

ABSTRACT

In the current era, people's dependence on social media is increasing, especially in obtaining information and making purchasing decisions. TikTok is the most popular platform used, with the most recommended store data by TikTok being Glad2Glow. This study aims to analyze the effect of user-generated content on purchasing decisions, with brand trust as a mediating variable. This research uses a quantitative approach with a survey method to collect data from TikTok users in Banyumas who have purchased Glad2Glow products. This study involved 120 respondents and was analyzed using the PLS-SEM method with the help of the SmartPLS 4.0 tool. The results showed that UGC has a positive influence on brand trust, which then significantly mediates the relationship between UGC and purchasing decisions. However, UGC has no direct effect on purchasing decisions. These findings contribute to understanding the causal relationship between variables and enrich the digital marketing literature, especially in the skincare industry. With suggestions for future researchers can expand respondents and consider other factors such as price perceptions. As well as for the Glad2Glow brand or business actors can strengthen and improve brand image to build trust.

Keywords: user – generated content, purchase decisions, brand trust