

ABSTRACT

This research investigates the influence of soft-selling advertising appeal on customer purchase intention in the Indonesian beauty industry, focusing on Mad for Makeup as the object of this research, with customer affective response as the intervening variable. The research analyzed how soft-selling, with subtle, relatable, emotionally driven messages, and its reliance on implicitness, affects customers purchase intention. Using a quantitative approach, a survey of 414 Instagram followers of Mad for Makeup aged 18-34 was conducted and analyzed using Pearson Correlation Test, Multiple Linear Regression, and Sobel Test for mediation via SPSS. The findings found that soft-selling advertising appeal affects purchase intention by 54.1% and customer affective response mediated the relationship and affected purchase intention by 49.4%. This research aims to offer insights for optimizing advertising strategies to enhance purchase intention, contributing to the academic understanding of advertising efficacy and providing practical implications for beauty advertisers.

Keywords: soft-selling advertising appeal, customer affective response, purchase intention, Mad for Makeup, Instagram