

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *marketing campaign* dan *social media marketing* terhadap minat beli produk Rucas dengan *brand trust* sebagai variabel mediasi pada konsumen Generasi Z. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah pengikut akun TikTok @rucas.official sebanyak 1,9 juta pengikut yang mengetahui atau pernah melihat produk Rucas melalui TikTok. Sampel penelitian berjumlah 100 responden yang ditentukan menggunakan rumus *Slovin* dengan teknik *purposive sampling*. Instrumen penelitian berupa kuesioner dengan skala Likert yang dianalisis menggunakan SmartPLS 4 melalui pengujian *outer model*, *inner model*, dan *bootstrapping*. Hasil penelitian menunjukkan bahwa *marketing campaign* tidak berpengaruh signifikan terhadap minat beli, sedangkan *social media marketing* berpengaruh positif dan signifikan terhadap minat beli. *Marketing campaign* dan *social media marketing* berpengaruh positif dan signifikan terhadap *brand trust*, sedangkan *brand trust* berpengaruh positif dan signifikan terhadap minat beli. Hasil pengujian mediasi menunjukkan bahwa *brand trust* tidak mampu memediasi pengaruh *marketing campaign* terhadap minat beli, tetapi *brand trust* mampu memediasi pengaruh *social media marketing* terhadap minat beli. Temuan ini menunjukkan bahwa kepercayaan merek lebih berperan dalam memperkuat efektivitas aktivitas pemasaran melalui media sosial dibandingkan *marketing campaign* dalam meningkatkan minat beli konsumen Generasi Z terhadap produk Rucas.

Kata kunci: *Marketing Campaign, Social Media Marketing, Brand Trust, Minat Beli, Generasi Z.*

ABSTRAK

This study aims to analyze the influence of marketing campaigns and social media marketing on purchase intention toward Rucas products, with brand trust serving as a mediating variable among Generation Z consumers. This research employed a quantitative approach using a survey method. The population consisted of 1.9 million followers of the @rucas.official TikTok account who were aware of or had viewed Rucas products through TikTok. A total of 100 respondents were selected using the Slovin formula and purposive sampling technique. Data were collected through a Likert-scale questionnaire and analyzed using SmartPLS 4 by evaluating the outer model, inner model, and bootstrapping procedures. The results indicate that marketing campaigns do not have a significant effect on purchase intention, whereas social media marketing has a positive and significant effect on purchase intention. Both marketing campaigns and social media marketing have positive and significant effects on brand trust, and brand trust positively and significantly influences purchase intention. The mediation analysis reveals that brand trust does not mediate the relationship between marketing campaigns and purchase intention, but does mediate the relationship between social media marketing and purchase intention. These findings indicate that brand trust plays a more important role in strengthening the effectiveness of social media marketing than marketing campaigns in increasing Generation Z consumers' purchase intention toward Rucas products.

Keywords: *Marketing Campaign, Social Media Marketing, Brand Trust, Purchase Intention, Generation Z.*