

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing activity* terhadap keputusan pembelian tas Bostanten di TikTok Shop dengan *brand trust* sebagai variabel mediasi pada Gen Z di Kabupaten Nganjuk. Penelitian ini menggunakan pendekatan kuantitatif, dengan data primer dan sekunder. Data diperoleh dengan menyebarkan kuesioner kepada 97 responden yang dipilih menggunakan metode *purposive sampling*. Analisis data dilakukan menggunakan metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS 4.1. Hasil penelitian menunjukkan bahwa *social media marketing activity* berpengaruh signifikan terhadap *brand trust* dan keputusan pembelian. Selain itu, *brand trust* juga memiliki pengaruh signifikan terhadap keputusan pembelian. Temuan lain dalam penelitian ini menunjukkan bahwa *brand trust* memediasi secara parsial pengaruh *social media marketing activity* terhadap keputusan pembelian.

Kata Kunci: *Social Media Marketing Activity, Brand Trust, Keputusan Pembelian*

ABSTRACT

This study aims to determine the effect of social media marketing activity on purchasing decisions of Bostanten bags on TikTok Shop, with brand trust as a mediating variable, focusing on Generation Z in Nganjuk Regency. This research uses a quantitative approach with both primary and secondary data. Data were collected through a questionnaire distributed to 97 respondents selected using purposive sampling. The data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the help of SmartPLS 4.1 software. The results show that social media marketing activity has a significant effect on brand trust and purchasing decisions. In addition, brand trust also has a significant influence on purchasing decisions. The findings further indicate that brand trust partially mediates the effect of social media marketing activity on purchasing decisions.

Keywords: *Social Media Marketing Activity, Brand Trust, Purchase Decision*