

**BEYOND BEAUTY: THE MEDIATING ROLE OF CONSUMER WELL-
BEING IN THE EFFECTIVENESS OF BERNADYA AND TASYA
FARASYA ON SOMETHINC'S PURCHASE INTENTION**

THESIS

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana
Manajemen (S1) in International Business Management Program Faculty of
Business and Economics Universitas Atma Jaya Yogyakarta



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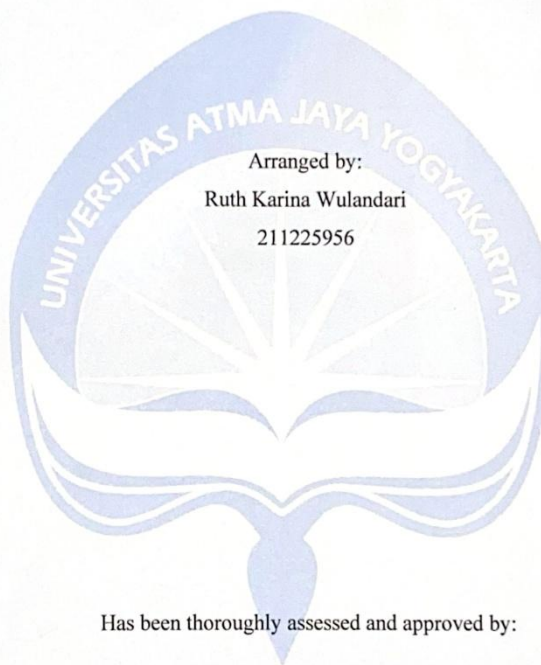
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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA
2025**

APPROVAL PAGE

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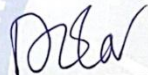
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BEYOND BEAUTY: THE MEDIATING ROLE OF CONSUMER WELL-BEING IN THE EFFECTIVENESS OF BERNADYA AND TASYA FARASYA ON SOMETHINC'S PURCHASE INTENTION

As a result of this, I declare that this thesis is entirely my own original work and does not contain the work of others, except for certain parts that require citations following the proper guidelines for scientific paper. All sources needed for this specific thesis are listed in the thesis bibliography.

Yogyakarta, 19th of August 2025

Author,

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Ruth Karina Wulandari

PREFACE

All gratitude to Jesus Christ, the God Almighty, who has been giving the author blessings and courage to arrange and complete this research successfully. With all the gratitude, this research is submitted in order to fulfil one of the requirements to obtain the Bachelor's degree in the International Business Management Program at Universitas Atma Jaya Yogyakarta with the title:

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In the process of making the thesis, many parties have contributed support and guidance to the author. Without the empowerment and support from many parties, this research would not have been completed the way this research is. Therefore, I would like to express my greatest gratitude to:

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Such input is believed to be valuable in enhancing the quality of this study as well as future academic works, benefiting both the author and others engaged in similar topics. Through constructive feedback, it is hoped that this research can make a meaningful contribution to educational purposes, particularly within its related field.

Yogyakarta, 19th of August 2025

Author,

A handwritten signature in black ink, consisting of a large, stylized capital 'A' with a long, sweeping tail that curves upwards and to the right.

Ruth Karina Wulandari

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ABSTRACT

In recent years, the beauty industry in Indonesia has experienced rapid growth, with local brands such as Somethinc successfully gaining market share through innovative digital marketing strategies. One of the most leading strategies is the use of social media influencers (SMIs) to promote products and shape consumer perceptions. This study examines the impact of social media influencers (SMIs) on consumer purchasing decisions for the Somethinc brand, focusing on the role of argument quality (AQ), source credibility (SC), and ekindness (K) in driving sales performance. Adopting a quantitative research approach, data were collected via online surveys from active Somethinc consumers and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the proposed hypotheses. The findings demonstrate that influencer credibility and engaging, high-quality content significantly enhance consumer trust and purchase intention, which in turn positively influence sales. These results underscore the strategic importance of influencer marketing in the beauty sector and offer practical insights for brand

managers to optimize digital marketing initiatives through effective partnerships with influencers.

Keywords: *Social media influencers, argument quality, source credibility, kindness, consumer well-being, purchase intention*