

## **ABSTRACT**

*This research aims to analyze the influence of Social Media Marketing Interactivity and Brand Trust on Purchasing Decision Making for Scarlett Whitening brand products in Semarang City.*

*The population used in this research were customers of Scarlett Whitening Brand products. The type of research used in this thesis is quantitative research. The number of samples distributed was 200 respondents but only 179 respondents returned, using probability sampling techniques. The analysis technique used in this research uses the Structural Equation Model (SEM) with Analysis of Moment Structure (AMOS) software.*

*The research results show that the three hypotheses are acceptable and have a significant effect. This research shows that brand trust has a positive and significant effect on purchasing decision making, Social Media Marketing Interactivity has a positive effect on Purchasing Decision Making, and Social Media Marketing Interactivity has a positive effect on brand trust in Scarlett Whitening brand products in Semarang City*

***Keywords: Social Media Marketing Interactivity, Brand Trust, Purchase Decision, Scarlett Whitening***