

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 Skintific 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 Skintific'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 finding of this research concluded that social media marketing and brand trust does affect customer purchase intention on Skintific product and brand trust proven as mediator variable between social media marketing and customer purchase intention on Skintific product.

Keywords: customer trust, consumer purchase intentions, and social media marketing.