

**PENGARUH *SOCIAL MEDIA MARKETING* MELALUI INSTAGRAM  
TERHADAP *PURCHASE DECISION* YANG  
DIMEDIASI OLEH *BRAND TRUST*  
(Survey terhadap Konsumen Produk Lip Tint Dear Me Beauty di Indonesia)**

**TESIS**

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Magister pada  
Program Studi Manajemen



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**PROGRAM STUDI MAGISTER MANAJEMEN  
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS  
UNIVERSITAS PENDIDIKAN INDONESIA  
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Sebuah tesis yang diajukan untuk memenuhi salah satu syarat  
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Manajemen

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(Survey terhadap Konsumen Produk Lip Tint Dear Me Beauty di Indonesia)**

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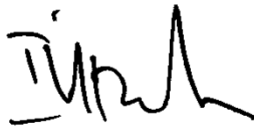
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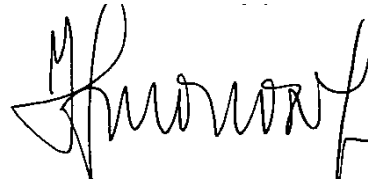
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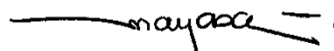
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## ABSTRAK

Dea Dela Piyoh (2208389), **Pengaruh *Social Media Marketing* melalui Instagram Terhadap *Purchase Decision* yang Dimediasi oleh *Brand Trust*** (Survey terhadap Konsumen Produk Lip Tint Dear Me Beauty di Indonesia)” dibawah bimbingan Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA. dan Dr. Tutik Inayati, S.Mn., M.S.M.

Konsumen akan dihadapkan pada berbagai preferensi sebagai bahan pertimbangan dalam berbelanja. Permasalahan yang timbul umumnya adalah konsumen berusaha menentukan mengapa, apa, dimana dan bagaimana membeli produk. Konsumen berada dalam posisi untuk membuat keputusan karena mereka memiliki pilihan untuk melakukan pembelian atau tidak melakukan pembelian. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *social media marketing* melalui Instagram terhadap *purchase decision* yang dimediasi oleh *brand trust*. Jenis penelitian ini adalah penelitian deskriptif verifikatif dengan pendekatan kuantitatif. Pengumpulan data dilakukan dengan cara membagikan angket/kuesioner kepada responden dimana didalamnya terdiri dari beberapa pernyataan. Sampel pada penelitian ini adalah konsumen produk Lip Tint Dear Me Beauty sebanyak 400 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Teknik analisis data yang digunakan adalah *path analysis* (analisis jalur). Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan dari *social media marketing* melalui Instagram terhadap *purchase decision*, terdapat pengaruh positif dan signifikan dari *social media marketing* melalui Instagram terhadap *brand trust*, terdapat pengaruh positif dan signifikan dari *brand trust* terhadap *purchase decision*, *brand trust* tidak memediasi pengaruh *social media marketing* melalui Instagram terhadap *purchase decision*.

**Kata kunci:** *Social Media Marketing*, *Brand Trust*, dan *Purchase Decision*

## ABSTRACT

Dea Dela Piyoh (2208389), **The Effect of Social Media Marketing through Instagram on Purchase Decision Mediated by Brand Trust** (Survey of Dear Me Beauty Lip Tint Product Consumers in Indonesia) "under the guidance of Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA. and Dr. Tutik Inayati, S.Mn., M.S.M.

Consumers will be faced with various preferences as a consideration in shopping. The problem that generally arises is that consumers try to determine why, what, where and how to buy products. Consumers are in a position to make decisions because they have the choice to make a purchase or not make a purchase. The purpose of this study was to determine the effect of social media marketing through Instagram on purchase decisions mediated by brand trust. This type of research is descriptive verification research with a quantitative approach. Data collection is done by distributing questionnaires to respondents which consist of several statements. The sample in this study were consumers of Dear Me Beauty Lip Tint products totaling 400 respondents. The sampling technique used was purposive sampling. The data analysis technique used is path analysis. The results showed that there is a positive and significant effect of social media marketing through Instagram on purchase decision, there is a positive and significant effect of social media marketing through Instagram on brand trust, there is a positive and significant effect of brand trust on purchase decision, brand trust does not mediate the effect of social media marketing through Instagram on purchase decision.

**Keywords:** *Social Media Marketing, Brand Trust, and Purchase Decision*

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