

ABSTRACT

This study aims to analyze the factors that influence purchase decisions among consumers of the Pizza Hut brand, with consumer trust as a mediating variable. The decline in sales and brand index for Pizza Hut in 2024 indicates a potential issue regarding consumer trust and purchase decisions. This research aims to examine the effect of social media influencers, information credibility, and content marketing on purchase decisions, mediated by consumer trust.

Research data was collected from a total of 150 respondents, who are Pizza Hut consumers from Generations Y and Z in Semarang City, through a questionnaire consisting of closed-ended questions using a 1–7 scale, which was distributed online. The analysis was conducted using the Structural Equation Model (SEM) method with AMOS software.

The results of this study indicate that social media influencers, information credibility, and content marketing have a positive and significant effect on consumer trust. Furthermore, consumer trust was found to have a positive and significant effect on purchase decisions.

Keyword : Social Media Influencer, Information Credibility, Content Marketing, Purchase Decision, Consumer Trust.

