

ABSTRACT

Recently, the number of TikTok social media users in the world and in Indonesia has been growing rapidly. Publicity from viral social media TikTok increases website traffic and brand awareness, especially in Indonesia. According to data from the databox, Indonesia is the second-most active TikTok user country in the world. With that much potential, TikTok launched its e-commerce social media platform called the TikTok Shop. However, intense competition has made several e-commerce platforms influence the customer decision-making of sellers at TikTok stores. because its competitors' e-commerce platforms have higher brand awareness.

The purpose of this research is to find out the effect of social media marketing on purchasing decisions with brand awareness as a mediator on TikTok Shop.

The sample that is taken for this research is 140 respondents with the purposive sampling method and hair. Primary data collection techniques are questionnaires with Likert scales and related literature.

The data analysis technique uses SEM-PLS. Based on the results of the analysis, it is found that social media marketing has a significant positive effect on TikTok Shop brand awareness, social media marketing has a significant positive influence on TikTok Shop purchase decisions, brand awareness has a significant positive influence on TikTok Shop purchase decisions, and brand awareness can mediate the effect of social media marketing on TikTok Shop purchase decisions.

The advice for shops in the TikTok shop is that they have to create unique promotional content and pay attention to the content they want to convey because it can attract more customers to the store. With it, you can grow brand awareness. If the brand is known everywhere, then the product will have more potential to be purchased.

Keyword: Brand Awareness, Purchase Decision, Social Media Marketing, TikTok, TikTok shop Indonesia.