

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing* dan *electronic word of mouth* terhadap keputusan pembelian serta implikasinya terhadap *brand trust* *Screamous* secara simultan maupun parsial. Metode penelitian ini menggunakan metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Pengujian Instrumen penelitian menggunakan SmartPLS 4.0 melalui analisis *outer model* dan *inner model*. Metode analisis data yang digunakan adalah uji validitas, uji reliabilitas, *r-square*, *f-square*, *goodness of fit* (GOF) dan uji hipotesis. Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan koefisien jalur sebesar 0,467, sedangkan *social media marketing* berpengaruh positif namun tidak signifikan terhadap *brand trust* dengan koefisien jalur sebesar 0,155. Selanjutnya, *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan koefisien jalur sebesar 0,509, lalu *electronic word of mouth* berpengaruh positif namun tidak signifikan terhadap *brand trust* dengan koefisien jalur sebesar 0,363. Keputusan pembelian berpengaruh positif dan signifikan terhadap *brand trust* dengan koefisien jalur sebesar 0,367. Selain itu, *social media marketing* dan *electronic word of mouth* berpengaruh positif dan signifikan terhadap *brand trust* melalui keputusan pembelian sebagai variabel *intervening* dengan koefisien tidak langsung masing-masing sebesar 0,171 dan 0,187.

Kata Kunci : *Social Media Marketing*, *Electronic Word of Mouth*, Keputusan Pembelian, *Brand Trust*

ABSTRACT

This study aims to determine the influence of social media marketing and electronic word of mouth on purchasing decisions and their implications for Screamous brand trust simultaneously and partially. This research method uses descriptive and verification methods with a sample of 100 respondents. The research instrument testing uses SmartPLS 4.0 through outer model and inner model analysis. The data analysis methods used are validity test, reliability test, r-square, f-square, goodness of fit (GOF) and hypothesis testing. The results show that social media marketing has a positive and significant effect on purchasing decisions with a path coefficient of 0.467, while social media marketing has a positive but insignificant effect on brand trust with a path coefficient of 0.155. Furthermore, electronic word of mouth has a positive and significant effect on purchasing decisions with a path coefficient of 0.509, then electronic word of mouth has a positive but insignificant effect on brand trust with a path coefficient of 0.363. Purchasing decisions have a positive and significant effect on brand trust with a path coefficient of 0.367. Furthermore, social media marketing and electronic word of mouth have a positive and significant effect on brand trust through purchasing decisions as intervening variables, with indirect coefficients of 0.171 and 0.187, respectively.

Keywords: Social Media Marketing, Electronic Word of Mouth, Purchasing Decisions, Brand Trust