

ABSTRACT

The Influence of Social Media Marketing and Product Quality on Gen Z's Purchase Decisions through Brand Trust. (A Case Study of the Uniqlo Fashion Brand among Consumers in Jakarta)

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This study analyzes the influence of Social Media Marketing and Product Quality on Purchase Decisions, with Brand Trust as the mediating variable, focusing on the Uniqlo fashion brand. A quantitative method was employed, collecting data through a questionnaire distributed to 170 Uniqlo consumers in Jakarta using purposive sampling. Data analysis was conducted using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) approach using SmartPLS software version 3.0. The research findings indicate that Social Media Marketing has a significant impact in this study. Specifically, Social Media Marketing negatively and significantly affects Purchase Decisions, but positively and significantly influences Brand Trust. Additionally, Product Quality has been shown to positively and significantly impact both Purchase Decisions and Brand Trust. These findings underscore the importance of effective social media marketing strategies and maintaining high product quality to enhance brand trust and consumer purchase decisions for Uniqlo.

Keywords: *Social Media Marketing, Product Quality, Brand Trust, Purchase Decisions.*