The Role of Brand Awareness Mediation on the Influence of Media Richness and Information Quality on Purchase Intention on MS Glow Cosmetic Products
(Study of Prospective MS Glow Consumers in Denpasar City)

Yosiah Sophia[1], Putu Saroyini Piatrini[2]
[1,2]Management, Udayana University, Indonesia

Author's correspondence : sophiayosia@gmail.com

Abstract The era of globalization has brought many changes, one of which is the use of social media as a communication medium used by local brands in carrying out their marketing activities. MS Glow took advantage of this opportunity to increase the use of social media to promote skin health to the public and succeeded in achieving first position in the ranking of the best-selling skincare brands in e-commerce. This achievement is not in line with the results of the pre-survey which found that the public has a minimal level of purchase intention. This research aims to analyze the influence of brand awareness in mediating media richness and information quality on purchase intention. The research design was a quantitative associative study carried out in Denpasar City which has quite high purchasing power and health awareness. There were 70 respondents who acted as samples in the research and the research instrument was distributed via the Google Form platform. Validity tests, reliability tests, and confirmatory factor analysis were carried out on the research instruments, and path and Sobel analyzes were carried out to test the research hypotheses. The results of this research are: 1) media richness has a positive and significant effect on brand awareness, 2) information quality has a positive and significant effect on brand awareness, 3) media richness has a positive and significant effect on purchase intention, 4) information quality has an effect positively and significantly on purchase intention, 5) brand awareness has a positive and significant effect on purchase intention 6) brand awareness plays a role in mediating the influence of media richness on purchase intention, and 7) brand awareness has a positive and significant influence in mediating the influence of information quality on purchase intention.

Keywords: Brand Awareness, Purchase Intention, Media Richness, Information Quality

1. INTRODUCTION

MS Glow Skincare has become famous in Indonesia and has grown to have official agents and members throughout Indonesia and abroad. In addition, MS Glow has successfully established a beauty clinic for its customers, giving them the opportunity to have skin treatments done by specialists in their field. According to a 2018 survey by Google Indonesia, 67 percent of respondents said they were more aware of the importance of skin care, and more than half of respondents (55 percent) also stated that they used skin care products every day.

To survive in the beauty industry, the MS Glow skincare business continues to strengthen its marketing strategy. Success depends on the ability to read opportunities and take advantage of them. Then develop innovative solutions to address the anxieties and desires of a growing society. One of MS Glow's marketing approaches is the use of social media. Many companies say that the use of social media can help product sales and increase their value. They also said they could save more money on promotions. The more customers who know about

the product and make transactions, the more effective the company's marketing and the profits it obtains.

News from social media can provide information very quickly through text, photos and videos, making audiences prefer this media over conventional media (print media) in accessing information (Situmeang, 2020). Conventional media such as radio, television and newspapers are inherent in society, but it cannot be denied that there are many limitations to this conventional media. Therefore, the presence of dissemination via online media is very helpful, because people cannot always monitor TV or radio at all times to obtain information (Siahaan et al., 2021).

According to studies Ipsos (2019) shows that 78 percent woman Indonesia confess use at least One product maintenance skin in a way routine. Product Which most Lots used is soap face (78 percent), moisturizer (63 percent) And veil solar (48 percent). According to data Euromonitor International, marketproductskins care in Indonesia Keep going develop from year to year. On year 2020, product market skins care reach $1.4 billion And estimated willKeep goinggrow on year 2025 for MS Glow products themselves, sales will be made through official stores and also resellers. The following is MS Glow sales data in Indonesia

MS Glow sales from official stores were 48.4 thousand units and total sales from non-official stores were 1.4 thousand units. From this data, the reason I used MS Glow as the subject of this thesis is because MS Glow is the best-selling local brand sold in Indonesia more than other brands. According to Paramitha, MP (2022), many businesses say that using social media can help product sales and increase their value, as well as save more money on promotions. Apart from that, MS Glow also won an award as Top of Mind at the Indonesia Best Brand Award (IBBA) event which indicates that MS Glow has consumers with a high level of brand awareness (Top of Mind).

Various positive testimonials from users uploaded to social media are also proof of the superiority of MS Glow Skincare. This can be seen through posts made on Tiktok social media and MS Glow's official Instagram in Indonesia (msglowbeauty) with more than 176.7k followers and also Instagram with more than 1.8 million followers. The strong position that MS Glow has on social media makes people more familiar with the MS Glow brand. Utilization of social media through Tiktok and Instagram is usedbecause it is more popular with the public because it is a video-sharing based social media whose publication results can be shared, liked and commented on by other users (Endarwati and Ekawarti, 2021). The results of publications on TikTok can be shared on Facebook, Twitter, Instagram and Tumblr. Sales via TikTok can

also go viral because it is like a virus, which spreads quickly, so other TikTok users will immediately notice it.

Philip Kotler (2008) states that social media marketing is a marketing activity that uses social media platforms to communicate with customers and promote brands or products. Meanwhile, according to Dave Chaffey (2012), social media marketing is digital marketing that uses social media platforms to build relationships with customers, increase brand awareness, and expand market reach. Ryan Holmes (2015) also states that social media marketing is a way to build engagement with customers through interesting and useful content, as well as direct interaction with customers via social media platforms. Then according to Tahir Akbar, social media marketing is a marketing strategy that focuses on using social media to achieve business goals such as increasing brand awareness, expanding market reach, and increasing sales.

Results of presurvey conducted on 20 respondents related to variablesInfluence of Media Richness and Information Quality variables, Brand Awareness, and Purchase Intention show that there is high value inInfluence of Media Richness and Information Quality variables, varying values for Brand Awareness, and low values for the Purchase Intention variable. This shows that consumers are basically aware of the marketing carried out by MS Glow on social media and the MS Glow brand has been embedded in the majority of respondents, but there are still doubts about buying MS Glow products both in the near future and in the future. These results raise the question, why does the intensive promotion carried out via social media not have a strong influence in encouraging people to intend to buy the products offered by MS Glow?

Table 1. Results of Pre-survey of Prospective MS Glow Consumers in Denpasar City

Question	Variable	Answer (Percent)	
		Yes	No
Is the MS Glow brand easy for you to remember?	Brand Awareness	90	10
Did you quickly recognize the MS Glow brand?		80	20
Does MS Glow come to mind first when you think of a skincare brand?		60	40
Did you get a fast response from MS Glow customer service?	Media Richness	70	30
Do you know on what social media MS Glow can be contacted?		80	20
Did you know that MS Glow direct messages can increase the speed with which you get information?		60	40
Did you know that there is an opportunity to make a price offer?		60	40
Does the information you get match the actual situation?	Information Quality	80	20
Is the information you got the right time for the current situation?		70	30
Do you think the information you get from MS Glow products is relevant to today's society?		90	10
Do you intend to buy MS Glow products in the near future?	Purchase Intention	30	70
Is there a possibility that you will buy MS Glow products someday?		40	60
Is there a desire to purchase MS Glow products in the future?		40	60
Source: Primary Data 2023			

The marketing communications carried out by MS Glow turned out to be ineffective in encouraging people to have the intention to buy its products. Shimp (2003) defines communication as a process where thoughts and understanding are conveyed between individuals or between organizations within individuals and marketing is defined as a set of activities where companies and other organizations transfer values (exchange) between them and their customers. Marketing communications can be defined as a brand marketing mix that facilitates exchange by creating a meaning that is disseminated to clients or customers. Marketing communications carried out by MS Glow are heavily emphasized on social media considering that many purchases occur through marketplaces compared to offline stores.

Good communication conveys quality information to potential consumers. Jogiyanto (2007) suggests that information quality measures the quality of output from an information system. Information that is conveyed accurately, timely and relevant will attract attraction to a brand which can lead to purchases. Sari and Keni (2019) and Gaberamos and Pasaribu (2022) found that information quality has a positive and significant effect on purchase intention.

The communication media used can be optimized so that using media that has advantages compared to other media can be defined as the ability of communication media to reproduce the information sent through it. Messages, communicators, media and feedback can be part of media richness, where Natsir et al (2022) found that media richness drives the purchase intention of a prospective consumer.

Purchase intentionWhat is meant is the measure or level of a person's or consumer's tendency to purchase a product or service in the future. This reflects a person's belief or plan to purchase a product or service, but does not yet indicate that a purchasing action has occurred. Purchase intention can be driven by promotions carried out by a business, one of which is through marketing carried out on social media or what is called social media marketing. In an increasingly advanced digital era, social media marketing is becoming increasingly important for businesses to reach a wider audience.

Experts agree that social media marketing is a marketing activity that uses social media platforms to interact with customers, build relationships, and promote brands or products. Social media marketing is also considered an effective marketing strategy to achieve business goals such as increasing brand awareness, expanding market reach, and increasing sales. Balakrishnan et al (2014) found that the influence of social media marketing in the form of e-WOM, community and advertising had a significant positive effect on purchase intention.

Laksamana (2018) found similar results where social media marketing had a positive and significant effect on purchase intention. However, Tesalonika's research (2022) found that not all factors in social media marketing carry great significance on purchase intention, where e-commerce and influencers have quite a significant influence, but interactivity, trust, knowledge sharing and personal experience do not have as significant an influence as e-commerce. wom and influencers on purchase intention.

To strengthen the relationship between social media marketing and purchase intention, Maria et al. (2019) used the brand awareness variable as mediation. Brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a certain product category. Brand awareness has the ability to mediate the relationship between the use of Media Richness, Information Quality and their Purchase Intention. Upadana and Pramudana (2020) found that brand awareness can be used as a mediating variable for the influence of Media Richness and Information Quality on purchase intention. However, different results were found by research conducted by Ardiansyah and Sarwoko (2020) where there was no direct or indirect correlation between brand awareness and purchase intention. Therefore, it is important to know

whether brand awareness basically mediates the influence of media richness and information quality on purchase intention or not.

2. RESEARCH METHODS

According to the level of explanation, this type of research is associative research, namely explaining the relationship between two or more variables using quantitative analysis techniques. The aim of this research is to determine the causal influence of the variables studied (Sugiyono, 2017). This is proven by the research design which seeks to examine and explain the relationship between media richness and information quality variables and purchase intention among consumers of MS Glow products in the city of Denpasar which is mediated by the brand awareness variable.

The object of this research is the influence of brand awareness in mediating the influence of media richness and information quality on purchase intention among consumers of MS Glow products in Denpasar City, where the subjects of this research are consumers who have never used MS Glow products in Denpasar City. The population of this research is all people in the Denpasar City area, whether they are consumers of MS Glow products or not. In this research, the sample determination method used, namely non-probability sampling, is a sampling technique that does not provide an equal opportunity for each member of the population to be selected as a sample (Rahyuda, 2019: 181). The non-probability sampling technique chosen is purposive sampling, namely a technique for determining samples with certain considerations and also accidental sampling, namely a sampling technique that is more incidental in nature.

There were 70 respondents who acted as samples in the research and the research instrument was distributed via the Google Form platform. Validity tests, reliability tests, and confirmatory factor analysis were carried out on the research instruments, and path and Sobel analyzes were carried out to test the research hypotheses.

3. RESULTS AND DISCUSSION

Testing Research Instruments

Research Instrument Reliability Test Results

Reliability test to measure the consistency of a variable in research. A questionnaire can be said to be reliable or reliable if the answers to the questions given are consistent or in other words the instrument is stable over time with a Cronbach Alpha value > 0.60. The results of the research instrument reliability test are explained in Table 2 below:

Table 2. Research Instrument Reliability Test Results

No.	Variable	Crombach Alpha	Information
1	Media Richness(X1)	0.813	Reliable
2	Information Quality(X2)	0.611	Reliable
3	Brand Awareness(M)	0.768	Reliable
4	Purchase Intention(Y)	0.673	Reliable

The results of reliability testing on the Media Richness variable (X1) show a Cronbach's alpha value of 0.813 with a total of 5 items. The Cronbach's alpha value can be said to be high, and indicates that the internal consistency of the media richness instrument is quite adequate.

The results of reliability testing on the Information Quality variable (X2) show a Cronbach's alpha value of 0.611 with a total of 4 items. The Cronbach's alpha value can be said to be high, and indicates that the internal consistency of the media richness instrument is quite adequate.

The results of reliability testing on the Brand Awareness (M) variable show a Cronbach's alpha value of 0.768 with a total of 5 items. The Cronbach's alpha value can be said to be high, and indicates that the internal consistency of the media richness instrument is quite adequate.

The results of reliability testing on the Purchase Intention (Y) variable show a Cronbach's alpha value of 0.673 with a total of 4 items. The Cronbach's alpha value can be said to be high, and indicates that the internal consistency of the media richness instrument is quite adequate.

Results of Confirmatory Factor Analysis of Research Instruments

The purpose of confirmatory factor analysis is to identify the existence of a relationship between variables by conducting correlation tests and testing the validity and reliability of the instrument. Factor analysis tries to find as few factors as possible with simple principles that are able to produce correlations between development indicators. Results from the KMO (Kaiser-Meyer-Olkin) test and Bartlett's test provide important information regarding the suitability of the data for factor analysis. Keiser-Meyer Olkin (KMO) measures overall sampling adequacy and to measure sampling adequacy for each indicator.

Measure of sampling (MSA) to determine whether the sampling process is adequate or not, namely by looking at the Anti-Image Correlation with MSA > 0.5, meaning the variable can still be predicted and analyzed further. Bartlett's test tests the null hypothesis that the observed data is a sample from a multivariate normal population distribution where the correlation coefficient is zero. For interpretation of the results of this study, factor loadings <

The Role of Brand Awareness Mediation on the Influence of Media Richness and Information Quality on
Purchase Intention on MS Glow Cosmetic Products
(Study of Prospective MS Glow Consumers in Denpasar City)

0.5 were removed from the model. The results of the confirmatory factor analysis of the research instrument are explained in Table 3 below:

Table 3. Results Confirmatory Factor AnalysisResearch Instrument

No.	Variable	Statement Items	Validity						
			KMO	Barlett's Test	MSA	Loading Factor	Cumulative Variance (%)	Eigenvalues	Ket
1	Media Richness(X1)		0.713	167,001			80,229	1,023	Valid
		X1.1			0.781	0.857			Valid
		X1.2			0.706	0.923			Valid
		X1.3			0.611	0.913			Valid
		X1.4			0.686	0.709			Valid
		X1.5			0.708	0.891			Valid
2	Information Quality (X2)		0.580	40,106			72,632	1,005	Valid
		X2.1			0.520	0.913			Valid
		X2.2			0.607	0.752			Valid
		X2.3			0.660	0.766			Valid
		X2.4			0.556	0.756			Valid
3	Brand Awareness (M)		0.747	104,993			74,668	1,004	Valid
		M.1			0.754	0.837			Valid
		M.2			0.783	0.788			Valid
		M.3			0.729	0.766			Valid
		M.4			0.535	0.972			Valid
		M.5			0.764	0.850			Valid
4	Purchase Intention (Y)		0.571	75,321			83,345	1.38	
		Y.1			0.528	0.903			Valid
		Y.2			0.504	0.918			Valid
		Y.3			0.506	0.913			Valid
		Y.4			0.531	0.900			Valid

KMO Test Results which measure sample perfection for factor analysis on variablesMedia Richness (X1) was recorded at 0.713 > 0.5. This shows that the sample is

suitable for factor analysis and indicates that the proportion of variance in the variables can be explained by the underlying factors. Bartlett's test of sphericity gives significant results with a chi-square of 167,001and a significance value of 0.000. The MSA results showed that all items met a value of > 0.5, with a value of X1.1 of 0.781, X1.2 of 0.706, X1.3 of 0.611, X1.4 of 0.686, and So that the entire sampling process is adequate and can be analyzed further. These significant results indicate that the variables in the dataset are sufficiently correlated with each other at the population level, so that the required assumptions are met and declared valid.

The results of the KMO test which measures sample perfection for factor analysis on the Information Quality variable (X2) were recorded as $0.580 > 0.5$. This shows that the sample is suitable for factor analysis and indicates that the proportion of variance in the variables can be explained by the underlying factors. Bartlett's test of sphericity gives significant results with a chi-square of 40,106 and a significance value of 0.000. These significant results indicate that the variables in the dataset are sufficiently correlated with each other at the population level, so that the required assumptions are met. Meanwhile, the MSA results show that all items have met a value of > 0.5, with a value of X2.1 of 0.520, X2.2 of 0.607, X2.3 of 0.660, and X2.4 of 0.556. So that the entire sampling process is adequate and can be analyzed further and declared valid.

The results of the KMO test which measures sample perfection for factor analysis on the Brand Awareness (M) variable were recorded at $0.747 > 0.5$. This shows that the sample is suitable for factor analysis and indicates that the proportion of variance in the variables can be explained by the underlying factors. Bartlett's test of sphericity gives significant results with a chi-square of104,993and a significance value of 0.000. The MSA results showed that all items met a value of > 0.5, with a value of M.1 of 0.754, M.2 of 0.783, M.3 of 0.729, M.4 of 0.535, and M.5 of 0.764. So that the entire sampling process is adequate and can be analyzed further. These significant results indicate that the variables in the dataset are sufficiently correlated with each other at the population level, so that the required assumptions are met and declared valid.

The results of the KMO test which measures sample perfection for factor analysis on the Purchase Intention (Y) variable were recorded at $0.571 > 0.5$. This shows that the sample is suitable for factor analysis and indicates that the proportion of variance in the variables can be explained by the underlying factors. Bartlett's test of sphericity gives significant results with a chi-square of 75,321and a significance value of 0.000. These significant results indicate that the variables in the dataset are sufficiently correlated with each other at the population level, so that the required assumptions are met. Meanwhile, the MSA results show that all items have

The Role of Brand Awareness Mediation on the Influence of Media Richness and Information Quality on
Purchase Intention on MS Glow Cosmetic Products
(Study of Prospective MS Glow Consumers in Denpasar City)

met a value of > 0.5, with a Y.1 value of 0.528, Y.2 of 0.504, Y.3 of 0.506, and Y.4 of 0.531. So that the entire sampling process is adequate and can be analyzed further and declared valid.

Data analysis

Descriptive Statistical Analysis

Descriptive statistics is a statistical analysis that provides a general description of the characteristics of each research variable as seen from the average (mean), maximum and minimum values. The following are the results of descriptive statistical testing in table 4:

Table 4. Descriptive Statistical Analysis						
Variable	N	Range	Minimum	Maximum	Mean	Std. Deviation
Media Richness	65	6.00	19.00	25.00	22.6615	2.04845
Information Quality	65	7.00	13.00	20.00	18.0923	1.48664
Brand Awareness	65	9.00	16.00	25.00	21.0615	2.70923
Puchase Intention	65	6.00	14.00	20.00	18.2923	1.51784

Based on table 4 above, it can be concluded that the descriptive statistics for the media richness variable have the smallest (minimum) value of 19 and the largest (maximum) value of 25. The average (mean) is 22.6615 with a standard deviation of 2.0484 (below the average) , meaning that media richness has a low level of data variation. The information quality variable has the smallest (minimum) value of 13 and the largest (maximum) value of 20. The average (mean) is 18.0923 with a standard deviation of 1.4866 (below the average), meaning that information quality has a low level of data variation. The brand awareness variable has the smallest (minimum) value of 16 and the largest (maximum) value of 25. The average (mean) is 21.0615 with a standard deviation of 2.7092 (below the average), meaning that brand awareness has a low level of data variation. The puchase intention variable has the smallest (minimum) value of 14 and the largest (maximum) value of 20. The average (mean) is 18.2923 with a standard deviation of 1.5178 (below the average), meaning that puchase intention has a low level of data variation.

Path Analysis (path analysis)

The analysis technique used in this research is the path analysis technique. Path analysis is used to analyze the pattern of relationships between variables with the aim of determining the direct or indirect influence of a set of independent variables on the dependent variable. Path analysis or path analysis is an extension of multiple linear regression, or path analysis is the

use of multiple linear regression analysis to estimate the influence of quality between variables (casual model) that has been previously established before theory.

a) Linear Regression Analysis

Multiple linear regression analysis is used to see the influence of the independent variable on the dependent variable. The results of multiple regression analysis using the SPSS program are as follows:

1. Multiple Linear Regression Analysis Model I

Based on the results of the analysis using the SPSS program, intermediate regression results were obtainedmedia richness(X1), and information quality (X2) on purchase intention (M) are as follows:

Table 5. Results Multiple Linear Regression Analysis Model I					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,273	4,947		,662	,511
Media Richness	,447	.153	,338	2,929	,005
Information Quality	,424	,210	,232	2,015	,048
a. Dependent Variable: Brand Awareness					

Table 5 shows the following:

a. The regression coefficient of the two independent variables (media richness, and information quality) has a positive and significant effect <0.05 on the dependent variable (brand awareness). That is, if the variablemedia richnessAndinformation qualityincreases, then variablebrand awareness also increased.

b. From the results of the regression coefficients obtained, it shows that factorsmedia richness(b1 = 0.338) is the more dominant influencing factorbrand awareness.

2. Multiple Linear Regression Analysis Model II

Based on the results of the analysis using the SPSS program, intermediate regression results were obtainedmedia richness(X1), and information quality (X2), and brand awareness (M) on purchase intention (Y) are:

The Role of Brand Awareness Mediation on the Influence of Media Richness and Information Quality on
Purchase Intention on MS Glow Cosmetic Products
(Study of Prospective MS Glow Consumers in Denpasar City)

Table 6. ResultsMultiple Linear Regression Analysis Model II					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,034	2,346		1,720	,091
Media Richness	,316	,077	,427	4,114	,000
Information Quality	,214	.103	,210	2,092	.041
Brand Awareness	,152	,060	,272	2,539	.014
a. Dependent Variable: Purchase Intention					

Table 6 shows the following:

a. The regression coefficient of the two independent variables (media richness, information quality, and brand awareness) has a positive and significant effect <0.05 on the dependent variable (purchase intention). That is, if the variablemedia richness, information quality,Andbrand awareness increases, then variablepurchase intentionalso increased.

b. From the results of the regression coefficients obtained, it shows that factorsmedia richness(b1 = 0.427) is the more dominant influencing factorpurchase intention.

b) Model Testing

1. F test

The F test is used to see the influence of the independent variable on the dependent variable simultaneously, where if the calculated F value is greater than the F table then the model used is fit or good. The calculated F value can be seen in the regression results and the F table value is obtained via sig. α = 0.05 with df1 = k – 1 and df2 = n – k

a. Model I Linear Regression F Test Results

F Test Results between variablesmedia richness(X1), and information quality (X2) on brand awareness (M) are as follows:

Table 7. ResultsModel I Linear Regression F Test					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	84,678	2	42,339	6,817	.002b
Residual	385,076	62	6,211		
Total	469,754	64			
a. Dependent Variable: Brand Awareness					
b. Predictors: (Constant), Information Quality, Media Richness					

Table 7 shows the calculated F value of 6.817 while the F table with df1 = 2 – 1 = 1 and df2 = 65 – 2 = 63, the F table is 3.99. Because the calculated F value is

greater than the F table (6.817 > 3.99), the regression model betweenmedia richness(X1), and information quality (X2) on brand awareness (M)declared fit or worthy.

b. Model II Linear Regression F Test Results

Intermediate regression F test resultsmedia richness(X1), and information quality (X2), and brand awareness (M) on purchase intention (Y) are as follows:

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	62,861	3	20,954	15,111	,000b
1	Residual	84,585	61	1,387		
	Total	147,446	64			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Brand Awareness, Information Quality, Media Richness						

Table 8. Results Model II Linear Regression F Test

Table 8 shows the calculated F value of 15.111 while the F table with df1 = 3 – 1 = 2 and df2 = 65 – 3 = 62, then the F table is 3.15. Because the calculated F value is greater than the F table (15.111> 3.15) thus the regression model betweenmedia richness(X1), and information quality (X2) on purchase intention (M)declared fit or appropriate.

2. Coefficient of Determination

The coefficient of determination is used to see the ability of the independent variable to explain the dependent variable, where the Adjusted R Square value is close to one, so the independent variable provides the information needed to predict variations in the dependent variable.

a. Model I Linear Determination Coefficient

Results of the coefficient of determination between variablesmedia richness(X1), and information quality (X2) on brand awareness (M) are:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.425a	,180	,154	2.49217
a. Predictors: (Constant), Information Quality, Media Richness				

Table 9. Results of the coefficient of determination for Model I

The Role of Brand Awareness Mediation on the Influence of Media Richness and Information Quality on
Purchase Intention on MS Glow Cosmetic Products
(Study of Prospective MS Glow Consumers in Denpasar City)

Table 9 shows the adjusted R square value of 0.180, which means thatmedia richness,and information qualityable to explainbrand awarenessby 18%. While the remaining 82% (100%–18%) is variablebrand awarenessexplained by other variables not examined in this study.

b. Linear Determination Coefficient Model II

Results of the coefficient of determination betweenmedia richness(X1), and information quality (X2), and brand awareness (M) on purchase intention (Y) are as follows:

Table 10. Results of the coefficient of determination for Model II				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653a	,426	,398	1.17756
a. Predictors: (Constant), Brand Awareness, Information Quality, Media Richness				

Table 10 shows the adjusted R square value of 0.426, which means thatmedia richness, information quality,and brand awarenessable to explainpurchase intentionamounting to 42.6%. While the remaining 57.4% (100%–42.6%) is variablepurchase intentionexplained by other variables not examined in this study.

c. Testing the coefficient of determination (R2) and error variable (e) values

Based on resultscoefficient of determination for model I and model II, the final path diagram model can be prepared. Before compiling the final diagram model, the standard error value is first calculated as follows:

$$\text{Pei} = \sqrt{1 - \text{Ri}}$$

$$\text{Pe1} = \sqrt{1 - \text{R1}} = \sqrt{1 - 0,180} = 0,905$$

$$\text{Pe2} = \sqrt{1 - \text{R1}} = \sqrt{1 - 0,426} = 0,757.$$

Based on the calculation results above, the error effect (Pe1) obtained is 0.905 and the error effect (Pe2) is 0.757. Next, the total coefficient of determination is calculated, namely:

R2m = 1 - (Pe1)2 (Pe2)2

R2m = 1 - (0.905)2 (0.757)2

R2m = 1 - (0.819)(0.573)

R2m = 1 - 0.469 = 0.530

Based on the calculation above, it can be seen that the total determination value is 0.530, which means that 53% of the variablesmedia richness, information quality,and brand awarenessable to explainpurchase intention.

c) **Mediation Testing**

To test the influence of mediating (intervening) variables in this research, the path analysis method is used, which is an extension of multiple regression analysis. Path analysis is the use of regression analysis to estimate causal relationships between variables that have been previously determined based on theory. A direct relationship occurs when one variable influences another variable without a third mediating (intervening) variable. An indirect relationship occurs if there is a third variable that mediates the relationship between the two variables by determining the product of the standardized value of the independent variable to the mediating variable and the mediating variable to the dependent variable. If the regression path coefficient resulting from indirect calculations is greater than the direct calculation, then the conclusion is that the mediating variable is able to explain the dependent variable, meaning that mediation is accepted (there is mediation), and vice versa.

Direct influencemedia richnesson purchase intention of 0.427. Meanwhile, the indirect influence through brand awareness is as large as$0.338 \times 0.272 = 0.091$. So the total influence is givenmedia richnesstopurchase intentionis the direct influence plus the indirect influence, namely: $0.427 + 0.091 = 0.518$. Based on the calculation results above, it is known that the direct influence value is 0.427 and the indirect influence value is 0.518, which means that the indirect influence value is greater than the direct influence value (0.427<0.518). These results show that indirectlymedia richnessthroughbrand awarenesshave a significant influence onpurchase intention.

information qualityon purchase intention of 0.210. Meanwhile, the indirect influence through brand awareness is as large as$0.232 \times 0.272 = 0.063$. So the total influence is giveninformation quality topurchase intentionis the direct influence plus the indirect influence, namely: $0.210 + 0.063 = 0.273$. Based on the calculation results above, it is known that the direct influence value is 0.210 and the indirect influence value is 0.273, which means that the indirect influence value is greater than the direct influence value ($0.210 < 0.273$). These results show that indirectlyinformation quality throughbrand awarenesshave a significant influence onpurchase intention.

Sobel Test

The Sobel test is used to assess whether the variable used is a mediating variable. The Sobel test is used to test the strength of the indirect influence of the media richness variable (X1) on the Purchase Intention variable (Y) through the brand awareness variable (M). Indirect

influence of the information quality variable (X2) on the Purchase Intention variable (Y) and brand awareness variable (M).

At an alpha real level of 0.05, the test criteria used are:

- Z count < 1.96 then H0 is accepted which means M is not a mediating variable.

- Z count is 1.96, so H0 is rejected, which means M is a mediating variable.$\geq$

a) Sobel Model I Test

Sobel Test Results between variablesmedia richness(X1) through brand awareness (M) towardsPurchase Intention(Y)are as follows

a. $ab = a1 \times b3 = 0{,}447 \times 0{,}152 = 0{,}068$

b. $Sab = \sqrt{b3^2 Sa1^2 + a1^2 Sb3^2}$

$$Sab = \sqrt{(0{,}152)^2(0{,}153)^2 + (0{,}447)^2(0{,}060)^2}$$

$$Sab = \sqrt{(0{,}0231)(0{,}0234) + (0{,}1998)(0{,}0036)}$$

$$Sab = \sqrt{0{,}001159} = 0.034$$

c. $z = \dfrac{ab}{Sab} = \dfrac{0{,}068}{0{,}034} = 2$

The calculated z value shows 2 1.96, so H0 is rejected, which means$\geq$brand awareness(M) is a mediating variablemedia richness(X1) againstPurchase Intention(Y).

b) Sobel Model II Test

Sobel Test Results between variablesinformation quality(X2) through brand awareness (M) towardsPurchase Intention(Y) are as follows:

a. $ab = a2 \times b3 = 0{,}424 \times 0{,}152 = 0{,}064$

b. $Sab = \sqrt{b3^2 Sa2^2 + a2^2 Sb3^2}$

$$Sab = \sqrt{(0{,}152)^2(0{,}210)^2 + (0{,}424)^2(0{,}060)^2}$$

$$Sab = \sqrt{(0{,}0231)(0{,}0441) + (0{,}1798)(0{,}0036)}$$

$$Sab = \sqrt{0{,}001036} = 0.0322$$

c. $z = \dfrac{ab}{Sab} = \dfrac{0{,}064}{0{,}0322} = 1{,}987$

The calculated z value shows 1.96, so H0 is rejected, which means1,987 $\geq$brand awareness(M) is a mediating variableinformation quality(X2 againstPurchase Intention(Y).

Discussion

The Influence of Media Richness on Brand Awareness

The results of the regression analysis show that each unit increase in media richness towards brand awareness is 0.338 with a significance level of 0.005 <0.05. So Hypothesis 1 (H1) can be accepted, meaning that media richness has a positive and significant effect on brand awareness. This confirms that media richness plays an important role in forming brand awareness of the MS Glow brand. The t value of 2.015 with a significance of 0.048 confirms that the media's ability to present information in a richer and more interactive manner seems to influence how consumers view the MS Glow brand. When media richness increases, brand awareness also tends to increase. This is due to a more satisfying experience for consumers when they can interact more with the content presented, such as images, videos or other interactive features.

These findings have important implications in the context of marketing and communication strategies. The MS Glow company can utilize media richness as a tool to increase brand awareness of their brand in the eyes of consumers. Investing in developing interesting and interactive content in online media such as websites, social media, or mobile applications can help increase consumers' positive perceptions of their brand. In addition, the results of this research contribute to the understanding of how media factors play a role in shaping brand awareness in the digital era. By understanding the importance of media richness, companies can design communication strategies that are more effective and relevant to current consumer trends. Thus, this research provides valuable insights for marketing practitioners in optimizing the use of media to strengthen their brand awareness and increase product attractiveness in a competitive market.

The Influence of Information Quality on Brand Awareness of MS Glow

The results of the regression analysis show that each unit increase in information quality towards brand awareness is 0.232 with a significance level of 0.048 <0.05. So Hypothesis 2 (H2) can be accepted, meaning that information quality has a positive and significant effect on brand awareness.

The interpretation of the coefficient shows thatinformation qualityincreases, MS Glow's brand awareness also tends to increase. This is due to a more satisfying experience for consumers when they receive clear, complete and useful information about a product or brand. Consumers tend to have better perceptions of brands that provide accurate and relevant information.

The t value is 2.015 with a significance of 0.048, confirming that the relationship between information quality and MS Glow brand awareness did not arise by chance, but rather has a strong statistical basis. The implication of this research finding is that MS Glow companies can increase their brand awareness by ensuring that the information presented to consumers is of high quality.

Thus, the results of this research contribute to the understanding of the importance of information quality in forming brand awareness in the context of digital marketing. Companies can take advantage of increasing information quality as a strategy to strengthen their brand awareness in the eyes of consumers. Investing in presenting accurate, relevant and useful information can help increase consumers' positive perceptions of the MS Glow brand.

The Influence of Media Richness on Purchase Intention

This research reveals a significant relationship betweenmedia richnessand purchase intention, which shows the positive influence of media richness on the desire to purchase MS Glow products. The results of the regression analysis show that each unit increase in media richness on purchase intention is 0.316 with a significance level of 0.000 <0.05. This interpretation indicates that the richer the information presented by the media, the higher the consumer's tendency to intend to buy the product. So Hypothesis 3 (H3) can be accepted, meaning that media richness has a positive and significant effect on purchase intention.

Furthermore, the high t-value of 4.4114 and significance value of 0.000 confirm the statistical strength and trustworthiness of the relationship. The fact that the significant p value is below the 0.05 threshold indicates that the results are reliable in a statistical context, as well as providing strong evidence that increasing media richness effectively drives increased purchase intention. Thus, it can be concluded that the use of information-rich media is an effective strategy in increasing customer buying interest in MS Glow products, thus reinforcing the importance of implementing effective and informative communication and marketing strategies in business.

The Influence of Information Quality on Purchase Intention

The results of the regression analysis show that each unit increase in quality information on purchase intention is 0.214 with a significance level of 0.000 <0.05. This shows that high quality and accurate information can increase consumers' purchasing intentions, which is important in product marketing strategies. So Hypothesis 4 (H4) can be accepted, meaning that information quality has a positive and significant effect on purchase intention.

Furthermore, the t value of 2.092 and the significance value reaching 0.000 strengthen the evidence that the relationship between information quality and purchase intention is not just a coincidence. This underlines the importance of presenting accurate and in-depth information to consumers to increase their trust and purchasing decisions regarding products. Therefore, companies must focus on improving the quality of informative content presented to consumers as part of their marketing strategy to increase effectiveness in creating higher purchase intention.

The Influence of MS Glow Brand Awareness on Purchase Intention

The results of the regression analysis show that each unit increase in brand awareness of purchase intention is 0.152 with a significance level of 0.014<0.05. This confirms that positive brand awareness plays an important role in influencing consumer purchasing decisions. So Hypothesis 5 (H5) can be accepted, meaning that brand awareness has a positive and significant effect on purchase intention.

Furthermore, the t value for MS Glow brand awareness is 2.539 with a significance value of 0.014, which indicates that the relationship between brand awareness and purchase intention is quite strong. The findings of this research indicate that good brand awareness management can be a major factor in attracting customers' buying interest. Therefore, investing in marketing strategies that strengthen positive perceptions of brand awareness of the brand can significantly increase consumer purchase intentions, which in turn can increase sales and commercial success of MS Glow. In this context, strong brand awareness not only increases awareness, but also effectively influences purchasing decisions, as well as providing important lessons for brand management practices.

The Influence of Media Richness on Purchase Intention is mediated by Brand Awareness

The results of the regression analysis show thatdirect influencemedia richnesson purchase intention of 0.427. Meanwhile, the indirect influence through brand awareness is as large as0.338 × 0.272 = 0.091. So the total influence is givenmedia richnesstopurchase intentionis the direct influence plus the indirect influence, namely: 0.427 + 0.091 = 0.518. Based on the calculation results above, the direct influence value is 0.427 and the indirect influence is 0.518, which means that the indirect influence value is greater than the direct influence value (0.427<0.518).So Hypothesis 6 (H6) can be accepted, meaning that brand awareness plays a role in mediating the influence of media richness on purchase intention.

The Role of Brand Awareness Mediation on the Influence of Media Richness and Information Quality on
Purchase Intention on MS Glow Cosmetic Products
(Study of Prospective MS Glow Consumers in Denpasar City)

Media richnessis a theory that describes the ability of a medium to channel information effectively in the communication process. Rich media will enable more personalized and interactive communications, which can include video, interactive chat, or dynamic social media. This media is considered more effective in reducing uncertainty and doubt, as well as clarifying the message conveyed.

Purchase intention, or intention to buy,is directly influenced by how effectively consumers receive and process information about products or services. Richer media can provide more in-depth and interesting information, which can ultimately increase consumers' desire to make a purchase. Brand awareness, or brand awareness, is the extent to which consumers can recognize or remember a brand. High levels of brand awareness are often associated with positive perceptions of quality and reliability, which increases consumer trust. In the context of these findings, brand awareness acts as a mediator that strengthens the relationship between media richness and purchase intention. This means that rich media will be more effective in increasing purchase intentions if consumers already have high awareness of the brand.

From a marketing perspective, these results underscore the importance of integrating rich media strategies with efforts to increase brand awareness. Companies should invest in campaigns that are not only informative and visually appealing, but also consistent and frequent across multiple platforms to build and strengthen brand awareness. This includes optimizing the use of social media, online advertising, and perhaps virtual or augmented reality to convey brand messages more effectively. Overall, these findings indicate that the interaction between media richness and brand awareness is critical in driving consumer purchase intentions. Successful marketing strategies utilize rich media effectively while building and maintaining brand awareness, will be more likely to positively influence consumer purchasing decisions.

The influence of Information Quality on Purchase Intention is mediated by Brand Awareness

The results of the regression analysis show thatdirect influenceinformation qualityon purchase intention of 0.210. Meanwhile, the indirect influence through brand awareness is as large as$0.232 \times 0.272 = 0.063$. So the total influence is giveninformation quality topurchase intentionis the direct influence plus the indirect influence, namely: $0.210 + 0.063 = 0.273$. Based on the calculation results above, it is known that the direct influence value is 0.210 and the indirect influence value is 0.273, which means that the indirect influence value is greater than the direct influence value $(0.210 < 0.273)$.So Hypothesis 7 (H7) can be accepted, meaning

that brand awareness plays a role in mediating the influence of information quality on purchase intention.

Based on the results of research that has been conducted, it can be seen that brand awareness is able to significantly mediate the influence of information quality on purchase intention. Information quality refers to the important attributes of information conveyed to consumers, such as accuracy, completeness, relevance and reliability. High quality information allows consumers to make better decisions because they feel more informed and confident in what they understand about the product or service.

Purchase intentioninfluenced by how well consumers understand and appreciate the product or service offered. High-quality information tends to provide a better explanation of the features, benefits, and value of a product, which can increase consumer interest in making a purchase. In the context of this research, brand awareness was found to be an important factor that mediates the relationship between information quality and purchase intention. This shows that consumers who already have good awareness or understanding of a brand tend to be more responsive to the quality of the information they receive. They may believe the information provided more and associate it with existing positive perceptions of the brand, which in turn increases intent to purchase.

These findings are highly relevant for marketing and brand strategy practitioners. To increase the effectiveness of product information, companies must invest in building and maintaining brand awareness, which creates not only recognition but also consumer trust and loyalty. Additionally, ensure that all product communications—both online and offline—are accurate, complete, and relevant. This includes clear product details, benefits, and pricing information.

Integrating campaigns to increase brand awareness with high-quality information dissemination can significantly increase the effectiveness of both initiatives in driving purchases. In conclusion, this research underlines the importance of synergy between brand awareness and information quality in influencing consumer purchase intentions. By improving these two aspects simultaneously, companies can more effectively guide consumer purchasing decisions, strengthening their market position

The Role of Brand Awareness Mediation on the Influence of Media Richness and Information Quality on
Purchase Intention on MS Glow Cosmetic Products
(Study of Prospective MS Glow Consumers in Denpasar City)

4. CONCLUSION

Based on the data analysis and discussion carried out in the previous chapter, the following conclusions can be drawn:

1. Media richnesspositive and significant effect on brand awarenesson MS Glow products in Denpasar City.This confirms that media richness plays an important role in forming brand awareness of the MS Glow brand. This is due to a more satisfying experience for consumers when they can interact more with the content presented, such as images, videos or other interactive features.

2. Information qualityhas a positive and significant effect on brand awareness of MS Glow products in Denpasar City.It is based on a more satisfying experience for consumers when they receive clear, complete and useful information about a product or brand.Investments in presenting accurate, relevant and useful information can help increase consumers' positive perceptions of the MS Glow brand, thereby strengthening their position in the competitive market.

3. Media richnesshas a positive and significant effect on purchase intention for MS Glow products in Denpasar City. This is because the use of information-rich media is an effective strategy in increasing customer buying interest in MS Glow products, thus reinforcing the importance of implementing effective and informative communication and marketing strategies in business.

2. Information qualityhas a positive and significant effect on purchase intention for MS Glow products in Denpasar City. This underlines the importance of presenting accurate and in-depth information to consumers to increase their trust and purchasing decisions regarding products.

3. Brand awarenesshas a positive and significant effect on purchase intention for MS Glow products in Denpasar City. Investments in marketing strategies that strengthen positive perceptions of brand awareness can significantly increase consumer purchase intentions to increase sales and commercial success of MS Glow.

4. Brand awarenessplays a role in mediating the influence of media richness on purchase intention for MS Glow products in Denpasar City. Successful marketing strategies utilize rich media effectively while building and maintaining brand awareness, will be more likely to positively influence consumer purchasing decisions.

5. Brand awarenessplays a role in mediating the influence of Information quality on purchase intention for MS Glow products in Denpasar City. This is based on the integration of

campaigns to increase brand awareness with the dissemination of high-quality information can significantly increase the effectiveness of both initiatives in driving purchases.

BIBLIOGRAPHY

Afif, M., & Aswati, N. (2022). Analysis of the Influence of Product Quality, Price and Promotion on Purchasing Decisions for MS Glow Facial Care Products (Case Study of Users of MS Glow Facial Care Products in Prigen District). JAMIN: Journal of Management Applications and Business Innovation, 4 (2), p. 147-167.

Anggraeni, P., & Madiawati, PN (2016). The Influence of Trust and Information Quality on Online Purchasing Decisions on the www. traveloka.Com. eProceedings of Management, 3(2), pp. 1880-1887.

Ardiansyah, F., & Sarwoko, E. (2020). How Social Media Marketing Influences Consumers Purchase Decision: A Mediation Analysis of Brand Awareness. JEMA: Scientific Journal of Accounting and Management, 17 (2), pp. 156-168.

Arisandi, D., & Pradana, MNR (2018). The influence of the use of social media on brand awareness at tourist attractions in the city of Batam. JMD: Dewantara Management & Business Research Journal, 1(2), 109-116.

Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y. Procedia-Social and Behavioral Sciences, 148, pp. 177-185.

Boehlefeld, S. (1996). Doing The Right Thing: Ethical Cyber Research. The Information Society, 12(2), pp. 141-52.

Cahyono, AS (2016). The Influence of Social Media on Social Change in Society in Indonesia. Publiciana, 9(1), p. 140-157.

Chen, H., Hailey, D., Wang, N., and Yu, P. (2014). A Review of Data Quality Assessment Methods For Public Health Information Systems. International Journal Of Environmental Research And Public Health, 11(5), pp. 5170-5207.

Offline Promotion for Brand Selection of Skincare Products and Beauty Clinics. Journal of Competitive Management, 22 (1), p. 1-11.

Lai, J. Y., & Chang, C. Y. (2011). User Attitudes Toward Dedicated E-Book Readers For Reading: The Effects Of Convenience, Compatibility And Media Richness. Online Information Review, 35(4), pp. 558-580.

Laksamana, P. (2018). Impact Of Social Media Marketing On Purchase Intention And Brand Loyalty: Evidence From Indonesia's Banking Industry. International Review of Management and Marketing, 8(1), pp. 13-18.

Li, S., and Lin, B. (2006). Accessing Information Sharing and Information Quality in Supply Chain Management. Decision support systems, 42(3), pp. 1641-1656.

The Role of Brand Awareness Mediation on the Influence of Media Richness and Information Quality on
Purchase Intention on MS Glow Cosmetic Products
(Study of Prospective MS Glow Consumers in Denpasar City)

Lim, K. and Benbasat, I. (2000). The Effect Of Multimedia On Perceived Equivocality And Perceived Usefulness Of Information Systems. MIS Quarterly, 24(3), pp. 449-471.

Leong, C. M., Loi, A. M. W., & Woon, S. (2022). The Influence Of Social Media Ewom Information On Purchase Intention. Journal of Marketing Analytics, 10(2), pp. 145-157.

Mainata, D., Ramadhan, W.N., & Parlina, T. (2023). The Influence of Social Media, Word of Mouth and Service Quality on Muslim Tourists' Visiting Decisions on the Mahakam River Tour. Borneo Islamic Finance and Economics Journal, 109-124.

Maity, M., Dass, M., & Kumar, P. (2018). The Impact Of Media Richness On Consumer Information Search And Choice. Journal of Business Research, 87, pp. 36-45.

Maria, S., Pusriadi, T., Hakim, YP, & Darma, DC (2019). The Effect Of Social Media Marketing, Word Of Mouth, And Effectiveness Of Advertising On Brand Awareness And Intention To Buy. Indonesian Management Journal, 19 (2), pp. 107-122.

Melpiana, E., & Sudarajat, A. (2022). The Influence of Price and Product Quality on Purchasing Decisions at Ms Glow Beauty. Management and Accounting Expose, 5 (1), p. 106-118.

Mulyadi, A., Eka, D., & Nailis, W. (2018). The Influence of Trust, Convenience and Quality of Information on Purchasing Decisions at the Lazada Online Store. Scientific Journal of Business and Applied Management, 15 (2), p. 87-94.

Nasrullah, R. (2017). Virtual ethnography of communication, culture, and sociotechnological research on the internet.

Natsir, M., Rasul, NM, & Khair, AU (2022). Analysis of the Influence of Communication Elements on Brand Awareness in YouTube Marketing Media. Scientific Journal of Management, Economics & Accounting (MEA), 6 (2), p. 1315-1335.

Negash, S., Ryan, T., and Igbaria, M. (2003). Quality and Effectiveness in Web Based Customer Support Systems. Information & Management, 40 (8), p. 757-768.

Niken Puspita Sari, & Tri Sudarwanto. (2022). The Influence of Celebrity Endorser and Brand Image on Consumer Purchase Interest in Ms Glow Skincare (Study of Ms Glow Consumers in East Java). Scientific Journal of Management, Economics and Business, 1 (2), p. 25-40.

Ong, CS, Day, MY, and Hsu, W.L. (2009). A Measurement of User Satisfaction with Question Answering Systems. Information and Management, 46(7), pp. 397-403.

Paramitha, MP (2022). The Influence of Brand Ambassador, Brand Image, Brand Awareness on MS Glow Purchase Decisions in Indonesia. FEB Student Scientific Journal, 10 (1), p. 1-18.

Pratama, P. (2021). The Influence of Parasocial Interaction on Purchase Intention. Ideas: Educational, Social and Cultural Journal, 7 (4), pp. 123-132.

Puspita Sari, N., & Sudarwanto, T. (2022). The Influence of Celebrity Endorser and Brand Image on Consumer Purchase Interest in Ms Glow Skincare (Study of Ms Glow

Consumers in East Java). Scientific Journal of Management, Economics and Business, 1 (2), p. 25-50.

Ramadayanti, F. (2019). The Role of Brand Awareness in Product Purchasing Decisions. Journal of Management and Business Studies, 6 (2), p. 78-83.

Ramadhan, M.A., & Chatamallah, M. (2022). Marketing Communication Strategy X. Journal of Public Relations Research, 2 (1), p. 19-22.

Rayhaan, MF, & Pasaribu, LH (2022). The Effects Of Viral Marketing, Celebrity Endorser And Brand Association Toward Purchase Decision Of Ms Glow Skincare Products. Mantik Journal, 5 (4), pp. 2392-2398.

Sari, MI, & Keni, K. (2019). The Influence of Information Quality and Relationship Quality on Uncertainty Reduction and Purchase Intention. Muara Journal of Economics and Business, 3 (1), p. 112-121.

Saputra, RG, & Santoso, A. (2022). The Influence of Trust, E-Service Quality, and Information Quality on Online Purchasing Decisions. Bussman Journal: Indonesian Journal of Business and Management, 2 (3), p. 541-551.

Fadhilah., Saputra, GG (2021). The Influence of Content Marketing and E-Wom on Tiktok Social Media on Generation Z Purchasing Decisions. Journal of Economics, Finance and Innovation Management, 17 (3), p. 505-512.

Semuel, H., Wijaya, S., & Alianto, C. (2021). The Influence of Usability, Information Quality, and Interaction Quality on Web Revisit Intention and Purchase Intention of the Bali Tourism Board Website. Journal of Marketing Management, 15(1), p. 28-38.

Siahaan, C., Tampubolon, JA, and Sinambela, NB (2021). Information Dissemination Through Online Media as a Transformation of Conventional Media. Journal Signal, 9(2), p. 322-324.

Situmeang, IVO (2020). Conventional Media and Online Media Book (First Edition). Bandung: Indonesian Education University.

Shimp, T. A. (2003). Promotional Advertising & Additional Aspects of Integrated Marketing Communications (Fifth Edition). Jakarta: Erlangga.

Sudha, M., & Sheena, K. (2017). Impact of influencers in consumer decision process: the fashion industry. SCMS Journal of Indian Management, 14(3), 14-30.

Thessaloniki, NMA (2022). Studying the Impact of Social Media Marketing Attributes on the Purchase Intention of Indonesia's Local Beauty Line. International Journal of Business and Technology Management, 4(3), pp. 316-339.

Tranggono, RI and Latifah F. (2007). Handbook of Cosmetic Science (First Edition). Jakarta: PT. Gramedia Pustaka Utama.

Tseng, F.C., Cheng, T.C.E., Li, K., & Teng, C.I. (2017). How does media richness contribute to customer loyalty to mobile instant messaging?. Internet Research, 27(3), 520-537.

The Role of Brand Awareness Mediation on the Influence of Media Richness and Information Quality on
Purchase Intention on MS Glow Cosmetic Products
(Study of Prospective MS Glow Consumers in Denpasar City)

Upadana, MWK, & Pramudana, KAS (2020). Brand Awareness Mediates the Influence of Social Media Marketing on Purchasing Decisions. E-Journal of Management, 9 (5), p. 1921-1941.

Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N.M. (2022). Trust and Consumers' Purchase Intention in a Social Commerce Platform: A Meta-Analytic Approach. SAGE Open, 12(2), pp. 1-15.

Widjaja, M., Wijaya, S., and Jokom, R. (2007). Analysis of Consumer Assessment of Brand Equity of Coffee Shops in Surabaya. Journal of Hospitality Management, 3(2), p. 89-101.

Widyastuti, S. (2017). Integrated Marketing Communications Management (Edition One). Jagakarsa: FEB-UP Press.