

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *brand image* dan *brand trust* dalam memediasi pengaruh *social media marketing* terhadap *purchase intention* pada produk Skintific. Metode yang digunakan adalah kuantitatif dengan pendekatan kausal. Populasi dalam penelitian ini adalah Mahasiswa Universitas Trunodjoyo Madura dan mengetahui produk kecantikan merek Skintific. Sampel penelitian ditentukan menggunakan teknik *purposive sampling* dengan kriteria responden Mahasiswa Universitas Trunodjoyo Madura, mengetahui produk Skintific dan pernah melakukan pencarian produk melalui akun *official* Instagram Skintific dalam 1 tahun terakhir. Pengumpulan data dilakukan menggunakan instrumen kuesioner yang disebarakan secara daring melalui media digital. Data yang diperoleh kemudian dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLSSEM) dengan bantuan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh positif terhadap *purchase intention*, *brand image* dan *brand trust*. Selanjutnya, *brand image* berpengaruh positif terhadap *purchase intention* serta *brand image* mampu memediasi pengaruh *social media marketing* terhadap *purchase intention*. Sedangkan *brand trust* tidak berpengaruh terhadap *purchase intention* dan tidak mampu memediasi pengaruh *social media marketing* terhadap *purchase intention*. Temuan ini menegaskan bahwa citra 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 image*, *brand trust*, *social media marketing*, *purchase intention*, Skintific

ABSTRACT

This study aims to analyze the influence of brand image and brand trust in mediating the influence of social media marketing on purchase intention for Skintific products. The method used is quantitative with a causal approach. The population in this study were students of Trunodjoyo University, Madura, and were familiar with Skintific brand beauty products. The research sample was determined using a purposive sampling technique with the criteria of respondents being students of Trunodjoyo University, Madura, familiar with Skintific products, and having searched for products through the official Skintific Instagram account in the past year. Data collection was carried out using a questionnaire instrument distributed online through digital media. The data obtained were then analyzed using the Partial Least Squares Structural Equation Modeling (PLSSEM) method with the help of the SmartPLS application. The results showed that social media marketing had a positive effect on purchase intention, brand image, and brand trust. Furthermore, brand image had a positive effect on purchase intention, and brand image was able to mediate the influence of social media marketing on purchase intention. Meanwhile, brand trust did not have an effect on purchase intention and was unable to mediate the influence of social media marketing on purchase intention. These findings confirm that a strong and positive brand image through marketing using social media can be key in driving consumer purchase intentions, especially for beauty products promoted through social media.

Keywords: brand image, brand trust, social media marketing, purchase intention, Skintific