

## ABSTRACT

*The beauty industry in Indonesia has shown significant growth in recent years, driven by increasing public awareness of self-care and the ever-evolving beauty trends. This study aims to analyze the influence of brand image and social media marketing on purchase decisions, with brand trust as an intervening variable among consumers of Skintific products in Java.*

*This research employs a quantitative method, using questionnaires distributed to 100 female respondents in Java who have previously purchased Skintific products. Data were analyzed using AMOS version 29.0 with the Structural Equation Modeling (SEM) method, a statistical technique that combines path analysis and factor analysis.*

*The results indicate that brand image has a positive and significant effect on both brand trust and purchase decisions. Social media marketing also positively influences brand trust but does not have a direct positive impact on purchase decisions. Meanwhile, brand trust is proven to play a significant role in enhancing purchase decisions. These findings highlight the importance of building brand trust as a bridge between brand strategy and consumer purchasing effectiveness.*

*Keywords : Brand Image, Social Media Marketing, Brand Trust, Purchase Decision.*