

ABSTRACT

This study aims to analyze the effect of social media marketing and product quality on purchasing decisions for Somethinc products, with brand image as an intervening variable. Somethinc, as one of the fastest growing local beauty brands, utilizes social media marketing, especially the TikTok platform, to reach consumers. This study examines how Somethinc's social media marketing strategy and product quality affect brand image in the minds of consumers and ultimately drive purchasing decisions.

The research method used is descriptive quantitative with data collection through a survey of 385 respondents to Somethinc product users in Bandung. The results showed that social media marketing and product quality have a significant influence on brand image and purchasing decisions. In addition, brand image is also proven to mediate the influence of social media marketing and product quality on purchasing decisions. In conclusion, the effectiveness of social media marketing and good product quality play an important role in shaping a positive brand image and increasing purchasing decisions for Somethinc products.

Keyword: *Social Media Marketing, Product Quality, Brand Image, Purchase Decision.*