

## **ABSTRACT**

### ***The Influence of Personal Branding and Social Media Marketing on Purchase Decisions Through Consumer Trust (Case Study of Sambal Bakar Indonesia Restaurant Consumers in Greater Jakarta).***

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*This study aims to determine the influence of Personal Branding and Social Media Marketing on Purchase Decisions through Consumer Trust as an intervening variable. The sample for this research consisted of 120 respondents who are consumers of Sambal Bakar Indonesia restaurants residing in the Greater Jakarta area (Jabodetabek). The study employed a quantitative method with data collected through questionnaires and analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS 23 software. The findings revealed that Personal Branding does not have a significant effect on Purchase Decisions; however, Personal Branding significantly influences Consumer Trust. Social Media Marketing has a significant effect on both Purchase Decisions and Consumer Trust. Furthermore, Consumer Trust significantly affects Purchase Decisions, and Social Media Marketing influence Purchase Decisions through the mediation of Consumer Trust in Sambal Bakar Indonesia restaurants.*

**Keywords:** Personal Branding, Social Media Marketing, Consumer Trust, Purchase Decision, Sambal Bakar Indonesia, Iben Ma