

## ABSTRACT

*The current growth of technology is so rapid that the internet has become an important thing, the Indonesian Internet Service Providers Association (APJII), explains that internet users in Indonesia have reached 221,563,479 million users compared to the previous period there was an increase of 1.4% in 2023 the number of internet users was 221 million users.*

*This rapid technological development certainly has an impact, one of which is that more and more social media platforms besides being used for entertainment can also be used for business purposes, one of which is as a marketing activity carried out by business actors with the existence of social media, it can create one of the new marketing strategies to achieve a company's goals.*

*This study has a basic objective to determine the effect of social media marketing on the interest in buying McDonald's products through consumer trust. This study uses a quantitative method with a causal research type using SEM-PLS with SMART PLS. The sample of this study was 400 respondents with a tool for the questionnaire using google form.*

*The results of this study indicate that social media marketing has a significant effect on purchase interest, then social media marketing has a significant effect on consumer trust, then consumer trust has a significant effect on purchase interest, and social media marketing has a significant effect on purchase interest mediated by consumer trust.*

*The conclusion of this study is that social media marketing has an effect on purchase interest mediated by consumer trust. The role of consumer trust in this study successfully mediates or has a mediation effect, it can be said that consumer trust helps the influence of social media marketing on purchase interest in McDonald's Indonesia products.*

**Keywords:** *Marketing, Social Media, Purchase Interest, Consumer Trust*