

ABSTRACT

With the development of information technology, people's lifestyles, especially in Indonesia, are changing. Now the use of social media is not only used as a communication tool, even marketing on social media has become a trend nowadays. This trend has triggered local brands to continue to expand and build customers by carrying out marketing activities on social media. The marketing carried out is very diverse, ranging from social media content designed to be as attractive as possible to word-of-mouth activities carried out by social media influencers to attract consumer buying interest.

This research aims to find out how much customer response is regarding social media marketing, brand image and brand trust in the hiqween brand . This research also aims to confirm that Social media marketing influences purchase intention mediated by brand image and brand trust in the local cosmetics company Hiqween. Questionnaires were distributed to 200 respondents who were followers of the TikTok Hiqween social media network.

The research methodology used in this research is a quantitative method. The data analysis technique used is Structural Equation model (SEM) using SmartPLS software version 3.2.8 and the data collection technique uses purposive sampling technique.

The results of this research are that the Social media marketing variabel has a positive and significant influence on the Brand Image, Brand Trust and Purchase Intention variabels. Meanwhile, based on the results of this research, the Brand Image and Brand Trust variabels do not have a positive and significant effect as mediating variabels between the social media marketing variabel and the purchase intention variabel.

Keywords: Social media marketing, Purchase intention, Brand Image, Brand Trust