

ABSTRACT

Digital marketing is one of the mandatory strategies that companies need to use to carry out marketing so that they can anticipate the level of business competition in the digital era. This is a strength that Mie Gacoan can utilize to carry out social media marketing to increase customer buying interest by utilizing consumer trust. This research aims to determine the influence of social media marketing on consumer's purchase intention, social media marketing on customer trust, customer trust on consumer's purchase intention, and social media marketing on consumer's purchase intention which is mediated by customer trust in Mie Gacoan.

The sample in this study amounted to 120 samples using the sampling technique according to Hair et al where the minimum sample size is multiplied by 10 indicator variables. The data analysis technique in this research is descriptive analysis and SEM analysis which includes the outer model and inner model, using the Smart PLS (Partial Least Square) device. Data was collected through questionnaires which were distributed to respondents who were the Mie Gacoan Tiktok account audience of 136 respondents.

The results of this research show that social media marketing has a significant effect on consumer's purchase intention; social media marketing has a significant effect on customer trust; customer trust has a significant effect on consumer's purchase intention, and social media marketing has a significant effect on consumer's purchase intention which is mediated by customer trust in Mie Gacoan.

The practical implications of this research are expected to help Mie Gacoan and food and beverage business players in Indonesia, in improving marketing strategies to gain purchasing interest in a product with better social media marketing.

Keywords: social media marketing, customer trust, consumer purchase intention, Mie Gacoan