

ABSTRACT

This study aims to analyze the influence of social media marketing content, influencers, and price discounts on purchasing decisions, with brand trust as an intervening variable among Generation Z TikTok Shop users, specifically Scarlett Whitening consumers. This research is motivated by changes in consumer behavior in the digital era and the increasing role of social media in marketing activities and purchasing decision-making.

This study used a quantitative approach with a survey method by distributing questionnaires to respondents who met the research criteria. The sampling technique used purposive sampling. Data analysis was conducted using Structural Equation Modeling (SEM) with the help of AMOS to test the relationships between variables in the research model.

The results show that social media marketing content, influencers, and price discounts have a positive and significant effect on brand trust and purchase decisions. Brand trust was also shown to have a positive effect on purchase decisions and mediate the relationship between digital marketing strategies and consumer purchase decisions. These findings demonstrate that the success of digital marketing is determined not only by attractive promotions but also by the brand's ability to build and maintain consumer trust.

Keywords: Social Media Marketing Content, Influencers, Price Discounts, Brand trust, Purchase Decisions, Generation Z.

