

ABSTRACT

The increasing number of social media users in Indonesia has led to various types of social media platforms. At present social media is used by companies to promote their products. Wardah uses social media as a media to promote its products to increase purchasing interest in products, but Wardah occupies the lowest four-sales position when compared to other competitors

This study aims to find out how much the influence of social media marketing carried out by Wardah on buying interest with customer trust as a mediation variable

This study uses quantitative methods with the aim of this study, namely causal. collection using the non-probability sampling method with the type of convenience sampling of 400 Wardah user respondents. This study uses questionnaire data collection techniques with ordinal scale and data analysis techniques using Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software.

Based on the results of data analysis, it can be concluded that social media marketing variables affect purchase intention and customer trust. The customer trust variable influences purchase intention and partially mediates the relationship between social media marketing and purchase intention variables.

The suggestion for this research is that the Wardah company needs to increase marketing activities on social media and create interactive and informative content so that it can gain trust and attract consumer buying interest in product Wardah.

Keywords : *customer trust, purchase intention, social media marketing*