


The Role Of Brand Trust As A Mediation Variable Of The Influence Of Brand Image And Social Media Marketing On Purchase Decisions For Sariayu Martha Tilaar Cosmetics In Dobo City, Aru Island District

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Article Info	ABSTRACT
Keywords: Brand Image, Social Media Marketing, Brand Trust, Purchasing Decisions.	This research aims to analyze the influence of brand image and social media marketing on purchasing decisions through brand trust as a mediating variable. The type of research used is quantitative research. The number of samples in this study was 116 respondents. The sampling technique uses a purposive sampling technique with a non-probability sampling method. Primary data in the research was obtained through distributing questionnaires to customers who use Sariayu Martha Tilaar Cosmetics in Dobo City, Aru Islands Regency. The data analysis method uses Partial Least Square (PLS) which can be operationalized via SmartPLS software. The results of the research show that brand image has a significant effect on brand trust, social media marketing has a significant effect on brand trust, brand trust has a significant effect on purchasing decisions, brand image has a significant effect on purchasing decisions through brand trust as a mediating variable, and social media marketing has a significant effect on purchasing decisions through brand trust as a mediating variable.
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INTRODUCTION

Marketing is an important thing in a business activity. Marketing is the process of communicating and offering products that provide useful product descriptions so that they can fulfill consumer needs or satisfaction. Marketing is carried out so that companies can get to know and understand their potential customers and develop sales strategies to meet market demand. The right marketing strategy can influence consumers and also increase sales.

In today's fast-paced modern era, there are various technological innovations that continue to develop. This can affect human life in various aspects, especially in technology that is progressing in the internet sector. The internet is an electronic communications network that can globally connect one device to another. The internet is a communication medium that provides all the information needed and everyone can access it easily. The internet is very useful for humans, for example it makes it easier for someone to interact remotely, get the latest information quickly, and can carry out other activities to meet daily human needs.

Technological developments in the internet sector can also influence business activities, especially marketing activities. Utilization of the internet in marketing activities can be done with online marketing, through various media such as websites, e-commerce, e-mail, social media marketing, search engine marketing (SEM), and others. Online marketing or online marketing is a business activity that uses the internet for interactive communication and provides instant responses and provides information digitally. Online marketing provides a space for buyers and sellers to interact

electronically. With the internet, the dissemination of information in promotions or advertisements will be faster, thereby allowing the opportunity to reach the appropriate target market.

Building a brand image is important for a business organization or company, because brand image is consumers' opinions and understanding of a brand which can be described by the brand associations that exist in consumers' memories or minds when they hear the brand name (Kotler & Keller, 2016). A good or positive brand image is one that can have an added value impact on consumers. If a brand has a bad image it will indirectly impact consumers and it is likely that consumers will not be interested in making a purchase. In this case, companies are required to carry out good and correct strategies in order to attract the attention of consumers and not be less competitive with other business actors.

One online marketing strategy that uses the internet is social media marketing. Currently, the use of social media marketing as a medium to promote a product is very effective because consumers often use social media platforms to spend their free time online. Social media marketing is a marketing effort that utilizes platforms or social media to market goods, services and brands to consumers online. Social media is a channel for communicating, creating, uploading and responding to content online. By using social media, marketers can create conversations with potential customers and can promote their products at relatively affordable costs and easy communication without time limits.

Nowadays companies must be able to identify and recognize what consumers want and need and one of the target markets is women where women have many needs and one of them is cosmetics to beautify their appearance. A good company that wants to develop is a company that tries to find information about what its target market expects of a product (Permata, 2020) with the aim that companies or business people can create and fulfill the needs of consumers. With the development of technology today, life is more modern, offering practicality and convenience, one of which is the presence of increasingly diverse cosmetic products and of course with different uses for each product. The increasing choice of cosmetic products with various brands will ultimately make consumers have to decide to purchase products that suit their needs. Currently, the potential of the cosmetics industry is developing, which can be seen with the emergence of various cosmetic brands from within the country and from abroad, so cosmetic brands in Indonesia not only compete with local products but also compete with foreign products.

A brand is the identity of a product consisting of a name, sign, symbol and packaging design that can describe the differences between the product being sold and competitors' products. Brands that have social media that are interactive, safe, and always create the latest and trendy content can increase consumer trust in the brand or brand trust. Brand trust means: The positive response generated by users regarding their relationship with a brand originates in the minds of consumers that the brand is reliable and committed to the needs and comfort of consumers (Delgado-Ballester, 2005). The influence of social media marketing which creates brand trust can strengthen the act of purchasing a product.

Brand trust can also be formed from perceptions related to brand image resulting from consumers' assumptions about the brand when buying and using it. According to Keller (1993), brand image is a response to a brand that is reflected based on consumers' memories of that brand association. Consumer expectations for a brand that has a good image will influence consumer purchasing decisions. A brand that is perceived positively will have an impact on brand trust so that it

can give rise to consideration in purchasing. Purchasing decisions are the result of stages when deciding on various desired options available in purchasing a product (Tjiptono, 2008).

By analyzing and reviewing various literature and previous research that has been carried out by previous researchers related to brand image and social media marketing on purchasing decisions, there are several research results that explain the influence of brand image on purchasing decisions and the influence of social media marketing on purchasing decisions. purchase. From these studies, it was found that this influence could not show clear results, so there were differences in research results that were confusing or unanswered, and created a research gap regarding these results.

Based on the background description above, the researcher is interested in reviewing and developing research literature with the title "The Role of Brand Trust as a Mediating Variable in the Influence of Brand Image and Social Media Marketing on Purchasing Decisions for Sari Ayu Martha Tilaar Cosmetics in Dobo City, Aru Islands Regency

METHODS

Types of research

In this research, the method used is a quantitative research method. Quantitative research is an empirical research technique that is based on numbers processed using statistics that can provide concrete, relational and systematically measurable data. According to Given (2008), quantitative research methods are approaches to empirical studies in collecting, analyzing and presenting data in numerical or numerical form rather than narratives. Quantitative research aims to test the impact and interactions between research variables in a systematic, structured manner by collecting and processing data on certain populations and samples and developed using mathematical methods, as well as testing the hypotheses that have been established in the research.

Population and Sample

Population is the entire object to be studied consisting of people, objects, events and areas that have certain characteristics based on the research to be carried out. The population in this study were consumers of Tual City, Aru Islands Regency who had purchased Sari Ayu Martha Tilaar products.

The sample is a segment of the entire population and characteristics that have the same traits and characteristics as the research population taken. According to Hair (2014), if the sample size is calculated too large, it will be difficult to find a suitable model, so it is recommended that a suitable and ideal sample standard be in the range of 100-200. According to Hair et al. (2014) calculated a representative sample or unknown population, namely with a minimum sample of 5 to 10 (maximum) observations with the number of indicators studied. This research has a total of 16 indicators and is used to measure 4 variables. Based on Hair's guidelines, the number of samples used is 16 indicators \times 5 = 80 + 4 variables = 84 minimum samples. Meanwhile, the maximum sample size is 16 indicators \times 10 = 160 + 4 variables = 164 samples. According to Hair, a good sample is between 100-200 samples, so in this study the sample used was 16 \times 7 = 112 + 4 variables = 116 samples.

Operational Definition of Variables

The operational definition is an understanding of a variable that contains the attributes, properties or values of an object or event that has certain characteristics that have been determined by the

researcher so that it can be measured and studied and draw conclusions to conduct research. This research uses three types of variables, namely independent variables, dependent variables and mediating variables. Independent (free) variables are variables that influence the dependent variable, which can produce positive or negative influences. In this research, the independent variables consist of brand image and social media marketing. The dependent (bound) variable is the variable that is influenced or the variable that is caused by the influence of the independent variable. In this research, the dependent variable is purchasing decisions. A mediating variable is an intermediary variable that can connect the independent variable and the dependent variable. In this research, the mediating variable used is brand trust.

Data analysis method

Data analysis techniques are the stage where the data obtained is arranged systematically for data processing, describing it, synthesizing it, assembling patterns, selecting, as well as concluding and presenting the data so that it is easier to understand and helps answer the problem formulation and test the hypothesis presented (Sugiyono, 2016). In this study, the results of respondents' answers were tabulated in tables to make it easier to observe and evaluate the data. To analyze the data in this research, data analysis techniques are used, namely PLS SEM (Partial Least Square Structural Equation Model) which can be operationalized through programs or analysis tools with Smart PLS (Smart Partial Least Square). PLS is a variance-based structural equation model that is able to define latent variables (not directly measured) and is measured using indicators (Ghozali, 2018). PLS is a powerful analysis method, because it does not estimate the data must use a certain scale, the model does not have to be based on theory, and the sample size is small. PLS aims to obtain latent variable values that are used as predictions (Ghozali, 2018). According to Ghozali (2018), the PLS analysis method uses three literacy stages starting from model measurement (outer model), model structure (inner model) and hypothesis testing (bootstrapping).

Measurement Model Analysis (Outer Model)

Outer model measurement analysis was carried out to clarify the relationship between indicators and their variables. In this outer model analysis, it can be evaluated using validity tests and reliability tests.

Validity test

Validity refers to the range in which a measuring instrument can measure what it is trying to measure. (Siregar, 2016). According to Sugiyono (2010) a measurement scale is considered valid if the scale can be used to measure what needs to be measured. In SmartPLS, the validity test is looked at the Outer Loading value and the AVE (Average Variance Extracted) value. If the Outer loading value is at least 0.7 and the AVE value is at least 0.5 then it can be said to be valid.

Reliability Test

Reliability is an index that reveals the extent to which a measuring tool (instrument) can be relied upon and trusted (Sugiyono, 2010). A measuring instrument can be said to be reliable if the measurement results are consistent and accurate. Reliability can be done on questions or statements that are valid. In SmartPLS, the reliability test can be seen in the Composite Reliability and Cronbach's Alpha values which are at least 0.7.

Structural Model Analysis (Inner Model)

Structural analysis of the model was carried out with the aim of knowing the relationship between the variables used in the research model. This inner model analysis is used to test the coefficient of determination/R Square (R²) and Path Coefficients.

R Square (R²)

The coefficient of determination is practically used to measure the power of a model to explain the variance of the dependent variable. (Ghozali, 2018). The measurement standard in the coefficient of determination test is 0.67 which means the model is good, 0.33 means the model is moderate, and 0.19 means the model is weak. So the smaller the R² value, the ability of the independent variable to explain the dependent variable will be very limited. On the other hand, if the R² value is close to 1 (one) then the independent variables convey almost all the information needed to estimate variations in the dependent variable.

Path Coefficients

Path coefficients is a value that can indicate the direction of the relationship between variables that is positive or negative. The path coefficient measurement standard, the path coefficient value is in the range -1 to 1. If the path coefficient value is in the range 0 to -1, then the variable relationship is negative, and if the path coefficient value is in the range 0 to 1 then the relationship between the variables is positive.

Hypothesis Testing (Bootstrapping)

After the model has been partially and as a whole tested, the next stage is hypothesis testing. This hypothesis test is useful for knowing and evaluating research results where the hypothesis can be accepted or rejected so that a decision can be made. In SmartPLS, hypothesis testing is carried out using Bootstrapping, which can be seen from the t-statistic values and probability values. The measurement standard for hypothesis testing is the t-statistic value, namely 1.96 and the significance level is 5%, so:

- If the t-statistic value is > 1.96 and P-values < 0.05 then there is a significant influence between the variables.
- If the t-statistic value < 1.96 and P-values > 0.05 then there is no significant influence between variables.

RESULTS AND DISCUSSION

Table 1. Average Variance Extracted (AVE) Value

Variable	Criteria	AVE
Brand Image (X1)		0.662
Social Media Marketing(X2)	>0.5	0.621
Brand Trust (Y1)		0.806
Purchase Decision (Y2)		0.678

Source: SmartPLS Data Processing (2024)

An indicator is declared valid if the Outer Loading value is at least 0.7 and the AVE value is at least 0.5. In table 4.20, it can be seen that the AVE value meets the criteria, namely > 0.5 . Based on the data above, then:

1. The CM1 indicator has an influence of 0.820 on the Brand Image variable
2. The CM2 indicator has an influence of 0.843 on the Brand Image variable
3. The CM3 indicator has an influence of 0.801 on the Brand Image variable
4. The CM4 indicator has an influence of 0.789 on the Brand Image variable
5. The SMM1 indicator has an influence of 0.807 on the Social Media Marketing variable
6. The SMM2 indicator has an influence of 0.763 on the Social Media Marketing variable
7. The SMM3 indicator has an influence of 0.856 on the Social Media Marketing variable
8. The SMM4 indicator has an influence of 0.796 on the Social Media Marketing variable
9. The SMM5 indicator has an influence of 0.711 on the Social Media Marketing variable
10. The KM1 indicator has an influence of 0.908 on the Brand Trust variable
11. The KM2 indicator has an influence of 0.900 on the Brand Trust variable
12. The KM3 indicator has an influence of 0.885 on the Brand Trust variable
13. The KP1 indicator has an influence of 0.835 on the Purchasing Decision variable
14. The KP2 indicator has an influence of 0.807 on the Purchasing Decision variable
15. The KP3 indicator has an influence of 0.817 on the Purchasing Decision variable
16. The KP4 indicator has an influence of 0.833 on the Purchasing Decision variable

The Average Variance Extracted (AVE) value is said to be valid if the value is at least 0.5. Based on these data, it is known:

1. The AVE value for the Brand Image variable is said to be valid because it has an AVE value of $0.662 > 0.5$
2. The AVE value for the Social Media Marketing variable is said to be valid because it has an AVE value of $0.621 > 0.5$
3. The AVE value in the Brand Trust variable is said to be valid because it has an AVE value of $0.806 > 0.5$
4. The AVE value in the Purchase Decision variable is said to be valid because it has an AVE value of $0.678 > 0.5$

So the conclusion from the description above is that all indicators can be declared valid because they have met the validity test measurement requirements, namely the resulting value exceeds the minimum value set with a minimum Outer Loading value of 0.7 and a minimum AVE value of 0.5.

Reliability Test

Table 2. Composite Reliability and Cronbach's Alpha values

Variable	Composite Reliability	Cronbach's Alpha
Brand Image	0.887	0.830
Social Media Marketing	0.891	0.847
Brand Trust	0.926	0.880
Buying decision	0.894	0.842

Source: SmartPLS Data Processing (2024)

Reliability testing can be seen in the Composite Reliability and Cronbach's Alpha values, namely a minimum value of 0.7. Based on table 4.21, it can be explained as follows:

1. The Composite Reliability value of the Brand Image variable is declared reliable because it has a Composite Reliability value of $0.887 > 0.7$
2. The Composite Reliability value on the Social Media Marketing variable is declared reliable because it has a Composite Reliability value of $0.891 > 0.7$
3. The Composite Reliability value of the Brand Trust variable is declared reliable because it has a Composite Reliability value of $0.926 > 0.7$
4. The Composite Reliability value in the Purchasing Decision variable is declared reliable because it has a Composite Reliability value of $0.894 > 0.7$
5. The Cronbach's Alpha value on the Brand Image variable is declared reliable because it has a Cronbach's Alpha value of $0.830 > 0.7$
6. The Cronbach's Alpha value for the Social Media Marketing variable is declared reliable because it has a Cronbach's Alpha value of $0.847 > 0.7$
7. The Cronbach's Alpha value for the Brand Trust variable is declared reliable because it has a Cronbach's Alpha value of $0.880 > 0.7$
8. The Cronbach's Alpha value on the Purchasing Decision variable is declared reliable because it has a Cronbach's Alpha value of $0.842 > 0.7$

So from the description above it can be concluded that all variables in this study have been declared reliable because the Composite Reliability and Cronbach's Alpha values have met the specified calculation requirements, namely 0.7.

Structural Model Analysis (Inner Model) Coefficient of Determination / R Square (R²)

Table 3. R-Square Value

Variable	R-Square
Brand Trust	0.530
Buying decision	0.653

Source: SmartPLS Data Processing (2024)

In the standard measurement coefficient of determination, namely 0.67 means that the model is good, 0.33 means that the model is moderate, and 0.19 means that the model is weak. Based on table 4.23, the R-Square value of the Brand Trust variable is 0.530, which means the model is moderate because the value is still below the standard of 0.67. The R-Square value of the Purchase Decision variable is 0.653, which means the model is moderate because the value is still below 0.67.

The aim of testing the R-Square value is to determine how much influence the independent variable has on the dependent variable. It is known that in this research, the Brand Image and Social Media Marketing variables can explain the Brand Trust variable by 53% and the remaining 47% is the opportunity for other variables that can influence the Brand Trust variable. For the Purchase Decision

variable, it can be explained by the Brand Image and Social Media Marketing variables of 65% and 35% is the opportunity for other variables that can influence the Purchase Decision variable.

Path Coefficients

Table 4. Path Coefficients values

	Brand Image	<i>Social Media Marketing</i>	Brand Trust	Buying decision
Brand Image			0.568	
<i>Social Media Marketing</i>			0.237	
Brand Trust				0.808
Buying decision				

Source: SmartPLS Data Processor (2024)

The Path Coefficients value is a value that can show the direction of the relationship between variables. This relationship can be positive (+) or negative (-). If the Path Coefficients value is in the range 0 to 1 then it has a positive effect, and if the Path Coefficients value is in the range 0 to -1 then it has a negative effect.

1. Brand Image shows a positive relationship towards Brand Trust because the Path Coefficients value is 0.568
2. *Social Media Marketing* shows a positive relationship towards Brand Trust because the Path Coefficients value is 0.237
3. Brand Trust shows a positive relationship towards Purchasing Decisions because the Path Coefficients value is 0.808

Hypothesis Testing (Bootstrapping)

Table 5. Hypothesis testing

	T-Statistics (O/STDEV)	P Values
Brand Image → Brand Trust	7,019	0,000
<i>Social Media Marketing</i> → Brand Trust	2,303	0.022
Brand Trust → Purchase Decision	14,569	0,000

Source: SmartPLS Data Processing (2024)

The standard for hypothesis testing is the t-statistic value, namely 1.96 and the significance level is 5%. Hypothesis testing can be said to have a significant effect if the t-statistic value is > 1.96 and P-values < 0.05. However, on the contrary, it is said to have no significant effect if the t-statistic value is < 1.96 and P-values > 0.05.

1. The relationship between the Brand Image variable and Brand Trust has a t-statistic value of 7.019 and a P-value of 0.000. So it can be stated that the Brand Image variable has a significant influence

on the Brand Trust variable because it meets the requirements for hypothesis testing, namely t-statistical values > 1.96 and P-values < 0.05 .

- The relationship between Social Media Marketing variables and Brand Trust has a t-statistic value of 2.303 and a P-value of 0.022. So it can be stated that the Social Media Marketing variable has a significant influence on the Brand Trust variable because it meets the requirements for hypothesis testing, namely t-statistic values > 1.96 and $< P$ -values < 0.05 .
- The relationship between the Brand Trust variable and Purchasing Decisions has a t-statistic value of 14.569 and a P-value of 0.000. So it can be stated that the Brand Trust variable has a significant influence on the Purchase Decision variable because it meets the requirements for hypothesis testing, namely t-statistical values > 1.96 and P-values < 0.05 .

Table 6. Test the Mediation Hypothesis

	<i>Path Coefficients</i>	T-Statistics ($ O/STDEV $)	P Values
<i>Social Media Marketing</i> → Brand Trust → Purchase Decision	0.460	6,945	0,000
Brand Image → Brand Trust → Purchase Decision	0.191	2,116	0.035

Source: SmartPLS Data Processing (2024)

In this mediation test, the aim is to determine the indirect relationship between Brand Image and variables *Social Media Marketing* on Purchasing Decisions through the Brand Trust variable as a mediating variable. Based on the data above, it is known:

- The indirect relationship between the Brand Image variable and Purchasing Decisions through Brand Trust has a path coefficient value of 0.460 and a t-statistic value of 6.945 and a P-value of 0.000. This means that there is a significant indirect relationship between the Brand Image variable and the Purchase Decision variable through the Brand Trust variable.
- The indirect relationship between the Social Media Marketing variable and Purchasing Decisions through Brand Trust has a path coefficient value of 0.191 and a t-statistic value of 2.116 and a P-value of 0.035. This means that there is a significant indirect relationship between the Social Media Marketing variable and the Purchase Decision variable through the Brand Trust variable.

The Influence of Brand Image on Brand Trust

Based on the results of data analysis, it is known that the Brand Image variable has a significant effect on Brand Trust. This can be seen in the t-statistic value, which is $7.019 > 1.96$ and the P-values are $0.000 < 0.05$. Brand Image shows a positive relationship towards Brand Trust because it has a Path Coefficients value of 0.568. This explains that a positive brand image will greatly influence trust in the Sariayu Martha Tilaar brand. Brand image is a collection of consumer perceptions about a brand with a view in terms of product quality, benefits and brand advantages that will give rise to consumer trust in the brand.

Based on the results of the questionnaire, it can be seen that respondents like Sariayu Martha Tilaar Cosmetics products because they have good quality and benefits for all skin types. Sariayu Martha Tilaar cosmetics are easy to remember and famous for their function as beauty products that

are safe, high quality and affordable. Sariayu Martha Tilaar Cosmetics also always gives a positive impression to its consumers.

The Influence of Social Media Marketing on Brand Trust

Based on the results of data analysis, it is known that the Social Media Marketing variable has a significant effect on Brand Trust. This can be seen in the t-statistic value, which is $2.303 > 1.96$ and the P-value is $0.022 < 0.05$. Social Media Marketing shows a positive relationship towards Brand Trust because it has a Path Coefficients value of 0.237. This explains that a positive social media marketing strategy can be a way to grow trust in the Sariayu Martha Tilaar brand. Social media marketing is a marketing strategy that uses social media such as TikTok to offer products by utilizing the features on the TikTok platform as support for creating content that attracts the attention of its users.

Based on the results of the questionnaire, it is known that respondents like Sariayu Martha Tilaar Cosmetics content on social media, even though on the TikTok platform this product does not have much video content, this product provides the latest information that is interesting and trendy. Sariayu Martha Tilaar also provides services that can be tailored to consumer needs, such as if consumers want to know more about this product, then Sariayu Martha Tilaar can serve consumer requests by conveying the targeted information. Social Media Marketing can also be the right solution for communicating/interacting and presenting this product.

The Influence of Brand Trust on Purchasing Decisions

Based on the results of data analysis, it is known that Brand Trust has a significant effect on Purchasing Decisions. This can be seen in the t-statistic value, which is $14.569 > 1.96$ and the P-values are $0.000 < 0.05$. Brand Trust shows a positive relationship towards Purchasing Decisions because it has a Path Coefficients value of 0.808. This explains that high brand trust greatly influences consumer purchasing decisions for Sariayu Martha Tilaar Cosmetics products.

Based on the results of the questionnaire, it is known that respondents feel confident in Sariayu Martha Tilaar Cosmetics products because they provide honest information so that they can meet consumer needs, where the function of Sariayu Martha Tilaar Cosmetics is as a beauty product that contains quality ingredients and is safe for all skin types and as a treatment. problematic skin.

The Influence of Brand Image on Purchasing Decisions Through Brand Trust

Based on the research results, it can be seen that Brand Image has a significant effect on Purchasing Decisions through Brand Trust as a mediating variable. This can be seen in the t-statistic value, which is $6.945 > 1.96$ and the P-value is $0.000 < 0.05$ and has a positive relationship direction because it has a Path Coefficients value of 0.460. This shows that a brand image that is well perceived by consumers will form brand trust which can increase purchasing decisions for Sariayu Martha Tilaar Cosmetics products. Consumer trust in Sariayu Martha Tilaar Cosmetics products can arise because this product has excellent cosmetic quality and is safe for all skin types. The image of this cosmetic is very positive among the public, especially among Indonesian women, because this cosmetic is often recommended by doctors so that consumers will feel confident in the quality of this cosmetic and can purchase this

product. So it can be concluded that the Brand Trust variable is successful in mediating the relationship between Brand Image and Purchasing Decisions.

The Influence of Social Media Marketing on Purchasing Decisions Through Brand Trust

Based on the research results, it can be seen that Social Media Marketing has a significant effect on Purchasing Decisions through Brand Trust as a mediating variable. This can be seen in the t-statistic value, which is $2.116 > 1.96$ and the P-value is $0.035 < 0.05$ and has a positive relationship direction because it has a Path Coefficients value of 0.191. This shows that brand trust indirectly influences consumers' purchasing decisions for Sariayu Martha Tilaar Cosmetics products when they see promotional content on TikTok social media or social media marketing. Consumer trust in these cosmetics can arise because Sariayu Martha Tilaar creates interesting video content on social media marketing applications such as TikTok by displaying information that consumers need. Therefore, consumers will feel confident in the marketing of this product on TikTok social media and can make purchasing decisions about this product. So it can be concluded that the Brand Trust variable can mediate the relationship between Social Media Marketing and Purchasing Decisions.

CONCLUSION

Based on the results of testing and data analysis that have been carried out in this research, researchers can draw conclusions as follows: Brand Image has a significant effect on Brand Trust. This means that the more positive the Sariayu Martha Tilaar brand image is perceived by consumers, the more brand trust they can have in Sariayu Martha Tilaar Cosmetics. *Social Media Marketing* has a significant effect on Brand Trust. This means that the better the company is at implementing attractive social media marketing, the higher consumer confidence in Sariayu Martha Tilaar Cosmetics. Brand Trust has a significant influence on Purchasing Decisions. This means that the higher the consumer's trust in the Sariayu Martha Tilaar brand, the higher the purchasing decision for Sariayu Martha Tilaar Cosmetics. Brand Image has a significant effect on Purchasing Decisions through Brand Trust as a mediating variable. This means that brand trust formed from a positive brand image can increase purchasing decisions for Sariayu Martha Tilaar Cosmetics. *Social Media Marketing* has a significant effect on Purchasing Decisions through Brand Trust as a mediating variable. This means that the better and more interesting the social media marketing carried out by Sariayu Martha Tilaar, the more brand trust it will create which can increase consumer purchasing decisions for Sariayu Martha Tilaar Cosmetics. Employee performance cannot be separated from the influence of work discipline. Work discipline is proven to have a positive and significant impact on employee performance. Every increase in work discipline carried out by employees will directly stimulate performance growth, and conversely, if work discipline decreases, the resulting performance will also decrease. In the world of work, emotional intelligence has been proven to have a positive but not significant impact on employee performance levels. Increasing emotional intelligence possessed by employees automatically increases the resulting performance, and vice versa, even though the increase is not large.

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