

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh *Trendiness Dan Social Media Interaction*
Terhadap *Purchase Intention* Produk Glad2Glow Yang
Dimediasi Oleh *Brand Image*

Perkembangan industri kecantikan di Indonesia yang semakin pesat mendorong perusahaan untuk memahami faktor-faktor yang dapat memengaruhi niat beli konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *Trendiness* dan *Social Media Interaction* terhadap *Purchase Intention* produk Glad2Glow dengan *Brand Image* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah generasi Z dan milenial di Kota Lhokseumawe yang mengenal produk Glad2Glow. Teknik pengambilan sampel menggunakan *purposive sampling*. Berdasarkan pedoman Hair et al. (2019), jumlah minimum sampel yang diperlukan adalah 112 responden. Namun, dalam proses pengumpulan data, peneliti memperoleh 125 responden yang memenuhi kriteria penelitian sehingga seluruh data valid tersebut digunakan dalam proses analisis. Analisis data dilakukan menggunakan metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa *Social Media Interaction* berpengaruh positif dan signifikan terhadap *Purchase Intention*, serta *Trendiness* berpengaruh positif dan signifikan terhadap *Brand Image*. Namun, *Trendiness* tidak berpengaruh signifikan terhadap *Purchase Intention*, *Social Media Interaction* tidak berpengaruh signifikan terhadap *Brand Image*, dan *Brand Image* tidak berpengaruh signifikan terhadap *Purchase Intention*. Selain itu, *Brand Image* tidak mampu memediasi pengaruh *Trendiness* maupun *Social Media Interaction* terhadap *Purchase Intention*. Temuan penelitian ini mengindikasikan bahwa interaksi yang terjalin antara konsumen dan merek melalui media sosial memiliki peran yang lebih penting dalam meningkatkan niat beli dibandingkan citra merek. Sementara itu, persepsi konsumen terhadap unsur kekinian (*trendiness*) produk mampu membentuk citra merek yang positif, tetapi belum cukup kuat untuk mendorong niat beli secara langsung. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan ilmu manajemen pemasaran, khususnya terkait perilaku konsumen dalam konteks pemasaran digital, serta menjadi bahan pertimbangan bagi perusahaan dalam merancang strategi pemasaran yang lebih efektif.

Kata kunci: *Trendiness, Interaction Social Media, Brand Image, Purchase Intention, Glad2Glow*

ABSTRACT

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Title : *The Effect of Trendiness and Social Media Interaction on Purchase Intention of Glad2Glow Products Mediated by Brand Image*

The rapid growth of the beauty industry in Indonesia has encouraged companies to better understand the factors that influence consumers' purchase intentions. This study aims to examine the effect of Trendiness and Social Media Interaction on the Purchase Intention of Glad2Glow products, with Brand Image serving as a mediating variable. This research employed a quantitative approach using a survey method. The population consisted of Generation Z and Millennial consumers in Lhokseumawe City who were familiar with Glad2Glow products. The sampling technique used was purposive sampling. Based on Hair et al. (2019), the minimum required sample size was 112 respondents. However, during the data collection process, 125 respondents met the research criteria, and all valid responses were included in the analysis. Data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 4 software. The results indicate that Social Media Interaction has a positive and significant effect on Purchase Intention, while Trendiness has a positive and significant effect on Brand Image. However, Trendiness does not have a significant effect on Purchase Intention, Social Media Interaction does not have a significant effect on Brand Image, and Brand Image does not have a significant effect on Purchase Intention. Furthermore, Brand Image is unable to mediate the relationship between Trendiness and Purchase Intention, as well as between Social Media Interaction and Purchase Intention. These findings suggest that interactions established between consumers and brands through social media play a more important role in increasing purchase intention than brand image. Meanwhile, consumers' perceptions of product trendiness are capable of building a positive brand image but are not sufficiently strong to directly encourage purchase intention. This study is expected to contribute to the development of marketing management literature, particularly in understanding consumer behavior in the context of digital marketing, and to provide practical insights for companies in designing more effective marketing strategies.

Keywords: *Trendiness, Social Media Interaction, Brand Image, Purchase Intention, Glad2Glow*