

ABSTRACT

This study explores the impact of social media marketing on purchase intention on TikTok in Indonesia. This quantitative study emphasizes how social media marketing has a significant impact on customer behavior. In addition, the study emphasizes the important role of brand image in enhancing the effectiveness of social media marketing in driving consumer purchase intention. The findings suggest that social media marketing is a powerful tool for strengthening brand image, which in turn increases consumer purchase intention. This study offers valuable insights for marketers and entrepreneurs, underscoring the importance of implementing effective social media marketing strategies to attract and engage consumers. Future studies are encouraged to examine other contributing factors across different demographic groups and geographic regions.