**Social Media Marketing, Brand Trust, Brand Experience, and Relational Bonding Mediating Effect: A Study Toward Kahfs Skincare’s Behavioral Intention**

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| **KEYWORDS** | **ABSTRACT** |
| social media marketing; brand trust; brand experience; relational bonds; behavioral intention | The realm of skincare, which was traditionally associated with women's needs, has undergone a significant shift where there is now an equal demand for skincare among men. The surge in demand for men's skincare products was particularly noticeable in the year 2020. This need was addressed by a renowned company, PT. Paragon Technology and Innovation, which innovatively launched a specialized brand for men's skincare called Kahf. Considering the current trend of utilizing social media for marketing purposes, the author was intrigued to examine how Kahf, as a specialized brand for men, carries out its marketing activities. Additionally, the study aims to explore the followers' response regarding their trust in using Kahf as their skincare choice, as well as their brand experience throughout the usage of the brand. These three variables are mediated by the presence of relational bonds to shape behavioral intention. The research sample consists of 80 Instagram followers of @Kahfeveryday, and the data will be analyzed using the SmartPLS 3.0 measurement tool and bootstrapping technique. The research findings indicate that this men's facial skincare product exhibits a distinct treatment approach, differing in terms of the habits and strategies employed by the brand compared to the skincare marketing targeted towards women. It is crucial to construct an engaging narrative or storytelling that leverages current ongoing phenomena. |
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**Introduction**

The body care routine consists of various types of treatments available from head to toe, including personal care, hair care, body care, and skincare. Skincare initially was created for women to take care of their facial skin. This stems from the gender roles and perceptions between women and men, where women are depicted as more feminine individuals who play with dolls, enjoy being dressed up, and are treated like princesses in terms of clothing and care. (Listyaningrum, 2022)

In contrast, men are portrayed as individuals who enjoy playing with toy cars, engaging in physically demanding activities, and are rarely introduced to skincare routines. Even in terms of colors, pink is typically associated with women, while black or blue is associated with men. This categorization continues into adulthood, as many brands distinguish between products for men and women. For example, when we visit a general store's skincare section, most products aimed at men are labeled with the word "Men" on their packaging, and the product design often caters more to the male market.

Nowaday skincare is still predominantly associated with and marketed towards women. Interestingly, in the year 2020, there was a global increase in the demand for skincare products for men. While in the past, men only knew skincare as basic face washing, today they also seek products that can control excess oil and brighten their faces. (Anna, 2020)



Figure 1 Men's Large Market Share

Source: (Adam, 2018)

This phenomenon is supported by a report from Alexander Fury, a fashion journalist, writer, critic, and Fashion Features Director of AnOther magazine, as well as the Men's Critic of the Financial Times. He mentioned that the global male beauty industry is worth IDR 242.72 trillion (with an exchange rate of IDR 16,400). In this context, there is a significant increase in the purchase of specialized bathing and grooming products for men (Adam, 2018).

The need for men's skincare is addressed by PT Paragon Technology and Innovation through the innovation of launching a specific men's skincare brand called Kahf. Salman Subakat, the CEO of the Paragon Group, explained that the demand for men's skincare products is increasing, and there are not many products in the market that can meet this demand (Ramdhani, 2020).

Kahf is actively promoting its products through the social media platform Instagram (@Kahfeveryday). The brand realizes that social media marketing is more effective in reaching a broader audience because it covers five dimensions: entertainment, interaction, trendiness, and can lead to word-of-mouth marketing. Thus, many men become aware of the skincare products offered by Kahf (Ebrahim, 2019).

The author is interested in researching the content created and used by Kahf to market and introduce its products to the public. The issue at hand is that there are not many men's skincare products compared to the plethora of women's skincare brands with diverse uses. The study aims to examine how Kahf promotes its men's skincare products through the content it creates and whether this approach is effective.

Kahf, as a brand that cares about choosing the right social media platform to promote its products, aligns with discussions in the context of social media marketing. When making decisions about social media implementation and strategy development, companies must choose platforms that align with their target audience, manage them responsibly, ensure that all social media activities are integrated and easily accessible, and manage their associated risks (Lepkowska-White, Parsons, & Berg, 2019).

The use of social media is now widespread, and more people are realizing and taking advantage of the convenience it offers, such as expanding relationships between brand owners and engaging in multiple different platforms. The interactions generated can foster consumer trust in the brand because they are continually exposed to information provided in social media posts (Raji, Rashid, & Ishak, 2019).

Brand trust built through social media interactions is also influenced by three factors that usually affect customer trust: initial assessment before trusting the brand based on the content provided on social media, the backing of a parent company (in Kahf's case, it is PT. Paragon Technology and Innovation, which also oversees other major brands like Wardah and Emina), and the brand's visual design, marketing communication, identity, and the environment in which it is marketed (Toha, 2020).

Even though Kahf is known for being backed by a major company like Paragon, there is still competition in the world of men's facial skincare. Several other well-known brands are dedicated to taking care of men's facial skin. However, what sets them apart from competitors lies in the customer experience, including sensations, cognition, feelings, and responses evoked by the brand, related to brand design, marketing communication, identity, and brand environment (Trifena & Hidayat, 2018). The author places the next independent variable as brand experience because they want to examine how Kahf's users, who also follow Kahf on Instagram, experience the brand.

Once trust in the brand has been established in the minds of customers, it is reinforced through the experience of using the brand. A closer relationship with customers, often referred to as relational bonding, creates mutually beneficial two-way communication between customers and the company. Bonds with the brand are typically established through social, financial, and structural bonds (Prihatiningsih & Estiasih, 2019). The author is also interested in testing this research using relational bonds as a mediating variable, as each dimension it comprises may have its influence on behavioral intention to change.

The ultimate goal of every company's effort is to create loyal customers who will use the brand in their daily lives. This includes repeated product purchases, recommending the products to those around them, and being willing to pay more for the products they use (Diannissa & Pratomo, 2023). Therefore, in this study, the author is interested in examining the influence of social media marketing, brand trust, brand experience on behavioral intention through relational bonds.

**Research Methods**

This study uses the positivism research paradigm. Auguste Comte explained positivism as the separation between the real and the illusory, the definite and the doubtful, as well as the relative validity and absolute validity. This study adopts the assumption of positivism in the social sciences, which states that natural science procedures can be applied to the social sciences.

This research was using quantitative and descriptive methods~~.~~ A quantitative approach is used to collect numerical data through surveys and statistical testing. This type of descriptive research is used to explain social phenomena chronologically through data and facts attributed to existing theories. The variables studied involved Social Media Marketing (QMS), Brand Trust, Brand Experience, Relational Bonds, and Behavioral Intention. The measurement scale used is Likert. The study population was @Kahfeveryday Instagram followers aged 17-35 years and had used Kahf skincare products. Samples were taken using purposive sampling techniques, with around 80 respondents. Data was collected through online questionnaires and secondary data from internet sources and research journals. The data was analyzed by using SmartPLS 3.2 software.

The validity test is carried out by measuring validity and reliability. Validity tests include convergent validity and discriminant validity, while reliability tests use Cronbach's Alpha and Composite Reliability. Data analysis techniques involve SEM (Structural Equation Modelling) models used to test hypotheses and relationships between latent variables. The test was carried out by testing the goodness of fit, R-square, path coefficients, and bootstrapping procedures. The results of the study will test the degree of relationship between variables and the significance of the relationship, using the T test and F test. If the value is significant (P<0.05), then the alternative hypothesis is considered as acceptable.

**Results and Discussion**

## **Research Overview**

This research discusses the current trend shift where it focuses on the theme of facial skincare, traditionally associated with women who are diligent or frequently engage in such activities, but now also targets the opposite gender, namely men. Facial skincare for men is not as extensive as that performed by women, and this is also the objective of this research: to explore how the skincare industry, marketing strategies, and the influence of a specific brand, particularly in this study, Kahf, market their products. Additionally, it examines the impact of using the social media platform Instagram to capture the attention of the target audience, which is men. It also explores how men's perception of a brand's trustworthiness or their experiences with product usage, especially concerning their hobbies, such as sports and automotive interests, may yield different results when it comes to facial skincare. To date, there has not been much research on men's facial skincare.

**Descriptive Analysis of Respondent Data**

The questionnaire was distributed to @Kahfeveryday Instagram followers spread across various regions from July 15, 2023 to August 18, 2023. Data collected 85 respondents. However, the initial selection was made of those who had used Kahf *skincare products*, and resulted in 80 respondents. After the initial selection stage is carried out, then an analysis of age, domicile, level of education, occupation, habits in sports, period of use and frequency of visits is carried out. The results that can be shown in the Table 1

**Table 1 Analysis of Respondents by Domicile**

|  |  |  |
| --- | --- | --- |
| **Region** | **Total** | **%** |
| DKI Jakarta | 32 | 40% |
| Bodebek | 18 | 22,50% |
| Tangerang | 24 | 30% |
| Luar Kota | 6 | 7,50% |
| Grand Total | 80 | 100% |

Source: Processed by the Author, 2023

Based on Table 1 above, it is known that the total number of respondents sampled in this study was 80 respondents. Where as many as 40% are dominated by DKI Jakarta residents and followed by Tangerang residents by 30% and third positions in the Bogor, Depok and Bekasi (Bodebek) regions, minimal results from the analysis of respondents who come from outside the city. After domicile, the authors also analyzed respondents through their age categorization.

|  |  |  |
| --- | --- | --- |
| **Age** | **Total** | **%** |
| 17-20 Year | 11 | 13,75% |
| 21 - 25 Year | 41 | 51,25% |
| 26 - 30 Year | 13 | 16,25% |
| 31 - 35 Year | 10 | 12,50% |
| > 35 Year | 5 | 6,25% |
| Grand Total | 80 | 100% |

**Table 2 Analysis of Respondents by Age**

Source: Processed data Author, 2023

Based on Table 2, it is known that from the 80 respondents data, the majority of respondents in this study were aged 21-25 years or as many as 51% with a total of 80 respondents. Furthermore, the age of 26-30 years as many as 13 respondents (16.25%), then the age of 17-20 years as many as 11 respondents (13.75%), the age of 31-35 years as many as 10 respondents (12.50%), and finally the age over 35 years as many as 6 years (6.25%). From the age data obtained, the author also analyzed respondents based on their last education that can be shown in the Table 3.

**Table 3 Analysis of Respondents by Education**

|  |  |  |
| --- | --- | --- |
| ***Education*** | **Amount** | **%** |
| *SMA/K* | 38 | 47,50% |
| *D1/D2/D3* | 3 | 3,75% |
| *S1* | 33 | 41,25% |
| *S2* | 6 | 7,50% |
| *Grand Total* | 80 | 100% |

Source: Processed data Author, 2023

Based on Table 3 above, it is known that of the 80 respondents, they were dominated by those who had a high school / K education level of 38 respondents (47.50%), then followed by the S1 education level of 33 respondents (41.25%), and S2 graduates consisting of 6 respondents (7.50%) and D1, D2, D3 graduates as many as 3 respondents (3.75%). Departing from this level of education, the author also analyzes respondents from respondents' jobs, such as:

**Table 4 Analysis of respondents by employment status**

|  |  |  |
| --- | --- | --- |
| ***Occupation*** | **Total** | **%** |
| *Pengusaha* | 4 | 5% |
| *Mahasiswa* | 10 | 12,50% |
| *Pegawai Swasta* | 66 | 82,50% |
| *Grand Total* | 80 | 100% |

Source: Processed Author Data, 2023

Based on Table 4 above, it is known that of the 80 respondents, the largest worked as private employees with a total of 66 respondents (82.50%), and among them there were also students who had not worked as many as 10 respondents (12.50%), and the remaining 4 respondents (5%) were entrepreneurs.

**Descriptive Analysis of Research Data**

**Table 5 Descriptive analysis of Social Media Marketing indicators**

| **Dimention** | **Code** |  | **STS** | **TS** | **S** | **SS** | **TOTAL** | **MEAN SCORE** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Content Creation* | SMM 1 | F | 3 | 2 | 30 | 45 | 80 | **3.463** |
| % | 3,75% | 2,50% | 37,50% | 56,25% | 100% |  |
| SMM 2 | F | 3 | 2 | 33 | 42 | 80 | 3.425 |
| % | 3,75% | 2,50% | 41,25% | 52,50% | 100% |  |
| *Content Sharing* | SMM 3 | F | 2 | 9 | 37 | 32 | 80 | 3.238 |
| % | 2,50% | 11,25% | 46,25% | 40% | 100% |  |
| SMM 4 | F | 4 | 9 | 36 | 31 | 80 | 3.175 |
| % | 5% | 11,25% | 45% | 38,75% | 100% |  |
| *Connecting* | SMM 5 | F | 5 | 8 | 34 | 32 | 80 | 3.188 |
| % | 6,25% | 10% | 42,50% | 40% | 100% |  |
| SMM 6 | F | 7 | 11 | 31 | 31 | 80 | 3.075 |
| % | 8,75% | 13,75% | 38,75% | 38,75% | 100% |  |
| *Community Building* | SMM 7 | F | 12 | 15 | 32 | 21 | 80 | **2.775** |
| % | 15% | 18,75% | 40% | 26,25% | 100% |  |
| SMM 8 | F | 11 | 16 | 28 | 25 | 80 | 2.838 |
| % | 13,75% | 20% | 35% | 31,25% | 100% |  |

Based on Table 5, it can be analyzed that among all the social media marketing indicators, it is evident that indicator SMM 1, "Brand Kahf through Instagram @Kahfeveryday creates content that represents men's needs," has the highest mean compared to others, which is 3.463. This can be interpreted as the majority of respondents agree that the content created on the Instagram @Kahfeveryday social media platform is able to represent men's needs, and this is what makes it attractive. On the other hand, for indicator SMM 7, "Through Instagram @Kahfeveryday, I am part of the Kahfbrotherhood community," which has a mean of 2.775, is the lowest among the indicators. Therefore, from the analysis of the social media marketing indicators in this research, it is mentioned that Kahf's content represents men's needs but does not necessarily make them feel like they are part of the Kahf community. The research then proceeds to analyze the Brand Trust indicators, with the following details:

**Table 6 Descriptive analysis of Brand Trust indicators**

| **Dimention** | **Code** |  | **STS** | **TS** | **S** | **SS** | **TOTAL** | **MEAN SCORE** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Dimention of Viability* | BT 1 | F | 5 | 4 | 45 | 26 | 80 | 3.150 |
| % | 6,25% | 5% | 56,25% | 32,50% | 100% |  |
| BT 2 | F | 5 | 5 | 31 | 39 | 80 | **3.300** |
| % | 6,25% | 6,25% | 38,75% | 48,75% | 100% |  |
| *Dimention of Intentionality* | BT 3 | F | 4 | 10 | 36 | 30 | 80 | 3.150 |
| % | 5% | 12,50% | 45% | 37,50% | 100% |  |
| BT 4 | F | 4 | 9 | 40 | 27 | 80 | **3.125** |
| % | 5% | 11,25% | 50% | 33,75% | 100% |  |

Based on Table 6, it can be analyzed that of all *Brand Trust* indicators, it can be seen that the BT2 indicator, namely "I am satisfied with the results of washing my face using Kahf skincare" has the largest mean compared to the others, namely 3,300. This can be interpreted that most respondents agree that in terms of facial skin care, especially to clean the face, the use of Kahf facial soap provides satisfaction to the respondents from the effects of using the face soap. While the BT4 indicator, "I will continue to entrust the use of skincare to Kahf products" has a mean of 3,125 or the lowest compared to other indicators. Where this also reveals the fact that although the respondents are satisfied with the results of washing their faces using Kahf skincare products *but have not entrusted the use of* skincareto Kahf products. Furthermore, this study analyzes *Brand Experience* indicators, with the following details:

**Table 7 Descriptive analysis of *Brand Experience indicators***

| **Dimention** | **Code** |  | **STS** | **TS** | **S** | **SS** | **TOTAL** | **MEAN SCORE** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Sensory* | BE 1 | F | 5 | 6 | 38 | 31 | 80 | 3.188 |
| % | 6,25% | 7,50% | 47,50% | 38,75% | 100% |  |
| BE 2 | F | 4 | 5 | 33 | 38 | 80 | 3.313 |
| % | 5% | 6,25% | 41,25% | 47,50% | 100% |  |
| *Behavioural* | BE 3 | F | 4 | 5 | 31 | 40 | 80 | **3.338** |
| % | 5% | 6,25% | 38,75% | 50% | 100% |  |
| BE 4 | F | 4 | 6 | 35 | 35 | 80 | 3.263 |
| % | 5% | 7,50% | 43,75% | 43,75% | 100% |  |
| *Affective* | BE 5 | F | 4 | 7 | 31 | 38 | 80 | 3.288 |
| % | 5% | 8,75% | 38,75% | 47,50% | 100% |  |
| BE 6 | F | 5 | 5 | 37 | 33 | 80 | 3.225 |
| % | 6,25% | 6,25% | 46,25% | 41,25% | 100% |  |
| *Intelectual* | BE 7 | F | 4 | 7 | 33 | 36 | 80 | 3.263 |
| % | 5% | 8,75% | 41,25% | 45% | 100% |  |
| BE 8 | F | 5 | 8 | 35 | 32 | 80 | **3.175** |
| % | 6,25% | 10% | 43,75% | 40% | 100% |  |

Based on Table 7, it can be analyzed that of all *brand experience* indicators, it can be seen that the BE3 indicator, namely "Kahf skincare suits my personality and makes me not shy to do facial treatments" has the largest mean compared to others, namely 3,338. This can be interpreted that Kahf *skincare* products really follow trends or things that are usually identical to the needs of men in general so that they can touch the side of the *male personality* in general, and encourage them to dare to do facial care. As for the BE 8 indicator, namely "I proved myself that there was a significant change in my skin condition after using Kahf skincare" had a mean of 3,175 or the lowest compared to other indicators. Indicating that the proof of significant changes after the use of Kahf *skincare* products minimally felt by only a few people and still on a small scale does not dominate. After that, proceed with the analysis of the *Relational Bonds* indicator, with the following details:

**Table 8 Descriptive analysis of the Relational Bonds indicator**

| **Dimention** | **Code** |  | **STS** | **TS** | **S** | **SS** | **TOTAL** | **MEAN SCORE** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Financial Bonds | RB 1 | F | 2 | 7 | 41 | 30 | 80 | 3.238 |
| % | 2,50% | 8,75% | 51,25% | 37,50% | 100% |  |
| RB 2 | F | 2 | 9 | 42 | 27 | 80 | **3.175** |
| % | 2,50% | 11,25% | 52,50% | 33,75% | 100% |  |
| Social Bonds | RB 3 | F | 3 | 8 | 41 | 29 | 80 | **3.175** |
| % | 3,75% | 10% | 51,25% | 36,25% | 100% |  |
| RB 4 | F | 1 | 8 | 44 | 27 | 80 | 3.213 |
| % | 1,25% | 10% | 55% | 33,75% | 100% |  |
| Structural Bonds | RB 5 | F | 4 | 4 | 33 | 39 | 80 | **3.338** |
| % | 5% | 5% | 41,25% | 48,75% | 100% |  |
| RB 6 | F | 3 | 8 | 33 | 36 | 80 | 3.275 |
| % | 3,75% | 10% | 41,25% | 45% | 100% |  |

Based on Table 8, it can be analyzed that among all the relational bonds indicators, it is evident that indicator RB5, "I trust the Kahf brand because it is under the umbrella of Big Company Paragon Group (This company also oversees several other big brands such as Wardah, Emina, Make Over, etc.)," has the highest mean compared to others, which is 3.338. This can be interpreted as the majority of respondents agree that knowing the company behind this brand is a big company, so there is no doubt about its overall quality.

On the other hand, for indicator RB2, "Kahf actively offers challenges with attractive prizes when purchasing products online," and indicator RB3, "Kahf actively organizes community activities for users through the community it has created," each has a mean of 3.175, which is the lowest among the indicators. This means that not many people take advantage of the challenges organized by Kahf, and not many participate in the community activities created by Kahf. Next, the analysis continues for the Behavioral Intention indicators, with the following details:

**Tabel 9 Descriptive analysis of Behavioral Intention Indicator**

| **Dimention** | **Code** |  | **STS** | **TS** | **S** | **SS** | **TOTAL** | **MEAN SCORE** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Repurchase Intention* | BI 1 | F | 4 | 9 | 32 | 35 | 80 | 3.225 |
| % | 5% | 11,25% | 40% | 43,75% | 100% |  |
| BI 2 | F | 4 | 8 | 36 | 32 | 80 | 3.200 |
| % | 5% | 10% | 45% | 40% | 100% |  |
| *Price Premium* | BI 3 | F | 3 | 9 | 34 | 34 | 80 | **3.238** |
| % | 3,75% | 11,25% | 42,50% | 42,50% | 100% |  |
| BI 4 | F | 4 | 11 | 30 | 35 | 80 | 3.200 |
| % | 5% | 13,75% | 37,50% | 43,75% | 100% |  |
| *Word of Mouth* | BI 5 | F | 7 | 20 | 31 | 22 | 80 | **2.850** |
| % | 8,75% | 25% | 38,75% | 27,50% | 100% |  |
| BI 6 | F | 12 | 16 | 24 | 28 | 80 | **2.850** |
| % | 15% | 20% | 30% | 35% | 100% |  |

Based on Table 9, it can be analyzed that of all *behavioral intention* indicators, it can be seen that the BI3 indicator "I will recommend the Kahf products I use to my friends and colleagues" has the largest mean compared to other indicators, which is 3,238. This means that most respondents agree to recommend Kahf products to friends and colleagues. As for the BI5 indicator which is "I dare to pay a higher cost than other skincare just to get Kahf skincare" and the BI6 indicator which is "I am willing to buy Kahf skincare products if the cost increases from the previous cost" has the lowest mean of 2,850, which means respondents do not agree to buy Kahf products at a high price, or up from the previous price.

**Inferential Analysis of Research Data**

**Convergent Validity**

**Social Media Marketing**

| **Indicator** | **Outer Loading** | **Requirement** | **Notes** |
| --- | --- | --- | --- |
| SMM1 | 0,793 | > 0.7 | VALID |
| SMM2 | 0,800 | > 0.7 | VALID |
| SMM3 | 0,808 | > 0.7 | VALID |
| SMM4 | 0,841 | > 0.7 | VALID |
| SMM5 | 0,850 | > 0.7 | VALID |
| SMM6 | 0,854 | > 0.7 | VALID |
| SMM7 | 0,781 | > 0.7 | VALID |
| SMM8 | 0,762 | > 0.7 | VALID |

**Table 10 The Value of Social Media Marketing Variable Loading Factor**

Based on the results of outer loading data *using PLS in Table 10, it is known that the results of* loading factors for *social media marketing* variables *are above 0.7* or > 0.7. This can prove that all indicators used to measure *social media marketing* variables are valid or pass the *convergent validity test.*

**Brand Trust**

**Table 11 Brand Trust Variable Loading Factor Value**

| **Indicator** | **Outer Loading** | **Requirement** | **Notes** |
| --- | --- | --- | --- |
| BT1 | 0,921 | > 0.7 | VALID |
| BT2 | 0,919 | > 0.7 | VALID |
| BT3 | 0,950 | > 0.7 | VALID |
| BT4 | 0,925 | > 0.7 | VALID |

Based on the result *outer loading* data using PLS in Table 4.11, it is known that the results of the *loading factor* variable of *brand trust* are above 0.7 or > 0.7. This can be prove that all indicator used to measure *brand trust* variables are valid or pass the *convergent validity* test.

*Brand Experience*

**Table 12 Brand Experience Variable Loading Factor Value**

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator** | **Outer Loading** | **Requirement** | **Notes** |
| BE1 | 0,903 | > 0.7 | VALID |
| BE2 | 0,929 | > 0.7 | VALID |
| BE3 | 0,913 | > 0.7 | VALID |
| BE4 | 0,893 | > 0.7 | VALID |
| BE5 | 0,898 | > 0.7 | VALID |
| BE6 | 0,902 | > 0.7 | VALID |
| BE7 | 0,920 | > 0.7 | VALID |
| BE8 | 0,927 | > 0.7 | VALID |

Based on the results of *outer loading data* using PLS in Table 4.12, it is known that the results of the *variable loading factor* *of brand experience* are above 0.7 or > 0.7. This can prove that all indicators used to measure *brand experience* variables are valid or pass the *convergent validity test.*

Relational Bonds

**Table 13 Loading Factor Value of Variable Relational Bonds**

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator** | **Outer Loading** | **Requirement** | **Notes** |
| RB1 | 0,856 | > 0.7 | VALID |
| RB2 | 0,850 | > 0.7 | VALID |
| RB3 | 0,854 | > 0.7 | VALID |
| RB4 | 0,854 | > 0.7 | VALID |
| RB5 | 0,852 | > 0.7 | VALID |
| RB6 | 0,831 | > 0.7 | VALID |

Based on the results of *outer loading data* using PLS in table 4.13, it is known that the loading *factor of* variable *relational bonds* is above 0.7 or > 0.7%. This can prove that all indicators used to measure variable *relational bonds* are valid or pass the *convergent validity test.*

**Behavioral Intention**

**Table 14 Value of Loading Factor Variable Behavioral Intention**

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator** | **Outer Loading** | **Requirement** | **Notes** |
| BI1 | 0,881 | > 0.7 | VALID |
| BI2 | 0,922 | > 0.7 | VALID |
| BI3 | 0,908 | > 0.7 | VALID |
| BI4 | 0,890 | > 0.7 | VALID |
| BI5 | 0,835 | > 0.7 | VALID |
| BI6 | 0,787 | > 0.7 | VALID |

Based on the results of *outer loading* data using PLS in table 4.14, it is known that the loading *factor results of* behavioral intention *variables* are above 0.7 or >0.7. This can prove that all indicators used to measure *behavioral intention* variables are valid or pass the *convergent validity test.*

**Discriminant Validity**

**Tabel 15 Cross Loading Value of each Variable**

| **Variable** |  | **M** | **X1\_** | **X2** | **X3** | **Y** |
| --- | --- | --- | --- | --- | --- | --- |
| *Brand Experience* | **BE1** | 0,732 | 0,562 | 0,869 | **0,903** | 0,834 |
| **BE2** | 0,733 | 0,595 | 0,835 | **0,929** | 0,857 |
| **BE3** | 0,758 | 0,621 | 0,827 | **0,913** | 0,845 |
| **BE4** | 0,732 | 0,597 | 0,801 | **0,893** | 0,843 |
| **BE5** | 0,685 | 0,536 | 0,768 | **0,898** | 0,802 |
| **BE6** | 0,678 | 0,578 | 0,850 | **0,902** | 0,827 |
| **BE7** | 0,771 | 0,559 | 0,858 | **0,920** | 0,862 |
| **BE8** | 0,724 | 0,593 | 0,871 | **0,927** | 0,864 |
| *Behavioral Intention* | **BI1** | 0,777 | 0,556 | 0,819 | 0,862 | **0,881** |
| **BI2** | 0,757 | 0,601 | 0,852 | 0,887 | **0,922** |
| **BI3** | 0,762 | 0,644 | 0,811 | 0,862 | **0,908** |
| **BI4** | 0,696 | 0,605 | 0,762 | 0,854 | **0,890** |
| **BI5** | 0,623 | 0,480 | 0,669 | 0,692 | **0,835** |
| **BI6** | 0,540 | 0,448 | 0,559 | 0,631 | **0,787** |
| *Brand Trust* | **BT1** | 0,701 | 0,576 | **0,921** | 0,842 | 0,791 |
| **BT2** | 0,688 | 0,572 | **0,919** | 0,857 | 0,798 |
| **BT3** | 0,702 | 0,553 | **0,950** | 0,854 | 0,816 |
| **BT4** | 0,644 | 0,522 | **0,925** | 0,855 | 0,811 |
| *Relational Bonds* | **RB1** | **0,856** | 0,531 | 0,598 | 0,650 | 0,664 |
| **RB2** | **0,850** | 0,620 | 0,542 | 0,631 | 0,640 |
| **RB3** | **0,854** | 0,563 | 0,545 | 0,594 | 0,604 |
| **RB4** | **0,854** | 0,612 | 0,643 | 0,692 | 0,698 |
| **RB5** | **0,852** | 0,550 | 0,686 | 0,723 | 0,707 |
| **RB6** | **0,831** | 0,609 | 0,716 | 0,758 | 0,758 |
| *Social Media Marketing* | **SMM1** | 0,567 | **0,793** | 0,465 | 0,445 | 0,462 |
| **SMM2** | 0,580 | **0,800** | 0,464 | 0,500 | 0,489 |
| **SMM3** | 0,559 | **0,808** | 0,470 | 0,491 | 0,472 |
| **SMM4** | 0,587 | **0,841** | 0,451 | 0,557 | 0,552 |
| **SMM5** | 0,509 | **0,850** | 0,581 | 0,585 | 0,562 |
| **SMM6** | 0,591 | **0,854** | 0,569 | 0,622 | 0,599 |
| **SMM7** | 0,512 | **0,781** | 0,445 | 0,457 | 0,504 |
| **SMM8** | 0,528 | **0,762** | 0,444 | 0,474 | 0,535 |

The *discriminant validity* value is a *cross* loading value that is useful in knowing whether the variable has adequate discrimination by comparing the loading value *on the intended variable must be greater than the* loading of other variables. Table 4.15 shows that all indicators in the variable have tested the requirements in the *validity discriminator test.*

**Average Variance Extraced (AVE)**

**Table 16 AVE Value**

| **Variable** | **Average Variance Extracted (AVE)** | **Requirement** | **Notes** |
| --- | --- | --- | --- |
| Social Media Marketing | 0,659 | > 0,5 | VALID |
| Brand Trust | 0,863 | > 0,5 | VALID |
| Brand Experience | 0,829 | > 0,5 | VALID |
| Relational Bonds | 0,722 | > 0,5 | VALID |
| Behavioral Intention | 0,760 | > 0,5 | VALID |

Average Variance Extraced (AVE) *testing* is a test to see the validity of all variables as a whole. With the expected standard AVE value of > 0.5. In Table 4.16 it can be seen that all variables in this study have a value of > 0.5 which means that all of these variables pass the *Average Variance Extraced (AVE) test.*

**Composite Realibility**

**Table 17 Composite Realibilty Value**

| **Variable** | **Composite Reability** | **Requirement** | **Notes** |
| --- | --- | --- | --- |
|
|  |
| SMM | 0,939 | > 0.7 | RELIABEL |
| BT | 0,962 | > 0.7 | RELIABEL |
| BE | 0,975 | > 0.7 | RELIABEL |
| RB | 0,940 | > 0.7 | RELIABEL |
| BI | 0,950 | > 0.7 | RELIABEL |

Composite Reability *testing* is a test to see the reliability value of a variable. With the expected standard value of > 0.7 but for *explanatory research* the value of > 0.6 is still acceptable. In table 4.17 it can be seen that all variables in this study have a value of > 0.7 which means that all of these variables pass the *Composite Reability* test or all can be said to be reliable variables.

***Cronbach’s Alpha***

**Tabel 18 Cronbach’s Alpha Value**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | **Cronbach's Alpha** | **Requirement** | **Notes** |
| SMM | 0,926 | > 0.6 | RELIABEL |
| BT | 0,947 | > 0.6 | RELIABEL |
| BE | 0,971 | > 0.6 | RELIABEL |
| RB | 0,923 | > 0.6 | RELIABEL |
| BI | 0,937 | > 0.6 | RELIABEL |

Reliability testing is reinforced by *Cronbach's Alpha,* where the standard expected value is > 0.6 for all variables. In Table 4.18 it can be seen that all variables in this study have a value of > 0.6 which means that all of these variables pass *Cronbach's Alpha test.*

**Hypothesis Testing Results**

**Goodness of Fit**

**Table 19 *Goodnness of Fit Value***

|  |  |  |
| --- | --- | --- |
|  | **Saturated Model** | **Estimated Model** |
| NFI | 0,698 | 0,678 |

After the SEM assumptions are met, the *Goodness of Fit test is carried out* which is also called the model feasibility test and is developed in several structural equation tests. Goodness *Of Fit value is* usually from 0 to 1. The *Goodness Of Fit* value is said to be good if it is greater than or equal to 0.90 or above 90% (Sri &; Ghoniyah, 2023). Based on Table 19, it can be seen that the *value of the Normed Fit Index /* NFI is 0.698 which is between 0 to 1. This concludes that the data meets the *Goodness of Fit test requirements.*

**R Square**

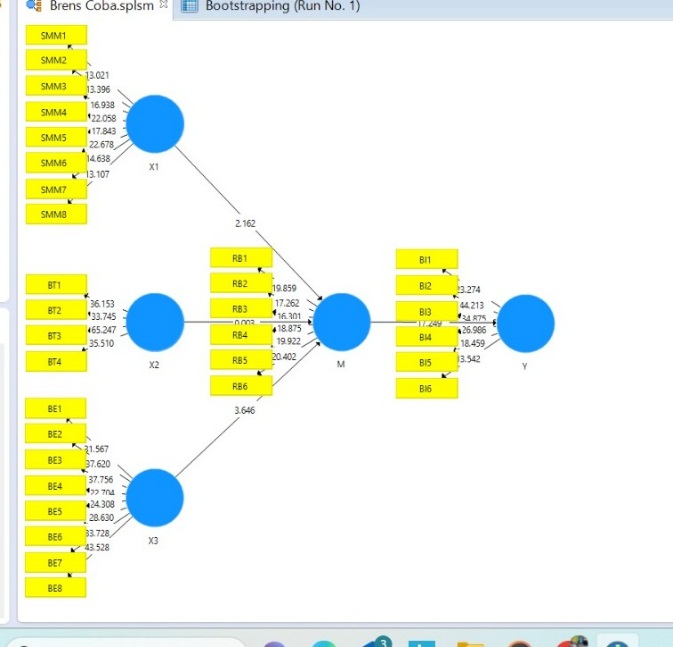
Table 20 R Square values

| **Variabel** | **R Square** |
| --- | --- |
| RB | 0,690 |
| BI | 0,645 |

The R Square value is the coefficient of determination on the endogenous variable. With values of 0.75 (strong), 0.5 (medium), and 0.25 (weak). Based on Table 4.20 it can be seen that the *relational bonds variable has an R Square value of 0.690, the* behavioral intention variable *has an R Square value of 0.645*.

**Path Coefficient**

Estimation in *Path Coefficients* is the path coefficient or the magnitude of the latent variable relationship. Performed in bootstrapping procedure*.*



**Figure 1 Research SEM Result**

**Table 21 Model Testing Results**

|  |  |  |  |
| --- | --- | --- | --- |
| **Relationship** | **Original Sample (O)** | **T Statistics (|O/STDEV|)** | **P Values** |
| X1\_ -> M | 0,296 | 2,162 | **0,031** |
| X2 -> M | 0,000 | 0,003 | **0,998** |
| X3 -> M | 0,610 | 3,646 | **0,000** |
| X1\_ -> Y | 0,238 | 2,199 | **0,028** |
| X2 -> Y | 0,000 | 0,003 | **0,998** |
| X3 -> Y | 0,490 | 3,383 | **0,001** |
| M -> Y | 0,803 | 17,249 | **0,000** |
| X1\_ -> M -> Y | 0,238 | 2,199 | **0,028** |
| X2 -> M -> Y | 0,000 | 0,003 | **0,998** |
| X3 -> M -> Y | 0,490 | 3,383 | **0,001** |

**H1:** Social media marketing of Kahf skincare has a positive and significant influence on the relational bonds of Instagram followers @Kahfeveryday.

Based on Table 21, it can be seen that the T statistic value is 2.162, which is > 1.96, and the P value is 0.031, which is < 0.05. The coefficient value is positive. Therefore, hypothesis H1 in this study, which states that "Social media marketing of Kahf skincare has a positive and significant influence on the relational bonds of Instagram followers @Kahfeveryday," is accepted since it is positively and significantly influence.

**H2:** Brand Trust in Kahf has a positive and significant influence on the relational bonds of Instagram followers @Kahfeveryday.

Based on Table 21, it can be seen that the T statistic value is 0.003, which is < 1.96, and the P value is 0.098, which is > 0.05. The coefficient value is positive. Therefore, hypothesis H2 in this study, which states that "Brand Trust in Kahf has a positive and significant influence on the relational bonds of Instagram followers @Kahfeveryday," is rejected since it is not significantly influence, although it is positively influence.

**H3:** Brand Experience in Kahf has a positive and significant influence on the relational bonds of Instagram followers @Kahfeveryday.

Based on Table 21, it can be seen that the T statistic value is 3.646, which is > 1.96, and the P value is 0.000, which is < 0.05. The coefficient value is positive. Therefore, hypothesis H3 in this study, which states that "Brand Experience in Kahf has a positive and significant influence on the relational bonds of Instagram followers @Kahfeveryday," is accepted since it is positively and significantly influence.

**H4:** Social media marketing of Kahf skincare has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday.

Based on Table 21, it can be seen that the T statistic value is 2.199, which is > 1.96, and the P value is 0.028, which is < 0.05. The coefficient value is positive. Therefore, hypothesis H4 in this study, which states that "Social media marketing of Kahf skincare has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday," is accepted since it is positively and significantly influence.

**H5:** Brand Trust in Kahf skincare has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday.

Based on Table 21, it can be seen that the T statistic value is 0,003 which is < 1.96, and the P value is 0.998, which is > 0.05. The coefficient value is positive. Therefore, hypothesis H5 in this study, which states that "Brand Trust in Kahf skincare has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday," is rejected since it is not significantly influence, although it is positively influence.

**H6:** Brand Experience in Kahf skincare has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday.

Based on Table 21, it can be seen that the T statistic value is 3.383, which is > 1.96, and the P value is 0.001, which is < 0.05. The coefficient value is positive. Therefore, hypothesis H6 in this study, which states that "Brand Experience in Kahf skincare has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday," is accepted since it is positively and significantly.

**H7:** Relational bonds in Kahf skincare have a positive and significant simultaneous influence on the behavioral intention of Instagram followers @Kahfeveryday.

Therefore, hypothesis H7 in this study, which states that "Relational bonds in Kahf skincare have a positive and significant simultaneous influence on the behavioral intention of Instagram followers @Kahfeveryday," is accepted positively and significantly influence. Based on Table 21, it can be seen that the T statistic value is 17.249, which is > 1.96, and the P value is 0.000, which is < 0.05. The coefficient value is positive.

**H8:** Social media marketing of Kahf skincare through relational bonds has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday.

Based on Table 21, it can be seen that the T statistic value is 2.199, which is > 1.96, and the P value is 0.028, which is < 0.05. The coefficient value is positive. Therefore, hypothesis H8 in this study, which states that "Social media marketing of Kahf skincare through relational bonds has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday," is accepted positively and significantly influence.

**H9:** Brand Trust in Kahf skincare through relational bonds has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday.

Based on Table 21, it can be seen that the T statistic value is 0.003, which is < 1.96, and the P value is 0.998, which is > 0.05. The coefficient value is positive. Therefore, hypothesis H9 in this study, which states that "Brand Trust in Kahf skincare through relational bonds has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday," is rejected since it is not significantly influence, although it is positively influence.

**H10:** Brand Experience in Kahf skincare through relational bonds has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday.

Based on Table 21, it can be seen that the T statistic value is 3.383, which is > 1.96, and the P value is 0.001, which is < 0.05. The coefficient value is positive. Therefore, hypothesis H10 in this study, which states that "Brand Experience in Kahf skincare through relational bonds has a positive and significant influence on the behavioral intention of Instagram followers @Kahfeveryday," is accepted positively and significantly influence.

**F-test (F Square)**

The F square value aims to determine the magnitude of the influence of exogenous latent variables on endogenous latent variables. With values of 0.35 (strong), 0.15 (moderate), and 0.02 (weak), the calculation results of the F square value based on SMART PLS are as follows:

1. The relational bonds variable on behavioral intention has an F square value of 1.815, which can be considered moderate.
2. The social media marketing variable on relational bonds has an F square value of 0.167, which can be considered moderate.
3. The Brand Trust variable on relational bonds has an F square value of 0.000, which can be considered weak.
4. The Brand Experience variable on relational bonds has an F square value of 0.176, which can be considered moderate.

**Discussion**

**Kahf's social media marketing skincare has a positive influence on the relational bonds of Instagram followers @Kahfeveryday**

Hypothesis H1 in this study, which states that "Social media marketing of Kahf skincare has a positive and significant influence on the relational bonds of Instagram followers @Kahfeveryday," is accepted positively and significantly influence. This is based on the conducted testing, where the T statistic value is 2.162, which is > 1.96, and the P value is 0.031, which is < 0.05. The coefficient value is positive at 0.296.

The results of this study align with a portion of the Elaboration Likelihood Theory (ELT), which is often used in persuasive communication. This research examines how Kahf, in creating content, seeks to persuade followers to use the products they offer. This persuasion is achieved first through content creation that is perceived to represent the needs of men or is closely related to male personalities, thereby encouraging men to engage in facial care, targeting financial bonds (Prihatiningsih & Estiasih, 2019).

Various activities have been organized for Instagram followers using Kahf products to win prizes, such as World Cup tickets and more. The content created is also considered engaging to followers and can foster social bonds, as followers can interact with each other and provide active feedback on the Instagram social media platform @Kahfeveryday. However, the questionnaire results indicate that respondents' responses to the challenges created by Kahf and related to the Kahf community had low scores. Therefore, when it comes to social bonds, the impact may not be significant.

The messages conveyed through the content are aimed at persuading Instagram followers. The content aligns with the personalities and habits of men. Therefore, when targeting relational bonds, social bonds created through activities must also be properly packaged in terms of Instagram content, with the goal of disseminating information effectively.

**Kahf's brand trust has a positive influence on the relational bonds of Instagram followers @Kahfeveryday**

The H2 hypothesis in this study, namely "*Brand Trust* Kahf has a positive influence on *the relational bonds* of Instagram *followers* @Kahfeveryday*"* was rejected positively and not significantly influence. It is known that the *statistical T* value is 0.003 where < is 1.96 and the *P value* is 0.098 where > 0.05. The value *of the coefficient* is positive by 0.000.

The finding of this second hypothesis is that this hypothesis is rejected, where previously the hypothesis mentioned the positive influence *of Kahf's brand trust on relational bonds* where  *brand trust* itself involves trust in the brand and a sense of security in using it which wants to be tested in this study on relational bonds It turned out that the results were rejected, because the respondents were satisfied but did not have confidence in the brand so that the influence was not significant to the realm of *relational bonds.*

*Elaboration Likelihood Theory (ELT)* explains that in *the peripheral route* there are components from outside the message content such as the attractiveness of the message delivery if it does not affect the structural bond which should be the product can be a solution to problems in facial care by entrusting Kahf products. The results of the questionnaire analyzed by the author found that repsonden if in terms of entrusting Kahf products in the use of *skincare is not too influential, if associated with good relational bonds*.

**Kahf's brand experience has a positive influence on the relational bonds of Instagram followers @Kahfeveryday.**

The H3 hypothesis in this study, namely "*Kahf's Brand Experience* has a positive influence on the *relational bonds* of Instagram *followers* @Kahfeveryday*"* was resulted positively and significantly influence. It is known that the *statistical T* value is 3.646 where > is 1.96 and the *P value* is 0.000 where < 0.05. The value of *the coefficient* is positive by 0.610.

Based on the theory of relational bonds that target social, financial and structural ties, *brand experience* is stated to have an influence on *relational bonds*, namely in terms of the results obtained when using products or *brands* which if they provide positive results will have an impact, one of which is in social and financial ties.

It is also quite high for the results obtained from the questionnaire whose discussion is about the direct use of Kahf products that previously had dull facial complaints, after using Kahf products can be resolved, this if associated with *relational* bonds can enter the *structural bonds* dimension because it is able to create solutions in the problems raised, namely in facial care.

**Kahf's social media marketing skincare has a positive influence on the behavioral intention of Instagra followers @Kahfeveryday**

The H4 hypothesis in this study, namely "*Kahf's social media marketing skincare* has a positive influence on the *behavioral intention* of Instagram *followers* @Kahfeveryday*"* was resulted positively and significantly influence. It is known that the *statistical T* value is 2.199 where > is 1.96 and the *P value* is 0.028 where < 0.05. The value of the *coefficient* is positive at 0.238.

Social media marketing itself consists of Content Creation, Content Sharing, Connecting and Community Building (Ebrahim, 2019) where actually the part in the SMM itself is related to Elaboration Likelihood Theory (ELT). Because it aims at the emergence of behavior change, in this case when viewed from the results of the questionnaire, the behavior change seen is still temporary, which is limited to recommending Kahf products to colleagues, but not willing to pay more fees for the Kahf products used.

**Kahf's skincare brand trust has a positive influence on the behavioral intention of Instagram followers @Kahfeveryday**

The H5 hypothesis in this study, namely "*Kahf skincare Brand Trust* has a positive influence on the *behavioural intention* of Instagram *followers* @Kahfeveryday" was rejected and not significantly influence. It is known that the *statistical T* value is 2.199 where > is 1.96 and the *P value* is 0.028 where < 0.05. The value *of the coefficient* is positive by 0.000.

Based on the dimensions in brand trust, namely mention of viability and mention of intentionality, there is a relationship if it is felt that there is a satisfactory effect so as to foster confidence in the use of the product and, in ELT itself because the output generated from persuasive communication is behavior change. The word of mouth plaussibly become a more influencing factor that can be seen as the output obtained from the use of the Kahf product.

**Kahf's skincare brand experience has a positive influence on the behavioural intention of Instagram followers @Kahfeveryday**

The H6 hypothesis in this study, namely "*Kahf skincare Brand Experience* has a positive influence on the *behavioural intention* of Instagram *followers* @Kahfeveryday*"* was declared positively and significantly influence. It is known that the *statistical T* value is 3.383 where > is 1.96 and the *P value* is 0.001 where < 0.05. The value *of the coefficient* is positive by 0.490.

*Brand* experience is the overall experience associated with a brand, including how the brand influences and interacts with consumers (Setyawan &; Adiwijaya, 2018). According to the theory *of* Elaboration Likelihood Theory (*ELT) there are 2 paths, namely* the central route and *peripheral route, where the* output *of this ELT is a change in behavior, where also in the questionnaire described followers* as a form of behavior change willing to recommend Kahf products to their colleagues.

In relation to *Elaboration Likelihood Theory (ELT)* as a theory of persuasion where the desired results towards the behavior change, based on questionnaires, it obtained that the highest mean score is in the use of Kahf skincare according to the *personality* of the respondents, which indicates that the respondents were not ashamed in doing facial treatments.

**Kahf's relational bonds skincare has a simultaneous positive influence on the behavioral intention of Instagram followers @Kahfeveryday**

The H7 hypothesis in this study, namely "*Kahf skincare relational bonds* have a simultaneous positive influence on the *behavioral intention* of Instagram *followers* @Kahfeveryday*"* was positively and significantly accepted. It is known that the *statistical T* value is 17.249 where > is 1.96 and the *P value* is 0.000 where < 0.05. The value of *the coefficient* is positive at 0.803.

Based on *Relational Bonds,* the dimensions consist of financial, social and structural bonds (Angreani, 2021) have a positive influence toward the *behavioral intention*. Where if associated with social ties that arise, the interaction makes followers also actively provide recommendations for the use of *the Kahf* brand.

**Kahf's skincare social media marketing through relational bonds has a positive influence on the behavioural intention of Instagram followers @Kahfeveryday**

The H8 hypothesis in this study is "*Social media marketing of Kahf skincare* through *relational bonds* has a positive influence on the *behavioural intention* of Instagram *followers* @Kahfeveryday*"* was positively and significantly influence. It is known that the *statistical T* value is 2.199 where > is 1.96 and the *P value* is 0.028 where < 0.05. The value of *the coefficient* is positive at 0.238

Based on the dimensions contained in SMM which is centered on Instagram content that aims to change behavior (*behavioral intention*), such as: *word-of-mouth, Repurchase Intention* and *Price Premium* through *relational* bonds, it is accepted because the content created is usually used to build bonds or relationships with *customers.*

**Kahf's skincare brand trust through relational bonds has a positive influence on the behavioural intention of Instagram followers @Kahfeveryday**

The H9 hypothesis in this study, namely "Kahf skincare Brand Trust through relational bonds has a positive influence on the behavioural intention of Instagram followers @Kahfeveryday" was rejected since it is not significantly influence, although it is positive. It is known that the statistical T value is 0.003 where is less than 1.96 and the P value is 0.998 where is more than 0.05. The value of the coefficient is positive by 0.000.

The hypothesis was rejected in H9 because there was no brand trust when viewed from the results of the questionnaire, so it did not arrive at relational bonds and behavioral intention. The most plausible factor is because the respondents do not see the brand trust of Kahf products for daily usedue to the brand parity phenomenon; it does not affect the change in good behavior through relational bonds.

**Kahf's skincare brand experience through relational bonds has a positive influence on the behavioural intention of Instagram followers @Kahfeveryday**

The H10 hypothesis in this study, namely "*Kahf skincare brand experience* through *relational bonds* has a positive influence on the *behavioural intention* of Instagram *followers* @Kahfeveryday" was positively and significantly accepted. It is known that the *statistical T* value is 3.383 where > is 1.96 and the *P value* is 0.001 where > is 0.05. The value *of the coefficient* is positive by 0.490.

Based on the dimensions of brand experience*, namely sensory, affective, behavioral*, and intellectual*, all from direct interaction with*  the brand from physical touch, emotions, behavior to knowledge  *of the* brand  *have an impact on recommendations to colleagues or colleagues who are supported through relationship ties consisting of 3 dimensions,* namely financial, social and structural ties. This is also mediated by social bonds that are built where there is a sense to recommend from the results that are applied in the use of *Kahf* skincare.

**Conclusion**

Based on the results of the research and discussions presented in the previous chapters, the following conclusions can be drawn.

Social Media Marketing has a direct, positive, and significant impact on relational bonds. Content creation through the Instagram social media platform @Kahfeveryday plays a persuasive role and has a positive influence on relational bonds. Activities created to target social bonds involve interactions among followers and direct engagement on Instagram @Kahfeveryday.

Brand Trust's influence on relational bonds is positively affect but not significantly influenced. This rejection is related to the lack of achieved trust among Instagram followers @Kahfeveryday in using Kahf products, making it challenging to establish strong relational bonds. When considering the dimension of relational bonds, particularly structural bonds, it's essential for the company to offer solutions to skincare issues, which, in this case, involve men's facial care.

Based on the theory of relational bonds, which targets social, financial, and structural bonds, brand experience positively influences relational bonds. Positive results from using a product or brand can impact social, financial, and structural bonds by providing effective solutions to skincare problems.

Social media marketing of Kahf skincare has a positive impact on the behavioral intention of Instagram followers @Kahfeveryday. Social media marketing comprises Content Creation, Content Sharing, Connecting, and Community Building, which are related to the Elaboration Likelihood Theory (ELT). However, the observed behavioral changes are temporary, mostly limited to recommending Kahf products to colleagues, without a willingness to pay more for Kahf products.

Brand Trust, as seen in dimension of viability and dimension of intentionality, affects the outcomes of ELT through word-of-mouth recommendations, considering the communication's persuasive nature. The impact on behavior change, in this case, is primarily observed in word-of-mouth recommendations and repurchase intention.

Relational Bonds, consisting of financial, social, and structural bonds, positively influence behavioral intention. Interactions fostered by social bonds lead to active recommendations of Kahf skincare products among followers.

The dimensions within SMM, focusing on Instagram content aimed at behavioral changes such as word of mouth, repurchase intention, and price premium through relational bonds, are accepted. The content often serves to build connections with customers.

The Brand Trust factor not influencing the behavioral intention because there is the consumers may confused with the brand parity phenomenon with other men skincare brands available in the market, as indicated by the questionnaire results. Consequently, this lack of trust does not extend to relational bonds and behavioral intention. Respondents do not trust Kahf products for daily use as the only trusted brand, which does not impact behavior change through relational bonds.

Based on the brand experience dimensions, including sensory, affective, behavioral, and intellectual, direct interactions with the brand, spanning physical touch, emotions, behaviors, and knowledge, result in recommendations to colleagues or associates. These recommendations are supported by the three dimensions of relational bonds: financial, social, and structural.

In summary, the study highlights the importance of refining Instagram content creation. Kahf is seen as excelling in showcasing how products can be sold. However, the engagement efforts for Instagram followers could be enhanced, as the activities organized by Kahf to increase engagement have had limited success. There is still a lack of trust in using Kahf products, and followers are not yet willing to pay more for Kahf products. When linked to the Elaboration Likelihood Theory (ELT), the study suggests that the impact has not led to lasting behavioral changes but instead falls into the peripheral route. Kahf also benefits from the backing of a large company, Paragon Group.

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