

*Bachelor Thesis
Management Study Program
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***THE EFFECT OF SOCIAL MEDIA MARKETING, BRAND IMAGE,
PURCHASE INTENTION ON BRAND LOYALTY IN COSMETIC
PURCHASING IN BATAM CITY***

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Abstract

In the research the author has the goal to be able to find out how much an influence from several elements, namely social media marketing, brand image, purchase intention and brand loyalty that are examined and analyzed by the author.

The object in this research is cosmetics enthusiasts in Batam City. Purposive sampling which is used as a benchmark in the research method of the writer based on the object description that will be on. Analysis of the author's data uses the PLS-SEM (Partial Least Square Structural Equation Modeling) application.

The final result shows that social media marketing influences purchase intention, social media marketing has no influence on brand loyalty, and where brand image influences brand loyalty and purchase intention, so does intervening on purchase intention significantly influences brand loyalty

Keywords: *Social Media Marketing, Brand Image, Purchase Intention, Brand Loyalty.*