

ABSTRAK

**PENGARUH SOCIAL MEDIA MARKETING, CELEBRITY
ENDORSEMENT DAN E-WOM TERHADAP PURCHASE
INTENTION KONSUMEN GEN Z DENGAN BRAND
TRUST SEBAGAI VARIABEL MEDIASI
PADA SKINCARE SKINTIFIC
(Studi pada Konsumen Skintific)**

Nava Laurensia Pakpahan
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk mengetahui: (1) peran *brand trust* dalam memediasi pengaruh *social media marketing* terhadap *purchase intention* konsumen Generasi Z pada *skincare* Skintific, (2) peran *brand trust* dalam memediasi pengaruh *celebrity endorsement* terhadap *purchase intention* konsumen Generasi Z pada *skincare* Skintific dan (3) peran *brand trust* dalam memediasi pengaruh *electronic word of mouth (E-WOM)* terhadap *purchase intention* konsumen Generasi Z pada *skincare* Skintific. Populasi dalam penelitian ini adalah konsumen Generasi Z yang berminat membeli produk Skintific. Sampel dalam penelitian ini adalah konsumen Generasi Z yang lahir pada tahun 1997 – 2012 (berusia 28 – 13 tahun), sudah mengikuti minimal satu akun milik Skintific, pernah melihat atau mengetahui *celebrity endorsement* yang memasarkan produk Skintific dan pernah melihat atau membaca ulasan produk Skintific secara *electronic word of mouth (E-WOM)* melalui internet. Jumlah sampel dalam penelitian ini sebanyak 100 responden. Data yang diperoleh dianalisis dengan teknik model PLS (*Partial Least Square*) menggunakan *SmartPLS* 4.1. Hasil penelitian ini menunjukkan bahwa: (1) peran *brand trust* memediasi penuh pengaruh *social media marketing* terhadap *purchase intention*, (2) peran *brand trust* memediasi penuh pengaruh *celebrity endorsement* terhadap *purchase intention* dan (3) peran *brand trust* tidak memediasi pengaruh *electronic word of mouth (E-WOM)* terhadap *purchase intention*.

Kata Kunci: *Social media marketing, celebrity endorsement, electronic word of mouth, purchase intention, brand trust.*

ABSTRACT

**THE INFLUENCE OF SOCIAL MEDIA MARKETING, CELEBRITY
ENDORSEMENT AND E-WOM ON THE PURCHASE
INTENTION OF GEN Z CONSUMERS WITH BRAND
TRUST AS A MEDIATION VARIABLE
ON SKINTIFIC SKINTIFIC**
(Study on Skintific Consumers)

Nava Laurensia Pakpahan
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta
2025

This study aims to determine: (1) the role of brand trust in mediating the influence of social media marketing on the purchase intention of Generation Z consumers for Skintific skincare, (2) The role of brand trust in mediating the influence of celebrity endorsement on the purchase intention of Generation Z consumers on Skintific skincare and (3) The role of brand trust in mediating the influence of electronic word of mouth (E-WOM) on the purchase intention of Generation Z consumers on Skintific skincare. The population in this study is Generation Z consumers who are interested in purchasing Skintific products. The sample in this study were Generation Z consumers who were born in 1997 – 2012 (aged 28 – 13 years), had followed at least one Skintific account, had seen or known about celebrity endorsements marketing Skintific products and had seen or read reviews of Skintific products via electronic word of mouth (E-WOM) on the internet. The number of samples in this study was 100 respondents. The data obtained were analyzed using the PLS (Partial Least Square) model technique using SmartPLS 4.1. The results of this study indicate that: (1) The role of brand trust fully mediates the influence of social media marketing on purchase intention, (2) The role of brand trust fully mediates the influence of celebrity endorsement on purchase intention and (3) The role of brand trust does not mediate the influence of electronic word of mouth (E-WOM) on purchase intention.

Keywords: Social media marketing, celebrity endorsement, electronic word of mouth, purchase intention, brand trust.