

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Image* dan *Product Quality* terhadap Keputusan Pembelian produk GloGlowing di TikTokShop dengan *Brand Trust* sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif. Populasi penelitian adalah konsumen yang pernah membeli produk GloGlowing melalui TikTokShop di Kabupaten Lamongan. Sampel sebanyak 105 responden diperoleh menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis menggunakan *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) dengan SmartPLS 4. Hasil penelitian menunjukkan bahwa *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Pembelian dan *Brand Trust*. *Product Quality* juga berpengaruh positif dan signifikan terhadap Keputusan Pembelian serta *Brand Trust*. Selain itu, *Brand Trust* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Hasil pengujian mediasi menunjukkan bahwa *Brand Trust* mampu memediasi pengaruh *Brand Image* terhadap Keputusan Pembelian maupun pengaruh *Product Quality* terhadap Keputusan Pembelian.

Kata Kunci: *Brand Image, Product Quality, Brand Trust, Keputusan Pembelian*

ABSTRACT

This study aims to analyze the influence of Brand Image and Product Quality on the Purchase Decision of GloGlowing products on TikTokShop, with Brand Trust as the mediating variable. The study employs a quantitative approach. The study population consists of consumers who have purchased GloGlowing products through TikTokShop in Lamongan Regency. A sample of 105 respondents was obtained using purposive sampling. Data collection was conducted through the distribution of a questionnaire using a Likert scale and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The results indicate that Brand Image has a positive and significant effect on Purchase Decision and Brand Trust. Product Quality also has a positive and significant effect on purchase decisions and Brand Trust. Furthermore, Brand Trust has a positive and significant effect on purchase decisions. The results of the mediation test indicate that Brand Trust mediates the effect of Brand Image on purchase decisions as well as the effect of Product Quality on purchase decisions.

Keywords: *Brand Image, Product Quality, Brand Trust, Purchase Decision*