

ABSTRACT

The development of digital technology has transformed marketing strategies in the cosmetics industry. Social media has become a key tool in modern marketing as it enables direct interaction between brands and consumers. Wardah, as a leading halal cosmetics brand in Indonesia, utilizes social media marketing to increase brand awareness. However, there remains uncertainty regarding the influence of social media marketing on purchase decisions, particularly with brand trust as a mediating factor.

This study analyzes the effect of social media marketing on purchase decisions with brand trust as an intervening variable, examining the dimensions of interactivity, informativeness, and perceived relevance. A quantitative approach was used with 416 Wardah consumers active on social media. The data were analyzed using Structural Equation Modeling (SEM).

The results show that social media marketing has a significant positive effect on purchase decisions, both directly and through brand trust. The dimensions of informativeness and interactivity have a stronger influence on building brand trust than perceived relevance. Consumers tend to trust brands that provide clear information and enable active interaction.

This research contributes to the digital marketing literature in the context of halal cosmetics in Indonesia. Practically, the findings can help Wardah and similar companies optimize their digital marketing strategies by focusing on interactivity and the delivery of high-quality information.

Keywords: *Social media marketing, Brand trust, Purchase decision, Wardah Cosmetics*