

ABSTRACT

Title : The Influence Of Social Media Marketing And Brand Image On Purchasing Decision Through Brand Trust Case Study On Instagram TaichanGoreng Followers

Name : Diana Noviarita

Study Program : S-1 Management

This study aims to determinethe effect of social media marketing and brand image on purchasing decision through brand trust on TaichanGoreng Instagram follower. The sample in the study were 120 respondents who were followers of TaichanGoreng Instagram. The analytical tool used in this study is path analysis. The independent variable consists of Social Media Marketing and Brand Trust, the dependent variable consists of Purchasing Decisions, the intervening variable consists of Brand Trust. The results of this study indicate that Social Media Marketing, and Brand Image have a positive and significant effect on Brand Trust. Social Media Marketing, and Brand Image have a positive and significant effect on Purchasing Decisions. Social Media Marketing and Brand Image have a value of derect influence greater than the indirect effect.

Keywords: Social Media Marketing, Brand Image, Brand Trust, Purchasing Decision