

ABSTRACT

Amid the increasing competition in the cosmetics industry and changes in consumer behavior in utilizing social media, Purchase decisions have become one of the challenges that need to be considered by Viva Cosmetic. Social media marketing and Perceived value are factors that may influence consumers' Purchase decisions, both directly and through the formation of trust in the brand. Therefore, this study aims to analyze the effect of Social media marketing and Perceived value on Purchase decision with Brand Trust as an intervening variable among Viva Cosmetic consumers in Semarang City.

This study employed a quantitative approach by distributing questionnaires to 112 respondents who met the criteria as Viva Cosmetic consumers in Semarang City. The sampling technique used was purposive sampling. The collected data were analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS software to examine both direct and indirect relationships among the research variables. The inDirect Effects were tested using the Sobel test.

*The results showed that Social media marketing and Perceived value had a positive and significant effect on Purchase decision. Furthermore, Social media marketing and Perceived value also had a positive and significant effect on Brand Trust, while Brand Trust had a positive and significant effect on Purchase decision. The mediation test showed that Brand Trust was able to mediate the effects of Social media marketing and Perceived value on Purchase decision. **Among the variables examined, Perceived value was the most dominant factor influencing Purchase decision, with the highest Total Effect compared to the other variables.** These findings highlight the importance of Viva Cosmetic in enhancing the value perceived by consumers through product quality, benefits, and affordability, while also strengthening consumer trust through relevant and credible social media management as an effort to encourage Purchase decisions.*

Keywords: Social media marketing, Perceived value, Brand Trust, Purchase decision, Viva Cosmetic.