below 0.05.

Table 1. Validity Test Results

Variable	Item question	R calculate	R table 5% (160)	Description
Social Media (X1)	X1.1	0.669	0.155	Valid
	X1.2	0.733	0.155	Valid
	X1.3	0.745	0.155	Valid
	X1.4	0.668	0.155	Valid
	X1.5	0.712	0.155	Valid
	X1.6	0.731	0.155	Valid
	X1.7	0.660	0.155	Valid
	X1.8	0.667	0.155	Valid
	X1.9	0.697	0.155	Valid
	X1.10	0.697	0.155	Valid
Price (X2)	X2.1	0.658	0.155	Valid
	X2.2	0.801	0.155	Valid
	X2.3	0.809	0.155	Valid
	X2.4	0.746	0.155	Valid
	X2.5	0.789	0.155	Valid
	X2.6	0.735	0.155	Valid
	X2.7	0.714	0.155	Valid

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	X2.8	0.771	0.155	Valid
Brand Image (Z)	Z1	0.764	0.155	Valid
	Z2	0.712	0.155	Valid
	Z3	0.783	0.155	Valid
	Z4	0.714	0.155	Valid
	Z5	0.706	0.155	Valid
	Z6	0.763	0.155	Valid
Purchase Interest (Y)	Y1	0.789	0.155	Valid
	Y2	0.795	0.155	Valid
	Y3	0.736	0.155	Valid
	Y4	0.747	0.155	Valid
	Y5	0.803	0.155	Valid
	Y6	0.787	0.155	Valid
	Y7	0.707	0.155	Valid
	Y8	0.774	0.155	Valid

As presented in Table 1, all questionnaire items measuring Social Media Marketing, Price, Brand Image, and Purchase Intention produced *r*-values ranging from 0.658 to 0.809, which were higher than the *r*-table value of 0.155. Therefore, all measurement items were declared valid and suitable for further statistical analysis.

The reliability test was subsequently conducted using Cronbach's Alpha to examine the internal consistency of each construct.

Table 2. Reliability Test Results

Variable	N	Crombach'Alpha	Conclusion
Media Social (X1)	10	0,881	Reliable
Price (X2)	8	0,899	Reliable
Brand Image (Z)	6	0,838	Reliable
Purchase Interest (Y)	8	0,898	Reliable

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As shown in Table 2, the Cronbach's Alpha values were 0.881 for Social Media Marketing, 0.899 for Price, 0.838 for Brand Image, and 0.898 for Purchase Intention. Since all values exceeded the minimum threshold of 0.70 (Ghozali, 2021), each variable demonstrated satisfactory reliability. These findings indicate that the research instrument was both valid and reliable, allowing the data to be used for subsequent analyses and hypothesis testing.

Descriptive Analysis

Descriptive analysis was conducted to describe respondents' perceptions of each research variable based on the mean scores of their responses. In this study, mean scores were interpreted using a five-point Likert scale, where scores of 1.00–1.80 indicated very low, 1.81–2.60 low, 2.61–3.40 moderate, 3.41–4.20 high, and 4.21–5.00 very high. This classification was used to determine the level of respondents' agreement with each statement item.

Table 3. Descriptive Statistics of Social Media Marketing (X_1)

Statement	Mean	Category
Did Viva Cosmetics ' social media content catch your eye?	3.71	High
Does the content that Viva Cosmetics uploads on social media feel interesting and entertaining to you?	3.88	High
Do you find it easy to interact with Viva Cosmetics social media accounts through comments or messages?	3.94	High
Do Viva Cosmetics social media accounts respond well to user questions or comments?	3.79	High
Does the content that Viva Cosmetics displays on social media match your needs or interests?	3.91	High
Is the product information submitted through Viva Cosmetics social media in accordance with the product you are looking for?	4.16	High
Does Viva Cosmetics social media always provide the latest information about its products?	3.79	High
Does the content that Viva Cosmetics uploads follow a growing trend?	3.95	High
Do you easily find reviews or experiences of other users about Viva Cosmetics products on social media?	4.09	High

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Have the recommendations of other users on social media increased your interest in Viva Cosmetics products?	3.94	High
Grand Mean	3.92	High

The descriptive results for Social Media Marketing are presented in Table 3. The variable obtained a grand mean of 3.92, indicating a high level of respondents' agreement. The highest mean score (4.16) was found for the statement regarding the suitability of product information provided through Viva Cosmetics' social media, while the lowest mean score (3.71) referred to the attractiveness of the social media content. Overall, these findings indicate that respondents perceived Viva Cosmetics' social media as informative, relevant, interactive, and capable of enhancing consumer interest.

Table 4. Descriptive Statistics of Price (X_2)

Statement	Mean	Category
Do you feel that the price of Viva Cosmetics products is more economical than other brand cosmetic products?	4.04	High
Do you think the price of Viva Cosmetics products can be reached by various circles of society?	4.27	Very High
Do you feel the price offered by Viva Cosmetics matches the quality of the products you receive?	3.95	High
Are you satisfied with the quality of Viva Cosmetics products compared to the price you paid?	3.97	High
Do you think the price and quality comparison of Viva Cosmetics is better than some of the competitors ' cosmetic products?	4.00	High
Is the price of Viva Cosmetics products able to compete with the price of other brands of cosmetic products?	4.02	High
Are the benefits you get from Viva Cosmetics products worth the price you pay?	4.03	High
Do you think the price of Viva Cosmetics products is comparable to the quality and benefits provided?	4.15	High
Grand Mean	4.05	High

The descriptive analysis of the Price variable is presented in Table 4. The variable achieved a grand mean of 4.05, which falls into the high category. The highest mean (4.27) indicated that respondents perceived Viva Cosmetics' products as affordable for

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various consumer groups, whereas the lowest mean (3.95) related to the suitability between price and product quality. Overall, respondents viewed Viva Cosmetics as offering competitive prices that were consistent with the quality and benefits received.

Table 5. Descriptive Statistics of Brand Image (Z)

Statement	Mean	Category
Is Viva Cosmetics a cosmetic brand that you can easily remember?	4.06	High
Do you often remember Viva Cosmetics when looking for local cosmetic products?	4.05	High
Do you feel Viva Cosmetics is able to meet your beauty care needs?	4.11	High
Do you rate Viva Cosmetics as a trusted cosmetic product?	4.06	High
Do you consider Viva Cosmetics to have a unique brand identity compared to other cosmetic brands?	4.01	High
Does the image of Viva Cosmetics as a long-known local cosmetics brand make it different from other brands?	4.14	High
Grand Mean	4.07	High

As shown in Table 5, the Brand Image variable produced a grand mean of 4.07, indicating a high level of agreement. The highest mean score (4.14) reflected respondents' perception that Viva Cosmetics' long-established reputation distinguishes it from competing brands, while the lowest mean (4.01) concerned the uniqueness of the brand. These findings suggest that Viva Cosmetics possesses a positive, trustworthy, and memorable brand image among Generation Z consumers.

Table 6. Descriptive Statistics of Purchase Intention (Y)

Statement	Mean	Category
Are you interested in finding information about Viva Cosmetics products via the internet?	3.84	High
Do you often pay attention to Viva Cosmetics advertisements or promotions on social media or e-commerce?	3.91	High
Does the promotion and display of Viva Cosmetics products make you interested in knowing more about the product?	3.99	High

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Does the information presented about Viva Cosmetics make you interested in using it?	3.96	High
Do you feel Viva Cosmetics products suit your needs so you want to buy them?	3.93	High
Do you have a desire to repurchase Viva Cosmetics products in the future?	4.06	High
Are you willing to try Viva Cosmetics products after seeing the promotions given?	3.96	High
Would you choose Viva Cosmetics products when you need cosmetics or skincare products?	3.99	High
Grand Mean	3.95	High

The descriptive analysis of Purchase Intention is presented in Table 6. This variable recorded a grand mean of 3.95, indicating a high level of purchase intention among respondents. The highest mean score (4.06) was associated with respondents' intention to repurchase Viva Cosmetics products in the future, while the lowest mean (3.84) related to searching for product information online. Overall, the findings demonstrate that respondents exhibited favorable purchase intentions, including interest in obtaining information, paying attention to promotional activities, trying the products, and repurchasing Viva Cosmetics.

Path Analysis

Path analysis was conducted to examine both the direct and indirect effects of Social Media Marketing (X1) and Price (X2) on Purchase Intention (Y) through Brand Image (Z) as the intervening variable. The analysis consisted of two structural equations. Based on the Model Summary of the first equation, the coefficient of determination (R^2) was 0.698, indicating that 69.8% of the variance in Brand Image could be explained jointly by Social Media Marketing and Price, while the remaining 30.2% was explained by other variables outside the research model. Accordingly, the residual error for the first structural equation was calculated as:

$$e_1 = \sqrt{1 - R^2} = \sqrt{1 - 0.698} = \sqrt{0.302} = 0.550$$

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For the second structural equation, the Model Summary showed an R^2 value of 0.801, indicating that 80.1% of the variance in Purchase Intention was explained by Social Media Marketing, Price, and Brand Image, whereas the remaining 19.9% was influenced by factors not included in this study. The residual error for the second structural equation was therefore calculated as:

$$e_2 = \sqrt{1 - R^2} = \sqrt{1 - 0.801} = \sqrt{0.199} = 0.446$$

The results of both structural equations demonstrate that the proposed path model possesses strong explanatory power, particularly in explaining consumers' purchase intention toward Viva Cosmetics. The complete path analysis model is presented in Figure 1.

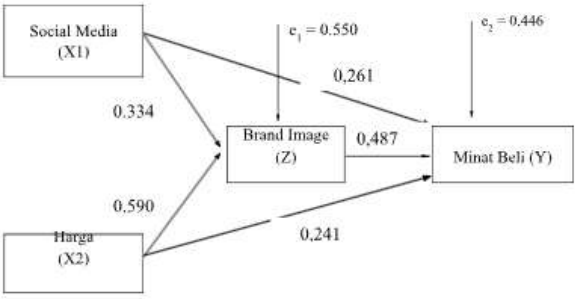


Figure 1. Path Analysis Model

Classical Assumption Tests

Normality Test

The normality test was conducted using the One-Sample Kolmogorov–Smirnov test. A regression model is considered normally distributed if the significance value (Asymp. Sig.) exceeds 0.05.

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Table 7. One-Sample Kolmogorov–Smirnov Test (Equation 1)

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			160
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.17841102
Most Extreme Differences	Absolute		.059
	Positive		.038
	Negative		-.059
Test Statistic			.059
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.196
	99% Confidence Interval	Lower Bound	.186
		Upper Bound	.207

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1335104164.

Table 8. One-Sample Kolmogorov–Smirnov Test (Equation 2)

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			160
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.32996366
Most Extreme Differences	Absolute		.057
	Positive		.033
	Negative		-.057
Test Statistic			.057
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.240
	99% Confidence Interval	Lower Bound	.229
		Upper Bound	.251

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 329836257.

The results indicate that the first structural equation produced an Asymp. Sig. (2-tailed) value of 0.200, while the second equation also yielded an Asymp. Sig. (2-tailed) value of 0.200. Since both significance values are greater than 0.05, the residuals of both regression models are normally distributed. Therefore, the normality assumption

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was fulfilled, indicating that the regression models were appropriate for subsequent analyses.

Multicollinearity Test

The multicollinearity test was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values. A regression model is considered free from multicollinearity when the Tolerance value exceeds 0.10 and the VIF value is less than 10.

Table 9. Multicollinearity Test Results (Equation 1)

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Media Social (X1)	.635	1.574
	Harga (X2)	.635	1.574

a. Dependent Variable: Brand Image (Z)

Table 10. Multicollinearity Test Results (Equation 2)

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Media Social (X1)	.515	1.942
	Harga (X2)	.367	2.726
	Brand Image (Z)	.302	3.307

a. Dependent Variable: Minat Beli (Y)

For the first structural equation, both Social Media Marketing and Price showed a Tolerance value of 0.635 and a VIF value of 1.574. In the second equation, Social Media Marketing, Price, and Brand Image produced Tolerance values of 0.515, 0.367, and 0.302, with corresponding VIF values of 1.942, 2.726, and 3.307, respectively. Since all Tolerance values are above 0.10 and all VIF values are well below 10, the results indicate that no multicollinearity exists among the independent variables. Consequently, each predictor contributes independently to explaining the dependent variable.

Heteroscedasticity Test

The heteroscedasticity test was performed using the Glejser test, in which the absolute residual values were regressed against the independent variables. A

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regression model is considered free from heteroscedasticity if the significance value (Sig.) for each independent variable is greater than 0.05.

Table 11. Glejser Test Results (Equation 1)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.937	.699		5.634	.000
	Media Social (X1)	-.038	.021	-.179	-1.843	.067
	Harga (X2)	-.022	.023	-.095	-.980	.329

a. Dependent Variable: ABS_RES

Table 12. Glejser Test Results (Equation 2)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.788	.752		3.709	.000
	Media Social (X1)	.007	.024	.034	.303	.762
	Harga (X2)	.019	.032	.078	.598	.550
	Brand Image (Z)	-.074	.050	-.214	-1.486	.139

a. Dependent Variable: ABS_RES

The results show that, in the first structural equation, Social Media Marketing and Price obtained significance values of 0.067 and 0.329, respectively. In the second structural equation, the significance values were 0.762 for Social Media Marketing, 0.550 for Price, and 0.139 for Brand Image. Since all significance values exceed 0.05, the regression models do not exhibit heteroscedasticity. Therefore, the variance of the residuals is constant, indicating that both structural equations satisfy the homoscedasticity assumption and are suitable for further hypothesis testing.

Multiple Linear Regression Analysis and Hypothesis Testing

Structural Equation I

The first structural equation examined the effects of Social Media Marketing (X1) and Price (X2) on Brand Image (Z).

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Table 13. Multiple Linear Regression Results for Equation I

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.760	1.184		2.331	.021
	Media Social (X1)	.213	.035	.334	6.062	.000
	Harga (X2)	.411	.038	.590	10.718	.000

a. Dependent Variable: Brand Image (Z)

The regression results indicate that the estimated equation is:

$$\boxed{Z = 2.760 + 0.213X_1 + 0.411X_2}$$

The constant value of 2.760 indicates the expected Brand Image score when all independent variables are held constant. The regression coefficient of Social Media Marketing (β = 0.213) indicates that a one-unit increase in Social Media Marketing increases Brand Image by 0.213 units, assuming other variables remain constant. Likewise, the regression coefficient of Price (β = 0.411) indicates that a one-unit increase in Price perception increases Brand Image by 0.411 units.

The t-test results demonstrate that Social Media Marketing significantly influences Brand Image (t = 6.062, p < 0.001), supporting H1. Similarly, Price has a significant positive effect on Brand Image (t = 10.718, p < 0.001), supporting H2.

Table 14. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1740.570	2	870.285	181.086	.000[b]
	Residual	754.530	157	4.806		
	Total	2495.100	159			

a. Dependent Variable: Brand Image (Z)
b. Predictors: (Constant), Harga (X2), Media Social (X1)

The F-test indicates that the regression model is statistically significant (F = 181.086, p < 0.001), demonstrating that Social Media Marketing and Price jointly influence Brand Image.;

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Table 15. Model Summary for Equation I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835[a]	.698	.694	2.19224

a. Predictors: (Constant), Harga (X2), Media Social (X1)

The coefficient of determination shows an R^2 value of 0.698, indicating that 69.8% of the variance in Brand Image is explained by Social Media Marketing and Price, while the remaining 30.2% is explained by other variables outside the research model.

Structural Equation II

The second structural equation examined the effects of Social Media Marketing (X1), Price (X2), and Brand Image (Z) on Purchase Intention (Y).

Table 16. Multiple Linear Regression Results for Equation II

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.176	1.292		.136	.892
	Media Social (X1)	.220	.042	.261	5.252	.000
	Harga (X2)	.221	.054	.241	4.086	.000
	Brand Image (Z)	.642	.086	.487	7.496	.000

a. Dependent Variable: Minat Beli (Y)

The estimated regression equation is:

$$Y = 0.176 + 0.220X_1 + 0.221X_2 + 0.642Z$$

The regression coefficients indicate that Social Media Marketing, Price, and Brand Image all have positive relationships with Purchase Intention. Specifically, a one-unit increase in Social Media Marketing, Price, and Brand Image increases Purchase Intention by 0.220, 0.221, and 0.642 units, respectively, assuming the other variables remain constant.

The t-test results reveal that Social Media Marketing significantly affects Purchase Intention ($t = 5.252$, $p < 0.001$), supporting H3. Price also has a significant positive effect

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(t = 4.086, p < 0.001), supporting H4. Likewise, Brand Image significantly influences Purchase Intention (t = 7.496, p < 0.001), supporting H5.

Table 17. F-test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3473.807	3	1157.936	209.273	.000[b]
	Residual	863.168	156	5.533		
	Total	4336.975	159			

a. Dependent Variable: Minat Beli (Y)
b. Predictors: (Constant), Brand Image (Z), Media Social (X1), Harga (X2)

The F-test demonstrates that the overall regression model is statistically significant (F = 209.273, p < 0.001), indicating that Social Media Marketing, Price, and Brand Image simultaneously affect Purchase Intention.

Table 18. Model Summary for Equation II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895[a]	.801	.797	2.35226

a. Predictors: (Constant), Brand Image (Z), Media Social (X1), Harga (X2)

The model produced an R^2 value of 0.801, indicating that 80.1% of the variation in Purchase Intention is explained by Social Media Marketing, Price, and Brand Image, whereas the remaining 19.9% is attributable to variables not included in this study.

Sobel Mediation Test

The Sobel test was performed to examine whether Brand Image mediates the relationships between Social Media Marketing and Purchase Intention, as well as between Price and Purchase Intention.

Table 19. Sobel Test Results

Hypothesis	Indirect Influence	Sobel Test	Sig. (2-tailed)	Results
H6	Social Media (X1) → Brand Image (Z) → Buying Interest (Y)	4.7169	0,000	Accepted

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H7	Price (X2) → Brand Image (Z) → Buying Interest (Y)	6.1440	0,000	Accepted

The results show that the indirect effect of Social Media Marketing on Purchase Intention through Brand Image is statistically significant (Sobel = 4.7169, $p < 0.001$). Therefore, Brand Image significantly mediates the relationship between Social Media Marketing and Purchase Intention, supporting H6.

Similarly, the indirect effect of Price on Purchase Intention through Brand Image is also significant (Sobel = 6.1440, $p < 0.001$). This finding indicates that Brand Image significantly mediates the relationship between Price and Purchase Intention, supporting H7.

DISCUSSION

The Effect of Social Media on Brand Image

The results of the hypothesis test indicate that social media has a positive and significant effect on brand image. The t-test showed a significance value of 0.000 (< 0.05) and a t-value of 6.062, which is greater than the t-table value of 1.975, indicating that H1 is accepted. The descriptive analysis also revealed that the Social Media variable obtained a high grand mean of 3.92, indicating that respondents perceived Viva Cosmetics' social media activities positively.

These findings suggest that effective social media activities, including informative content, interactive communication, trend-related updates, and user-generated reviews, contribute to strengthening consumers' perceptions of the brand. Social media functions not only as a promotional platform but also as a communication channel that enhances consumer trust and brand awareness. This finding is consistent with Cheung et al. (2020), who argued that entertainment, interaction, customization, trendiness, and electronic word-of-mouth (e-WOM) significantly influence consumers' perceptions of a brand.

The Effect of Price on Brand Image

The results demonstrate that price has a positive and significant effect on brand image. The t-test produced a significance value of 0.000 (< 0.05) with a t-value of 10.718, exceeding the t-table value of 1.975, indicating that H2 is accepted. Furthermore, the Price variable achieved a high grand mean of 4.05, with affordability receiving the highest evaluation from respondents.

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These findings indicate that consumers perceive Viva Cosmetics as offering products with affordable prices that are consistent with their quality and benefits. Appropriate pricing strategies therefore contribute to building a positive brand image. This result supports Tjiptono (2022), who emphasized that price affordability, price fairness, competitiveness, and value congruence are important determinants of consumers' brand perceptions.

The Effect of Social Media on Purchase Intention

The findings indicate that social media has a positive and significant effect on purchase intention. The t-test showed a significance value of 0.000 (< 0.05) and a t-value of 5.252, which is greater than the t-table value of 1.975; therefore, H3 is accepted. The Purchase Intention variable also recorded a high grand mean of 3.95, indicating strong consumer interest in Viva Cosmetics products.

This finding implies that social media enables consumers to access product information, promotional content, and customer reviews more easily, thereby increasing their confidence and intention to purchase. Effective digital communication can therefore encourage consumers to progress from information searching to actual purchase intention.

The Effect of Price on Purchase Intention

The results reveal that price positively and significantly affects purchase intention. The t-test yielded a significance value of 0.000 (< 0.05) with a t-value of 4.086, exceeding the t-table value of 1.975, indicating that H4 is accepted.

This finding suggests that consumers consider affordable prices and the consistency between price, quality, and product benefits as important factors when making purchasing decisions. Consumers are more likely to purchase Viva Cosmetics products when they perceive the products as providing good value for money. These findings are in line with Tjiptono (2022), who stated that consumers' purchase decisions are strongly influenced by their perceptions of price fairness and product value.

The Effect of Brand Image on Purchase Intention

The results indicate that brand image has a positive and significant effect on purchase intention. The t-test produced a significance value of 0.000 (< 0.05) with a t-value of 7.496, which is greater than the t-table value of 1.975, confirming that H5 is accepted. In addition, Brand Image achieved the highest grand mean among the

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variables (4.07), indicating that respondents generally hold favorable perceptions of Viva Cosmetics.

These findings imply that consumers are more likely to purchase products from brands they perceive as trustworthy, recognizable, and reputable. A positive brand image enhances consumer confidence, ultimately increasing purchase intention and the likelihood of repeat purchases.

The Effect of Social Media on Purchase Intention through Brand Image

The Sobel test results indicate that brand image significantly mediates the relationship between social media and purchase intention. The Sobel statistic was 4.7169 with a significance value of 0.000 (< 0.05), indicating that H6 is accepted.

These findings suggest that social media influences purchase intention both directly and indirectly by strengthening brand image. Engaging and informative social media content enhances consumers' perceptions of Viva Cosmetics, which subsequently increases their intention to purchase the products. Therefore, brand image serves as an important mediating mechanism through which social media marketing influences consumer behavior.

The Effect of Price on Purchase Intention through Brand Image

The Sobel test also confirms that brand image significantly mediates the relationship between price and purchase intention. The Sobel statistic reached 6.1440 with a significance value of 0.000 (< 0.05), indicating that H7 is accepted.

This finding demonstrates that consumers who perceive Viva Cosmetics' prices as fair and appropriate are more likely to develop a positive brand image, which subsequently increases their purchase intention. Thus, brand image strengthens the influence of price on consumers' purchasing decisions, highlighting its important role as an intervening variable in this study.

CONCLUSION

This study concludes that social media and price have positive and significant effects on both brand image and purchase intention toward Viva Cosmetics among Generation Z consumers in the Greater Jakarta (Jabodetabek) area. In addition, brand image has a positive and significant effect on purchase intention and significantly mediates the relationships between social media, price, and purchase intention.

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Overall, the findings indicate that effective social media marketing, competitive pricing, and a strong brand image are key factors in increasing consumers' purchase intention. Therefore, Viva Cosmetics should continue to optimize its digital marketing strategies, maintain competitive pricing, and strengthen its brand image to improve consumer purchase intention.

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