



**THE EFFECT OF SOCIAL MEDIA INTERACTIVITY TOWARDS
PURCHASE INTENTION OF SKINTIFIC PRODUCTS
AMONG GEN Z WOMEN**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
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ABSTRACT

The beauty industry in Indonesia has experienced rapid growth, driven by increasing consumer demand, innovative product development, and the influence of digital platforms. Among Generation Z (Gen Z) women, Social media now plays a significant role in influencing consumer choices, particularly in the skincare segment. This study aims to examine the effect of social media interactivity on the purchase intention of Skintific products among Gen Z women in Indonesia. A quantitative research approach was applied, employing a structured online survey given to 202 respondents who met the requirements for Gen Z women (aged 15–27) and had purchased Skintific products. Partial Least Square Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0 was used to evaluate the data and assess its validity, reliability, and hypothesis. The findings reveal that Purchase intention is significantly and favorably impacted by social media interaction (path coefficient = 0.799, $t = 16.587$, $p < 0.05$), 63.9% of the variation in purchase intention was explained by the model ($R^2 = 0.639$). This suggests that interactive elements like likes comments, shares, influencer endorsements, and user-generated content strongly influence Gen Z women's willingness to purchase Skintific products. This study emphasizes how crucial social media interaction is for beauty businesses as a tactical tool to strengthen consumer trust, build brand awareness, and drive purchase intentions. For businesses, maintaining authenticity, responsiveness, and interactivity in digital communication is essential to appeal to Gen Z consumers. Future studies may expand by comparing other demographic groups or exploring additional variables such as brand loyalty and sustainability.

Keywords: Social Media Interactivity, Purchase Intention, Generation Z, Skincare, Skintific

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