

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *brand trust* dalam memediasi pengaruh *social media marketing* terhadap *purchase intention* pada produk Wardah. Metode yang digunakan adalah kuantitatif dengan pendekatan kausal. Populasi dalam penelitian ini adalah Generasi Z dengan jenis kelamin perempuan yang berdomisili di Kota Sumenep yang menggunakan media sosial instagram, *followers* Instagram Wardah dan mengetahui produk kecantikan merek Wardah. Sampel penelitian ditentukan menggunakan teknik *purposive sampling* dengan kriteria responden berusia 17-28 tahun, berdomisili di Kota Sumenep, berjenis kelamin perempuan, mengetahui produk Wardah dan pernah melakukan pencarian produk melalui akun *official* Instagram Wardah dalam 1 tahun terakhir. Pengumpulan data dilakukan menggunakan instrumen kuesioner yang disebarluaskan secara daring melalui media digital. Data yang diperoleh kemudian dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh positif dan signifikan terhadap *purchase intention* dan *brand trust*. Selanjutnya, *brand trust* berpengaruh positif dan signifikan terhadap *purchase intention* serta *brand trust* mampu memediasi pengaruh *social media marketing* terhadap *purchase intention*. Temuan ini menegaskan bahwa kepercayaan merek yang kuat dan positif melalui pemasaran menggunakan media sosial dapat menjadi kunci dalam mendorong niat beli konsumen, terutama pada produk kecantikan yang dipromosikan melalui media sosial.

**Kata kunci:** *brand trust, social media marketing, purchase intention, Wardah*

## **ABSTRACT**

*This study aims to analyze the effect of brand trust in mediating the effect of social media marketing on purchase intention for Wardah products. The method used is quantitative with a causal approach. The population in this study was Generation Z females residing in Sumenep Regency who use Instagram, follow Wardah on Instagram, and are familiar with Wardah beauty products. The research sample was determined using purposive sampling with the criteria of respondents aged 17-28 years, residing in Sumenep Regency, female, familiar with Wardah products, and having searched for products through the official Wardah Instagram account in the last year. Data collection was conducted using a questionnaire distributed online through digital media. The data obtained was then analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of the SmartPLS application. The results showed that so This study aims to analyze the effect of brand trust in mediating the effect of social media marketing on purchase intention for Wardah products. A quantitative approach was used. The population in this study was Generation Z females residing in Sumenep Regency who use Instagram, follow Wardah on Instagram, and are familiar with Wardah beauty products. The research sample was determined using purposive sampling with the criteria of respondents aged 17-28 years, residing in Sumenep Regency, female, familiar with Wardah products, and having cial media marketing had a positive and significant effect on purchase intention and brand trust. Furthermore, brand trust has a positive and significant effect on purchase intention, and brand trust is able to mediate the effect of social media marketing on purchase intention. These findings confirm that strong and positive brand trust through social media marketing can be key in driving consumer purchase intention, especially for beauty products promoted through social media.*

**Keywords:** brand trust, social media marketing, purchase intention, Wardah