

***SOCIAL MEDIA MARKETING INSTAGRAM DAN BRAND
TRUST: PENGARUHNYA TERHADAP PURCHASE DECISION
SUNSCREEN EMINA***
(Survei Pada Pengikut Instagram @eminacosmetics)



Skripsi

**Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana
Manajemen**

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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Skripsi yang Diajukan Sebagai Salah Satu Persyaratan
untuk Memperoleh Gelar Sarjana Manajemen
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LEMBAR PENGESAHAN SKRIPSI

***SOCIAL MEDIA MARKETING* INSTAGRAM DAN *BRAND TRUST*: PENGARUHNYA TERHADAP *PURCHASE DECISION* *SUNSCREEN* EMINA
(Survei Pada Pengikut Instagram @eminacosmetics)**

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FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
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BANDUNG
2025**

ABSTRAK

Dini Retnaning Pangestuti, 2109422, “*Social Media Marketing Instagram dan Brand Trust: Pengaruhnya Terhadap Purchase Decision Sunsreen Emina (Survei Pada Pengikut Instagram @eminacosmetics)*”.

Pendapatan di bisnis industri kecantikan mencapai US\$8,09 miliar yang diperkirakan akan terus tumbuh sebesar 4,59% setiap tahunnya, Segmen pasar terbesar industri kecantikan dipegang oleh segmen Perawatan Diri. Kategori Perawatan Wajah menjadi yang teratas dalam penjualan pasar FMCG 2023 dengan *market share* sebesar 36,8%, dimana kategori produk yang paling banyak diminati adalah *moisturizer, serum, sunscreen, facial cleanser, dan face mask*. Ketika terjadi kenaikan penjualan produk perawatan wajah khususnya *sunscreen*, Emina nampaknya tidak terlalu diminati di pasaran terbukti dengan *market share* yang hanya mencapai angka 3,3% berbanding jauh dengan produk kompetitor. *Social Media Marketing* dan *Brand Trust* dapat dijadikan sebagai solusi untuk meningkatkan *Purchase Decision* pada konsumen. Penelitian ini bertujuan untuk memahami bagaimana *Social Media Marketing* dan *Brand Trust* mempengaruhi *Purchase Decision* konsumen terhadap produk *sunscreen* emina. Teknik pengumpulan data sekunder menggunakan kajian literatur sedangkan primer melalui survei Google Form. Sampel terdiri dari 408 *followers* Instagram @eminacosmetics yang pernah membeli produk *sunscreen* emina. Analisis data menggunakan analisis deskriptif dan verifikatif. Selain itu uji instrumen penelitian juga dilakukan untuk mengevaluasi validitas dan reliabilitas kuesioner yang digunakan. Pada teknik analisis data juga dilakukan uji normalitas, Uji Multikolinieritas, Uji Heteroskedastisitas, analisis korelasi, analisis koefisien determinasi, analisis regresi linear berganda, dan Uji hipotesis (Uji T dan Uji F) dengan bantuan SPSS.

Kata Kunci: *Social Media Marketing, Brand Trust, Purchase Decision, Sunsreen, Emina Cosmetics.*

ABSTRACT

Dini Retnaning Pangestuti, 2109422, “Social Media Marketing Instagram and Brand Trust: Influence on Emina Sunscreen Purchasing Decisions (Survey On Instagram Followers @eminacosmetics)”.

Revenue in the beauty industry business reached US\$8.09 billion which is expected to continue to grow by 4.59% annually. The largest market segment of the beauty industry is held by the Personal Care segment. The Facial Care category is the top in FMCG market sales in 2023 with a market share of 36.8%, where the most popular product categories are moisturizers, serums, sunscreens, facial cleansers, and face masks. When there was an increase in sales of facial care products, especially sunscreens, Emina did not seem to be very popular in the market, as evidenced by the market share which only reached 3.3% compared to competitor products. *Social Media Marketing* and *Brand Trust* can be used as solutions to increase consumer purchasing decisions. This study aims to understand how *Social Media Marketing* and *Brand Trust* influence consumer purchasing decisions for Emina sunscreen products. Secondary data collection techniques use literature reviews while primary data collection techniques use Google Form surveys. The sample consisted of 408 Instagram followers @eminacosmetics who had purchased Emina sunscreen products. Data analysis uses descriptive and verification analysis. In addition, research instrument testing was also conducted to evaluate the validity and reliability of the questionnaire used. In the data analysis technique, normality tests, tests multikolinieritas, heteroscedasticity tests, correlation analysis, coefficient of determination analysis, multiple linear regression analysis, and hypothesis testing (T-test and F-test) were also carried out with the help of SPSS.

Keywords: *Social Media Marketing, Brand Trust, Purchase Decision, Sunscreen, Emina Cosmetics.*

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