

ABSTRACT

The rapid increase in the number of Internet users in Indonesia and the increasing use of digital intelligence provide marketers with new ways to sell their products and motivate consumers to buy. Social media marketing is a marketing activity carried out on social media platforms. This can be used by Scarlett Whitening to sell products through social media, especially Instagram and build consumer trust.

This study aims to determine how much influence social media marketing has on Scarlett Whitening's consumer purchase intentions mediated by the customer trust factor. The aspects studied are social media marketing, consumer purchase intentions and customer trust. The type of research used is quantitative with the aim of measuring how much influence the causal relationship of the variables that make up the structural equation model take is taken through a survey using a Likert scale for 16 question items. The data indicators owned by each variable from the survey results were tested for validity and reliability before testing the hypothesis for a model fit test. The research sample was taken using a non-probability sampling method, namely convenience sampling of 200 samples of respondents through an online questionnaire via google form. The research is quantitative and uses the SEM (path analysis) research model.

The results of the tests that have been carried out, it can be concluded that there is a positive and significant effect of social media marketing on consumer purchase intentions on Scarlett Whitening skincare products, a significant positive effect of social media marketing on customer trust in Scarlett Whitening skincare products, a significant positive influence from customer trust to consumer purchase intentions on Scarlett Whitening skincare products, and the significant influence of social media marketing on consumer purchase intentions through customer trust in Scarlett Whitening skincare products.

Keywords: : *customer trust, consumer purchase intentions, social media marketing*