

*Research Article*

## The Mediating Role of Brand Awareness in the Effect of Advertising Appeal on Purchase Intention (A Study on Dear Me Beauty Cosmetic Products)

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**Abstract:** The rapid growth of the beauty industry, particularly in Indonesia, has created a potential market for entrepreneurs while simultaneously intensifying business competition. Aligned with the development of the internet and information technology, companies are encouraged to leverage these advances through advertising on social media, including platforms such as TikTok. One local cosmetic brand that utilizes TikTok for product promotion is Dear Me Beauty. This phenomenon has led to a study that examines the mediating role of brand awareness in the relationship between advertising appeal and purchase intention. The purpose of this research is to analyze the influence of advertising appeal and brand awareness on the purchase intention of Dear Me Beauty's cosmetic products, and to investigate the mediating role of brand awareness in that relationship. This study was conducted in Denpasar City with a sample size of 100 respondents using a non-probability sampling method and purposive sampling technique. The analysis techniques employed include descriptive analysis and inferential analysis, specifically path analysis and the Sobel test. The results show that advertising appeal has a positive and significant effect on purchase intention; advertising appeal has a positive and significant effect on brand awareness; brand awareness positively and significantly influences purchase intention; and brand awareness mediates the effect of advertising appeal on purchase intention for Dear Me Beauty products.

**Keywords:** Advertising Appeal, Brand Awareness, Purchase Intention

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### 1. INTRODUCTION

The development of the cosmetics industry in Indonesia has experienced significant growth over the past five years, driven by substantial domestic and foreign investments in the sector (Sari & Ratnasih, 2023). The rapid growth of the domestic beauty industry creates a promising market for entrepreneurs while intensifying competition. Consumers are now faced with a wide array of cosmetic product options, and with the increasing number of products offering various advantages, consumers tend to be more selective in their purchasing decisions (Hestyani & Astuti, 2017).

This rapid development is further supported by Government Regulation No. 14 of 2015 concerning the National Industrial Development Master Plan 2015–2035, in which the cosmetics industry is listed as one of the prioritized sectors. According to this regulation, the cosmetics industry holds significant potential for national development, with strong growth prospects in both domestic and international markets. In today's era of globalization,

digitalization has permeated all aspects of life, including business opportunities. According to a 2024 survey by the Indonesian Internet Service Providers Association (APJII), there were 221 million internet users in Indonesia as of February 2024, indicating a high level of public engagement with the internet, both for accessing and sharing information.

The rapid advancement of internet and information technology has prompted businesses to adopt digital tools to enhance communication and advertising through social media (Nurhanifah et al., 2023). Today, social media serves not only as a means of daily interaction but also as an effective marketing tool (Ohara et al., 2024). According to Ohara et al. (2024), social media is an online platform that enables individuals or groups to interact, share information, and engage in content creation. These platforms allow users to easily create, upload, and exchange content, including images and videos. One such social media platform is TikTok. It has become deeply integrated into daily digital life, functioning beyond mere social interaction.

TikTok is currently one of the most popular social media platforms globally, including in Indonesia. According to data from [tekno.kompas.com](https://tekno.kompas.com), Indonesia ranks as the country with the highest number of TikTok users, totaling 157.6 million, surpassing the United States. The use of social media in business has created new opportunities, prompting many companies to develop marketing strategies aimed at reaching broader audiences and facilitating interaction with potential consumers (Yunardi & Sondari, 2024).

The opportunities available on TikTok have made it a preferred platform for businesses to market their products and services. TikTok is widely favored by marketers because it allows for easy sharing of promotional videos, photos, and advertisements, which can significantly expand market reach and boost sales (Supriyanto et al., 2023). Advertising is a form of communication that conveys messages containing information about a product or service (Ariyono et al., 2023). Advertisements are generally persuasive in nature and are disseminated through both electronic and print mass media to reach a broad audience (Prawira et al., 2019).

As a content-sharing platform, TikTok offers numerous features that support users' needs. The platform has launched TikTok Shop to facilitate purchases directly through ads shared on the app. According to [compas.co.id](https://compas.co.id), as of February 2024, the top product category on TikTok Shop based on market share was beauty and care (71.8%), followed by food and beverage (17.2%), health (8.3%), and mom and baby (2.7%). These figures indicate that TikTok is an effective platform for providing information and shopping opportunities for consumers interested in cosmetic products.

Dear Me Beauty is one such local cosmetic brand that utilizes TikTok for marketing. Established in 2017, Dear Me Beauty offers a range of halal-certified makeup and skincare products and is known for its collaborations with other local brands, such as KFC, Yupi candy, Nissin wafers, and Sasa seasoning. The brand's advertisements on TikTok, in the form of both images and videos, aim to enhance brand awareness and increase consumers' purchase intention. Table 1 below presents data on the most widely used local cosmetic brands in 2022, providing an overview of consumer preferences for domestic beauty brands.

**Table 1. BrandMost Used Local Cosmetics in 2022**

No	Brand Name	Amount (Percent)
1	Wardah	48
2	Emina	40
3	Make Over	22
4	Somethinc	19
5	Purbasari	15
6	Y.O.U	14
7	Dear Me Beauty	11
8	Sariayu	11
9	Luxcrime	10
10	Mustika Ratu	10

Source:Databox.katadata.co.id, 2022

Table 1 is the result of a survey conducted by the online page databoks.katadata.co.id on the best-selling local cosmetic brands throughout 2022. Based on the survey results, it can be seen that the top 3 most widely used brands are the Wardah brand at 48 percent, followed by the Emina brand at 40 percent, and the Make Over brand at 22 percent of the total respondents. The survey results show that the Dear Me Beauty brand is ranked 7th out of 10 brands that are the most widely used local cosmetic brands in 2022. The Dear Me Beauty brand already has quite a name among local cosmetic brands in Indonesia, but it has not been able to rank in the top five as a local cosmetic brand that is the choice of the community and needs to improve its position among competitors.

Dear Me Beautyitself is one of Indonesia's local products that has been accredited halal and has collaborated with other local brands, but in the local cosmetics market as a whole, it seems that Dear Me Beauty still needs to improve its competitive strategy with other local brands, even through the data it can be seen that the Dear Me Beauty brand is still below brands that were released younger, such as the YOU brand which was released in 2018, and Somethinc which was released in 2019.

Supporting data to determine the purchase intention of Dear Me Beauty brand cosmetic products, researchers have conducted a pre-survey of 30 respondents with the criteria of living in Denpasar City, having and using the Tiktok application, and have never made a purchase of Dear Me Beauty brand cosmetic products. The questionnaire contains questions about the variables studied, namely brand awareness, advertising appeal and purchase intention. The results of the pre-survey are as follows:

**Table 2 DataDear Me Beauty Cosmetic Product Pre-Survey Results**

No	Question	Answer	
		Yes	No
1	Have you ever heard of the Dear Me Beauty brand of cosmetics before?	28	2
2	Have you ever seen a Dear Me Beauty cosmetic advertisement in the form of images or videos on the TikTok platform?	23	7
3	After watching the advertisement, did you have the intention to purchase Dear Me Beauty brand cosmetic products in the future?	21	9

Data sourceprimaryprocessed, 2024

Based on the pre-survey data in Table 2 conducted on 30 respondents, the phenomenon of advertising attraction towards purchase intention related to Dear Me Beauty brand cosmetic products can be seen. The pre-survey results in the first statement showed that 28 respondents had known that there was a Dear Me Beauty brand cosmetic product, this was then supported by advertising carried out by Dear Me Beauty through the Tiktok platform which was shown in the second statement that 23 respondents had seen advertisements carried out by the Dear Me Beauty brand either in the form of images or videos on the Tiktok platform. In the third statement, it can be seen that 21 respondents after watching the advertisement had the intention to make a purchase of Dear Me Beauty brand cosmetic products in the future, while the other 9 respondents did not show any intention to make a purchase even though they had watched the Dear Me Beauty brand cosmetic product advertisement. The pre-survey results indicate that although the majority of respondents have the intention to buy Dear Me Beauty brand cosmetic products, promotional efforts need to be increased to increase consumer purchasing intentions in the future.

Dear Me Beauty need to increase consumer purchase intention towards its products by utilizing social media, such as Tiktok in conducting promotions by paying attention to the attractiveness of the advertisements offered while increasing brand awareness of Dear Me Beauty to potential consumers. Purchase intention on the product needs to be increased with the aim that the Dear Me Beauty brand can achieve a better position. Purchase intention is a condition that causes consumers to have the intention to make a purchase of a product, which in the process is evaluated first (Prayoga & Yasa, 2023). Prayoga & Yasa (2023) also stated that purchase intention arises when there is an urge or motivation that influences potential buyers when they are about to make a purchase of the product they are interested in.

Competition in the cosmetics industry is getting tighter due to the increasing number of cosmetic companies emerging in society. This competition results in business actors needing to actively carry out promotional and advertising activities, with the aim of gaining profit and reaching more potential consumers, and it is hoped that they will later buy the products sold by the company (Renawaty & Hermawan, 2021). Advertising is an important part of marketing, which is used as a reminder so that consumers know a brand, the attractiveness of the advertisements offered can be in the form of informative or rational appeals, and emotional appeals which are expected to be able to build the trust of potential consumers until finally a purchase intention arises (Saraswati et al., 2020).

Advertising has now entered the digitalization direction, and is related to various social media with the aim of attracting consumer interest in buying the products offered (Nurhanifah et al., 2023). The approach used in attracting consumer attention or feelings for a product is a reference in creating advertisements that have appeal (Maranatha & Andjrawati, 2016). A consumer feels interested in an advertisement, of course there will be behavior to pay attention to the information provided so that the appeal of the advertisement is one thing that must be observed carefully (Pitamakoro, 2018). The appeal of advertising is made in such a way that it can be used to influence, persuade, and maintain a product in the minds of consumers. The variable of the appeal of advertising itself is related to the theory of Stimulus Organism Response (SOR) which acts as a stimulus, in which there is a message to be conveyed after going through the process of attention, understanding, and acceptance (Ohorella et al., 2022).

Referring to previous research conducted by Jackson et al. (2021), it shows that advertising appeal has a significant positive effect on consumer purchase intention. In research conducted by Makaminang et al. (2021), based on the results of the test conducted, it can be concluded that advertising appeal has a positive and significant effect on purchase intention. Meanwhile, research conducted by Setiawan & Aribowo (2023) found that advertising appeal has a positive and significant effect on purchase intention. The results of this study contradict the results of other studies and become a research gap in this study. Research conducted by Sari et al. (2022) revealed that the advertising appeal variable did not have a significant effect on purchase intention. In previous studies, differences in results were found which raised new problems and raised questions, whether advertising appeal has a significant effect on purchase intention. Therefore, based on the results of previous studies, an initiative arose to conduct further research by adding mediation parameters that act as intermediaries for the advertising appeal variable which is the basis of this study.

Increasing brand awareness is the company's goal in making its products top of mind in certain product categories (Derajat, 2024). Brand awareness when associated with the hierarchy of effects model, enters the cognitive area which is a condition where consumers are aware of a brand and begin to understand the function of a product (Lavidge & Steiner, 1961). Therefore, it is important for companies to increase brand awareness of their products to consumers as an intangible asset that can be the main source of competitive advantage in the future. According to Putra & Aristana (2020), brand awareness is the ability of a prospective consumer to recognize or remember a brand in different conditions. Therefore, through brand awareness, it is hoped that it can be one way for companies to channel information about their brands and products to prospective consumers. The measure of advertising appeal can be assessed from how far the advertisement can influence or attract the attention of the audience to a brand (Koli & Galih, 2023). The appeal of advertising conveyed in a memorable message, different from competitors and containing information about the brand in the marketing content shared, can influence consumer purchasing intentions (Dewi, 2021).

Research conducted by Ihzaturrahma & Kusumawati (2021), Krisnawan & Jatra (2021), and Riyadini & Krisnawati (2022) showed a significant influence between brand awareness and purchase intention. Other previous research conducted by Permatasari et al. (2021) found that brand awareness has a significant positive effect and significantly mediates the influence between advertising appeal and purchase intention. This is also supported by research conducted by Mahardika & Santika (2021) showing that the brand awareness variable partially mediates advertising appeal and purchase intention.

Through the description of the statement above, a study was conducted using the brand awareness variable as a mediating variable, then connecting the brand awareness variable and advertising appeal to purchase intentions specifically for cosmetic products, namely Dear Me Beauty.

## 2. RESEARCH METHODS

This research method uses an associative quantitative approach that aims to explain the causal relationship between independent variables (advertising appeal), mediating variables

(brand awareness), and dependent variables (purchase intention). The relationship between variables is tested to determine the extent to which brand awareness mediates the effect of advertising appeal on purchase intention of Dear Me Beauty cosmetic products. This approach allows for in-depth analysis of the cause and effect between the variables studied.

The study was conducted in Denpasar City, Bali, which was selected based on economic indicators such as average per capita consumption and high minimum wages, making this area representative for studying consumer purchasing power. The object of the study included consumer purchase intentions for Dear Me Beauty products that had never been used before, but had been exposed to the brand's advertisements on the TikTok platform. This study involved three main variables: advertising appeal (X), brand awareness (M), and purchase intention (Y), each of which was measured using indicators that had been validated from previous studies.

The population in this study were cosmetic users who had not used Dear Me Beauty but had seen its advertisements. Since the population size was not known for certain, an infinite population approach was used. The sampling technique was carried out through purposive sampling, with a total of 100 respondents, in accordance with the rules for determining multivariate samples based on the number of indicators.

### 3. RESULTS AND DISCUSSION

#### Data Analysis Results

##### Classical assumption test

##### 1) Normality test

The normality test aims to determine whether the residuals of the regression model created are normally distributed or not, to test whether the data used is normal or not can be done using the Kolmogorov Sminarnov test. If the Asymp. Sig. (2-tailed) coefficient is greater than 0.05 then the data is said to be normally distributed. The results of the normality test in this study can be seen Table 3

**Table 3. Normality Test Results**

Equality	Kolmogorov-Smrinov	Asymp. Sig. (2-tailed)
<b>Substructural 1</b>	<b>0.084</b>	<b>0.082</b>
<b>Substructural 2</b>	<b>0.084</b>	<b>0.078</b>

Source: Processed primary data, 2025 (Appendix 6)

Table 3 shows that the Kolmogorov Sminarnov (KS) test statistic value on structure 1 is 0.084, with an Asymp. Sig. (2-tailed) value of 0.082. These results indicate that the regression equation model of structure 1 is normally distributed because the Asymp. Sig. (2-tailed) value is greater than the alpha value of 0.05. The Kolmogorov Sminarnov (KS) test statistic value on structure 2 is 0.084, with an Asymp. Sig. (2-tailed) value of 0.078. These results indicate that the regression equation model of structure 2 is normally distributed because the Asymp. Sig. (2-tailed) value is greater than the alpha value of 0.05.

##### 2) Multicollinearity test

The multicollinearity test was conducted with the aim of determining whether there is a perfect correlation between the independent variables used in this study. The presence of

multicollinearity can be seen from the tolerance value or variance inflation factor (VIF). If the tolerance value is more than 10% or VIF is less than 10, then it is said that there is no multicollinearity. The results of the multicollinearity test in this study can be seen in Table 4

**Table 4 Multicollinearity Test Results**

Equality	Model	Collinearity Statistics	
		Tolerance	VIF
Substructural 1	Advertising Attraction	1,000	1,000
Substructural 2	Advertising Attraction	0.515	1,941
	Brand Awareness	0.515	1,941

Source: Processed primary data, 2025 (Appendix 7)

Based on the results of the multicollinearity test in Table 4, it shows that The tolerance and VIF values of the advertising appeal and brand awareness variables in structural regression equations 1 and 2 show that the tolerance value for each variable is greater than 10% and the VIF value is less than 10, which means that the regression equation model is free from multicollinearity.

### 3) Heteroscedasticity test

**Table 5 Heteroscedasticity Test Results**

Equality	Model	T	Sig.
Substructural 1	Advertising Attraction	1,019	0.311
Substructural 2	Advertising Attraction	-1,019	0.311
	Brand Awareness	-0.176	0.861

Source: Processed primary data, 2025 (Appendix 8)

Based on Table 5, it shows that the significance value of structure 1 on the advertising appeal variable is 0.311 then the significance value of structure 2 on the advertising appeal variable is 0.311 and the significance value of the brand awareness variable is 0.861. This value is greater than 0.05 which means that there is no influence between the independent variables on the absolute residual. Thus, the model created does not contain symptoms of heteroscedasticity.

### Path analysis

#### 1) Formulating hypotheses and structural equations

- The attractiveness of advertising (X) has a direct effect on purchase intention (Y).
- Advertising appeal (X) has a direct effect on brand awareness (M).
- Brand awareness (M) has a direct effect on the purchase intention variable (Y).
- The attractiveness of advertising (X) influences the purchase intention variable (Y) through brand awareness (M)

Structural equations:

- Sub-structural equation 1

$$M = \dots\dots\dots(1)\beta_2 X + e_1$$

- Sub-structural equation 2

$$Y = \beta_1 X + \beta_3 X + e_2 \dots\dots\dots(2)$$

The calculation of the path coefficient was carried out using regression analysis using SPSS 26.0 for Windows software.. The following are the results of the first structural calculation that calculates the influence of advertising appeal on brand awareness, which can be seen in Table 6.

**Table 6. Results of Path Analysis on Substructure 1**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.814	1,457		3.304	0.001
Advertising Attraction	0.872	0.091	0.696	9,601	0.000
R <sup>2</sup>	0.485				

Source: Processed primary data, 2025 (Appendix 9)

Based on the results of the path analysis in Table 6, the structural equation formed can be formulated as follows:

$$M = \beta_2 X + e_1$$

$$M = 0,696 + e_1$$

This structural equation can be interpreted as meaning that the advertising attractiveness variable has a coefficient of 0,696 which shows that the advertising appeal variable has a significant positive influence on the brand awareness variable. The magnitude of the influence of the independent variable on the dependent variable is indicated by the total determination value (R<sup>2</sup>) of 0.485 means that 48.5% of the variation in brand awareness is influenced by variations in advertising appeal, while the remaining 51.5% is explained by other factors not included in the model.

The following are the results of the second structural calculation which calculates the influence of advertising appeal and brand awareness on consumer purchasing intentions as shown in Table 7.

**Table 7. Results of Path Analysis on Substructure 2**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.485	1,079		2.304	0.023
Advertising Attraction	0.666	0.089	0.646	7,500	0.000
Brand Awareness	0.159	0.071	0.193	2.241	0.027
R <sup>2</sup>	0.629				

Source: Processed primary data, 2025 (Appendix 9)

Based on the results of the path analysis in Table 7, the structural equation formed can be formulated as follows:

$$Y = \beta_1 X + \beta_3 X + e_2$$

$$Y = 0.646 + 0.193 + e_2$$

This structural equation can be interpreted as meaning that the advertising attractiveness variable has a coefficient of 0.646 and the brand awareness variable has a coefficient of 0.193 which indicates that both variables, namely advertising appeal and brand awareness have a significant positive influence on the purchase intention variable. The magnitude of the influence of the independent variable on the dependent variable is indicated by the total determinant value (R<sup>2</sup>) of 0.629 means that 62.9 percent of the variation in purchase intention is influenced by variations in advertising appeal and brand awareness, while the remaining 37.1 percent is explained by other factors not included in the model.

## 2) Path coefficient diagram form

### (1) Direct influence (direct effect)



Direct influence occurs when one variable influences another variable without the presence of a mediating variable.

- a. The influence of the advertising appeal variable (X) on the purchase intention variable (Y) is 0.646
- b. The influence of the brand awareness variable (M) on the purchase intention variable (Y) is 0.193
- c. The influence of the advertising appeal variable (X) on the brand awareness variable (M) is 0.696

## (2) Indirect influence (indirect effect)

Indirect influence occurs when there is another variable that mediates the relationship between the two variables. The influence of the advertising appeal variable (X) on the purchase intention variable (Y) through the brand awareness variable (M) is  $0.696 \times 0.193 = 0.134$ .

## (3) Total influence (total effect)

Further understanding willThe total influence of the advertising appeal variable (X) on purchase intention (Y) through brand awareness (M) can be calculated using the following formula:  $\beta_1 + (\beta_2 \times \beta_3) = 0.646 + (0.696 \times 0.193) = 0.780$ .

## 3) Testing the value of the coefficient of determination ( $R^2$ ) and variable error(e)

Based on substructure 1 and substructure 2 models, a final path diagram model can be prepared. Before constructing the final path diagram model, the standard error value is first calculated as follows:

$$e_1 = \sqrt{1 - R_1^2} \dots\dots\dots(3)$$

$$e_1 = \sqrt{1 - R_1^2} = 0.7176\sqrt{1 - 0,485^2}$$

$$e_2 = \sqrt{1 - R_2^2} = 0.6091\sqrt{1 - 0,629^2}$$

In the error calculation, the results obtained for the structural error value 1 are 0.7176 and the structural error value 2 is 0.6091. Next, the total determination coefficient will be calculated as follows: .....(4) $R^2_m = 1 - (e_1)^2(e_2)^2$

$$\begin{aligned} R^2_m &= 1 - (e_1)^2(e_2)^2 \\ &= 1 - (0.7176)^2(0.6091)^2 \\ &= 1 - (0,5149)(0,3710) \\ &= 1 - 0,1910 = 0,809 \end{aligned}$$

The total determination value of 0.809 means that 80.9 percent of the variation in purchase intention is influenced by variations in advertising appeal and brand awareness, while the remaining 19.1 percent is explained by other factors not included in the model.

The magnitude of the influence of the attractiveness of advertising on the variables of brand awareness and purchase intention, as well as the magnitude of the influence of the variables of attractiveness of advertising and brand awareness on consumer purchase intention, each value of the magnitude of influence is obtained from the standardized coefficient beta and the magnitude of the value of each error variable from each structural equation.

The direct effect of advertising appeal on purchase intention is 0.646, indicating that advertising appeal can influence the purchase intention variable without any mediating variable of 0.646. The direct effect of advertising appeal on brand awareness is 0.696, indicating that advertising appeal can influence the brand awareness variable without any mediating variable of 0.696. The direct effect of brand awareness on purchase intention is 0.193, indicating that brand awareness can influence the purchase intention variable without any mediation of 0.193. The indirect effect of advertising appeal on purchase intention mediated by brand awareness is  $0.696 \times 0.193 = 0.134$ , which indicates that through brand awareness mediation, the advertising appeal variable has an indirect effect of 0.134 on purchase intention.

#### 4) Hypothesis testing

The criteria for hypothesis testing used to interpret the influence between each variable are as follows:

- If  $\text{Sig} \leq 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted.
- If  $\text{Sig} > 0.05$ , then  $H_0$  is accepted and  $H_1$  is rejected.

#### The Influence of Advertising Appeal on Purchase Intention

**H<sub>0</sub>:** Advertising appeal does not have a positive and significant influence on purchase intention.

**H<sub>1</sub>:** Advertising appeal has a positive and significant influence on purchase intention.

Based on the results of structural model testing 2, the influence of advertising appeal on purchase intention yields a Beta coefficient of 0.646 and a significance value (Sig.) of 0.000. Therefore,  $H_1$  is accepted since the Sig. value of 0.000 is less than 0.05, indicating that advertising appeal has a positive and significant influence on purchase intention. This suggests that a higher level of advertising appeal positively affects consumers' purchase intentions for Dear Me Beauty cosmetic products in Denpasar City. Thus, the first hypothesis of this study is accepted.

#### The Influence of Advertising Appeal on Brand Awareness

**H<sub>0</sub>:** Advertising appeal does not have a positive and significant influence on brand awareness.

**H<sub>1</sub>:** Advertising appeal has a positive and significant influence on brand awareness.

Based on the results of structural model testing 1, the influence of advertising appeal on brand awareness yields a Beta coefficient of 0.696 and a significance value (Sig.) of 0.000. Therefore,  $H_1$  is accepted since the Sig. value of 0.000 is less than 0.05, indicating that advertising appeal has a positive and significant influence on brand awareness. This indicates that a high level of advertising appeal contributes to an increased level of brand awareness in the minds of consumers toward Dear Me Beauty cosmetic products in Denpasar City. Thus, the first hypothesis of this study is accepted.

#### The Influence of Brand Awareness on Purchase Intention

**H<sub>0</sub>:** Brand awareness does not have a positive and significant influence on purchase intention.

**H<sub>1</sub>:** Brand awareness has a positive and significant influence on purchase intention.

Based on the results of structural model testing 2, the influence of brand awareness on purchase intention yields a Beta coefficient of 0.193 and a significance value (Sig.) of 0.027. Therefore,  $H_1$  is accepted since the Sig. value of 0.027 is less than 0.05, indicating that brand awareness has a positive and significant influence on purchase intention. This suggests that when consumers have a higher level of brand awareness, it contributes to increased purchase

intention for Dear Me Beauty cosmetic products in Denpasar City. Hence, the first hypothesis in this study is accepted.

##### 5) Summarize and conclude.

**Table 8 Direct Influence, Indirect Influence of Attractiveness Advertising (X) on Brand Awareness (M), and Purchase Intention (Y)**

Influence of Variables	Direct Influence	Indirect Influence Through M	Total Influence	Significant	Results
$X \rightarrow M$	0.696		0.696	0,000	Significant
$M \rightarrow Y$	0.193		0.193	0.027	Significant
$X \rightarrow Y$	0.646	0.134	0.780	0,000	Significant

Data source primary processed, 2025

Table 8 displays the summary results of the values of each path, both direct and indirect influences between variables, the following is an explanation:

- The influence of advertising appeal on brand awareness. The results of the study on the Dear Me Beauty brand cosmetic product, obtained the results of advertising appeal has a direct influence on brand awareness of 0.696 and advertising appeal also has a positive and significant effect on brand awareness.
- The influence of brand awareness on purchase intention. The results of the study on the Dear Me Beauty brand cosmetic product, showed that brand awareness has a direct influence on purchase intention of 0.193 and brand awareness also has a positive and significant effect on purchase intention.
- The influence of advertising appeal on purchase intention. The results of the study on the cosmetic product brand Dear Me Beauty, obtained the results of advertising appeal having a direct influence on purchase intention of 0.646 and the attractiveness of advertising also has a positive and significant effect on purchasing intentions.
- The role of brand awareness mediates the influence of advertising appeal on purchase intention. The results of the study on the Dear Me Beauty brand cosmetic product, obtained the results of brand awareness in mediating the influence of advertising appeal, has a direct influence on purchase intention of 0.646 and indirect influence of 0.134, and the total influence is 0.780.

##### Sobel test

The Sobel test is a test conducted to test the significance of the strength of the indirect influence of the independent variable on the dependent variable mediated by the mediator variable. The Sobel test is formulated with the following equation and can be calculated using the Microsoft Excel 2007 application. If the calculated value of M is greater than 1.96 (with a 95 percent confidence level), then the mediator variable is considered to significantly mediate the relationship between the dependent variable and the independent variable.

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2} \dots \dots \dots (5)$$

$$Z = \frac{ab}{S_{ab}} \dots \dots \dots (6)$$

Testing the indirect influence of advertising appeal variables (X) on the purchase intention variable (Y) through the brand awareness variable (M), is carried out with the following steps:

### 1) Hypothesis Formula

H0 : Brand awareness does not mediate the effect of advertising appeal variables on purchase intentions.

H1 : Brand awareness mediate the influence of advertising appeal variables on purchase intentions.

### 2) Testing Criteria

The testing criteria used are as follows:

- a If M count  $\leq 1.96$ , then H0 is rejected, which means brand awareness is not a mediating variable.
- b If M count  $> 1.96$ , then H0 is accepted, which means brand awareness is a mediating variable.

### 3) Calculating the t-value and Z-value of the test statistic $S_{ab}$

To test the significance of the indirect influence, the M value of the ab coefficient is calculated using the following formula.

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2}$$

$$S_{ab} = \sqrt{(0,159)^2 (0,091)^2 + (0,872)^2 (0,071)^2}$$

$$S_{ab} = 0.06358$$

Information:

$$\begin{aligned} a &= 0.872 \\ S_a &= 0.091 \\ b &= 0,159 \\ S_b &= 0.071 \end{aligned}$$

To test the significance of the indirect effect, calculate the M value of the ab coefficient using the following formula:

$$Z = \frac{ab}{S_{ab}}$$

$$Z = \frac{(0,872)(0,159)}{0,06358}$$

$$= 2.180677Z$$

### 4) Providing interpretation or conclusion

Based on the results of the Sobel Test, it shows that the calculated Z is  $2.180677 > 1.96$ . This means that brand awareness (M) is a variable that can mediate the influence of advertising appeal (X) on purchase intention (Y) or in other words, advertising appeal has an indirect effect on purchase intention through brand awareness.

### The Influence of Advertising Appeal on Purchase Intention

The results of the first hypothesis testing indicate that advertising appeal has a positive and significant effect on purchase intention. This means that the stronger the advertising appeal of Dear Me Beauty cosmetic products, the higher the consumers' purchase intention toward these products in Denpasar City. The study reveals that the advertising appeal indicator with the highest score is *trustworthiness*, indicating that consumer trust in Dear Me Beauty's

advertisements on the TikTok platform is the most influential element perceived from the ad. The advertisement successfully builds an image of honesty, transparency, and credibility in the eyes of its audience.

The variable of advertising appeal also plays a crucial role as a stimulus in the marketing communication process. This role aligns with the Stimulus-Organism-Response (S-O-R) theory, whereby an informative and creative advertising appeal serves as an initial stimulus that captures audience attention. The product information conveyed through engaging advertisements can influence internal processes within the audience (the organism), such as perceptions and attitudes, ultimately driving the formation of a response in the form of purchase intention. Thus, advertising appeal functions not only as a message delivery tool but also as an essential element in triggering consumer behavior toward the product.

The relevance of advertising appeal to the S-O-R theory is further supported by the demographic characteristics of the respondents, which are predominantly young individuals aged 21–25 years. This age group is more likely to be exposed to and access digital advertisements via social media, particularly TikTok. The offered advertising appeal becomes a consideration for consumers when deciding to purchase beauty products.

This finding is consistent with previous research by Prayoga and Yasa (2023), who stated that purchase intention arises when there is a motivation or impulse that influences a prospective buyer's decision-making. Similar conclusions were drawn by Setiawan and Aribowo (2023) and Zhao et al. (2024), who also found that advertising appeal positively and significantly influences purchase intention.

### **The Influence of Advertising Appeal on Brand Awareness**

The results of the second hypothesis testing show that advertising appeal has a positive and significant effect on brand awareness. This indicates that the stronger the advertising appeal of Dear Me Beauty's products, the higher the brand awareness among consumers in Denpasar City. The research findings suggest that the indicators with the highest mean values—*meaningfulness*, *trustworthiness*, and *distinctiveness from competitors*—are significantly related to enhanced brand awareness.

Advertisements that convey meaningful messages tend to be more trusted by audiences. Furthermore, visually distinctive ads compared to competitors' advertisements are more effective in capturing attention and helping the audience recognize and recall the brand. The advertising appeal variable also serves as a stimulus when viewed through the S-O-R theory. An appealing advertisement triggers both cognitive and affective processes within consumers (organisms). Advertising appeal indicators such as meaningfulness, trustworthiness, and uniqueness create a deeper meaning for the audience, leading to a response in the form of increased brand awareness.

Consequently, the more meaningful and credible an advertisement is, the greater the likelihood that consumers will recognize and remember the brand. Consistent with the hierarchy of effects model, advertising appeal plays a critical role in the cognitive stage (awareness and knowledge). Meaningful advertisements can foster positive consumer perceptions of the brand, thereby strengthening memory retention and brand recognition. Hence, the meaning embedded in an advertisement must be capable of building both awareness and brand preference.

These findings align with research conducted by Putra and Aristana (2020), who stated that brand awareness refers to a potential customer's ability to recognize or recall a brand under different conditions. Therefore, brand awareness can serve as a channel for companies to communicate their brand and products to potential customers. Supporting studies by Permatasari et al. (2021) and Dinti et al. (2024) also confirmed that advertising appeal positively and significantly influences brand awareness.

### **The Influence of Brand Awareness on Purchase Intention**

The results of the third hypothesis testing indicate that brand awareness has a positive and significant effect on purchase intention. This means that the higher the consumer's awareness of the Dear Me Beauty brand, the greater their intention to purchase its cosmetic products in Denpasar City.

The findings reveal that the highest-scoring indicator of brand awareness is *brand differentiation*, suggesting that consumers with high brand awareness are better able to identify a brand's unique characteristics, which assists in decision-making. The ability to distinguish brands is a crucial factor in forming preferences that lead to purchase intention. The higher the brand awareness—particularly the ability to differentiate—the greater the likelihood that consumers will develop positive attitudes and trust toward the brand.

Brand awareness represents the initial cognitive stage in the hierarchy of effects model, where consumers begin to recognize, understand, and evaluate a brand. When consumers possess high awareness—especially in differentiating one brand from others—they are more likely to form favorable perceptions and attitudes. This awareness then leads to the affective and eventually the conative stage, manifesting in purchase intention. Therefore, the higher the brand awareness in consumers' minds, the greater the likelihood they will proceed to the stage of intending to buy the product.

This is supported by the respondent characteristics, which are predominantly female university students. Brand awareness, particularly for cosmetic products, tends to be more easily understood by female consumers than by males, as it relates to appearance and self-confidence. Thus, brand awareness contributes to increasing purchase intention. These findings are consistent with previous research by Derajat (2024), who stated that increasing brand awareness is a company's goal to position its product as a top-of-mind choice within a specific product category, making it the consumers' primary option.

### **The Mediating Role of Brand Awareness in the Relationship Between Advertising Appeal and Purchase Intention**

The results of the fourth hypothesis testing indicate that brand awareness positively and significantly mediates the relationship between advertising appeal and purchase intention for Dear Me Beauty cosmetic products in Denpasar City. The findings demonstrate that brand awareness indicators—such as brand recall, recognition, differentiation, and acknowledgment—play a significant mediating role in the relationship between advertising appeal and purchase intention.

Strong advertising appeal—expressed through meaningful, credible, and engaging messages—can stimulate consumer attention and foster initial cognitive processing, as reflected in increased brand awareness. This brand awareness is a crucial first step in shaping consumer attitudes and decisions, thereby enhancing the influence of advertising appeal on purchase intention.

This aligns with the hierarchy of effects model, which posits that the impact of marketing communication on consumer behavior occurs gradually, starting from the cognitive stage, then progressing to the affective stage, and ultimately leading to a behavioral response such as purchase intention. Within this model, brand awareness mediates both advertising appeal and purchase intention, encompassing memory of the brand name, recognition of its unique features, the ability to distinguish Dear Me Beauty from other brands, and considering it a viable option when purchasing cosmetics.

Therefore, companies should aim to enhance consumer brand awareness, particularly through creative and innovative promotional advertising that can reach a wide audience and stimulate the intention to purchase. These findings are supported by previous studies conducted by Ningrat and Yasa (2019), Mahardika and Santika (2021), and Permatasari et al. (2021), which confirmed that brand awareness positively and significantly mediates the relationship between advertising appeal and purchase intention.

#### 4. CONCLUSION

Based on the results of the research, several conclusions can be drawn as follows:

1. Advertising appeal has a positive and significant influence on purchase intention for Dear Me Beauty cosmetic products. This indicates that the stronger the advertising appeal of the Dear Me Beauty brand, the higher the purchase intention of potential consumers.
2. Advertising appeal has a positive and significant influence on brand awareness of Dear Me Beauty cosmetic products. This implies that the stronger the advertising appeal presented by the Dear Me Beauty brand, the higher the brand awareness among audiences who view the advertisement, which in turn can stimulate purchases and embed the brand in consumers' minds.
3. Brand awareness has a positive and significant influence on purchase intention for Dear Me Beauty cosmetic products. This suggests that the level of brand awareness possessed by consumers contributes to increasing their purchase intention. High brand awareness may lead consumers to consider the brand as one of their primary choices when shopping.
4. Brand awareness serves as a mediating variable in the relationship between advertising appeal and purchase intention for Dear Me Beauty cosmetic products. This means that the stronger the advertising appeal presented by the Dear Me Beauty brand, the more it can attract the attention of potential consumers and create brand awareness. Once potential consumers are aware of the Dear Me Beauty brand, it becomes embedded in their minds and increases the likelihood of purchase intention when shopping for cosmetic products.

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