

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived Personalization* dan *Social Media Marketing* terhadap *Purchase Intention* dengan *Trust* sebagai variabel mediasi pada konsumen Generasi Z pengguna *social commerce* di Daerah Istimewa Yogyakarta. Metode penelitian yang digunakan adalah kuantitatif dengan teknik pengambilan sampel *purposive sampling*. Data primer dikumpulkan dari responden yang memenuhi kriteria spesifik dan dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui perangkat lunak SmartPLS 3.

Temuan penelitian menunjukkan bahwa *Perceived Personalization* berpengaruh positif dan signifikan terhadap *Purchase Intention* serta *Trust*. Sebaliknya, *Social Media Marketing* ditemukan tidak memiliki pengaruh langsung yang signifikan terhadap *Purchase Intention*, namun memiliki pengaruh positif dan signifikan terhadap *Trust*. Lebih lanjut, *Trust* terbukti menjalankan peran mediasi secara sempurna (*full mediation*) pada hubungan antara *Social Media Marketing* terhadap *Purchase Intention*, serta mediasi parsial pada hubungan *Perceived Personalization* terhadap *Purchase Intention*. Strategi personalisasi yang bersifat presisi dan pembangunan reputasi melalui media sosial menjadi instrumen krusial dalam membangun kepercayaan sistemik guna mendorong komitmen beli yang nyata pada ekosistem digital.

Kata Kunci: *Perceived Personalization, Social Media Marketing, Trust, Purchase Intention, Social Commerce.*

ABSTRACT

This research aims to analyze the influence of Perceived Personalization and Social Media Marketing on Purchase Intention, with Trust as a mediating variable among Generation Z social commerce users in the Special Region of Yogyakarta. A quantitative research method with a purposive sampling technique was employed. Primary data were collected from respondents meeting specific criteria and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 3 software.

The research findings indicate that Perceived Personalization has a positive and significant effect on both Purchase Intention and Trust. Conversely, Social Media Marketing was found to have no significant direct effect on Purchase Intention but significantly influences Trust. Furthermore, Trust is proven to act as a full mediator in the relationship between Social Media Marketing and Purchase Intention, and as a partial mediator in the relationship between Perceived Personalization and Purchase Intention. Precise personalization strategies and reputation building through social media serve as crucial instruments in establishing systemic trust to drive actual purchase commitment within the digital ecosystem.

Keywords: Perceived Personalization, Social Media Marketing, Trust, Purchase Intention, Social Commerce.