

ABSTRAK

Penelitian ini dilatarbelakangi oleh maraknya penggunaan TikTok *influencer marketing* dalam strategi pemasaran produk *skincare* lokal, termasuk Glad2Glow, di tengah persaingan pasar yang semakin ketat dan kebutuhan membangun kepercayaan konsumen sejak dini. Penelitian ini bertujuan untuk menganalisis pengaruh konten TikTok *influencer marketing* terhadap keputusan pembelian produk *skincare* Glad2Glow, baik secara langsung maupun tidak langsung melalui *brand awareness* dan *brand trust* sebagai variabel mediasi, dengan menggunakan Teori *Stimulus-Organism-Response* (SOR) sebagai landasan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan kausal. Sampel penelitian sebanyak 92 responden ditentukan menggunakan teknik *purposive sampling* dari total populasi 1.224 mahasiswa aktif Program Studi Manajemen Universitas Trunodjoyo Madura. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa konten TikTok *influencer marketing* berpengaruh positif dan signifikan terhadap *brand awareness* dan *brand trust*; kedua variabel tersebut juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, *brand awareness* dan *brand trust* terbukti memediasi pengaruh konten TikTok *influencer marketing* terhadap keputusan pembelian, dengan kontribusi mediasi *brand trust* yang lebih besar dibandingkan *brand awareness*. Dapat disimpulkan bahwa konten TikTok *influencer marketing* efektif mendorong keputusan pembelian produk Glad2Glow, baik secara langsung maupun melalui penguatan kesadaran dan kepercayaan merek pada mahasiswa Manajemen Universitas Trunodjoyo Madura.

Kata kunci: *Influencer Marketing, Brand Awareness, Brand Trust, Keputusan Pembelian.*

ABSTRACT

This study is motivated by the growing use of TikTok influencer marketing in the promotion of local skincare products, including Glad2Glow, amid increasingly intense market competition and the need to build early-stage consumer trust. This research aims to analyze the effect of TikTok influencer marketing content on purchase decisions for Glad2Glow skincare products, both directly and indirectly through brand awareness and brand trust as mediating variables, grounded in the Stimulus-Organism-Response (SOR) Theory. A quantitative method with a causal approach was employed. The research sample consisted of 92 respondents selected using purposive sampling from a total population of 1,224 active students of the Management Study Program at Trunodjoyo University, Madura. Data were collected through an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4. The results show that TikTok influencer marketing content has a positive and significant effect on both brand awareness and brand trust, and that both variables also have a positive and significant effect on purchase decisions. Furthermore, brand awareness and brand trust are proven to mediate the effect of TikTok influencer marketing content on purchase decisions, with brand trust contributing a larger mediating effect than brand awareness. It can be concluded that TikTok influencer marketing content effectively drives purchase decisions for Glad2Glow products, both directly and through strengthened brand awareness and brand trust among Management students at Trunodjoyo University, Madura.

Keywords: *Influencer Marketing, Brand Awareness, Brand Trust, Purchase Decision.*