

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing* pada akun TikTok @Skintific_id terhadap keputusan pembelian produk Skintific pada konsumen Generasi Z di Kabupaten Bangkalan, serta menguji peran *brand trust* sebagai variabel mediasi. Menggunakan pendekatan kuantitatif eksplanatori, data dikumpulkan melalui kuesioner skala Likert dari 97 responden yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) melalui perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian serta *brand trust*. Selain itu, *brand trust* terbukti berpengaruh positif signifikan terhadap keputusan pembelian dan berhasil memediasi secara signifikan hubungan antara *social media marketing* dan keputusan pembelian konsumen Gen Z. Implikasi teoretis penelitian ini memperkaya literatur manajemen pemasaran digital mengenai efektivitas bauran konten informatif dan interaktif dalam mengonstruksi kepercayaan konsumen di platform video pendek. Secara praktis, implikasi penelitian ini menegaskan pentingnya bagi pelaku industri kecantikan untuk mengoptimalkan responsivitas layanan digital guna mereduksi keraguan psikologis konsumen Gen Z dan mendorong tindakan transaksi nyata.

Kata kunci: Pemasaran Media Sosial, Kepercayaan Merek, Keputusan Pembelian, Generasi Z, TikTok.

ABSTRACT

This study aims to analyze the influence of social media marketing on the TikTok account @Skintific_id on the purchasing decisions of Skintific products among Generation Z consumers in Bangkalan Regency, and to examine the role of brand trust as a mediating variable. Using an explanatory quantitative approach, data were collected through a Likert-scale questionnaire from 97 respondents selected using a purposive sampling technique. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) through SmartPLS software. The results showed that social media marketing had a positive and significant effect on purchasing decisions and brand trust. In addition, brand trust was proven to have a significant positive effect on purchasing decisions and successfully mediated the relationship between social media marketing and Gen Z consumers' purchasing decisions. The theoretical implications of this study enrich the digital marketing management literature regarding the effectiveness of informative and interactive content mixes in constructing consumer trust on short video platforms. Practically, the implications of this study emphasize the importance for digital service responsiveness to reduce psychological doubts among Gen Z consumers and encourage real transactions.

Keywords: *Social Media Marketing, Brand Trust, Purchase Decisions, Generation Z, TikTok.*