

ABSTRACT

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THE INFLUENCE OF TIKTOK CONTENT ON PURCHASE INTENTION THROUGH BRAND IMAGE ON PRODUCTS EATSAMBEL

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This study aims to examine the effect of TikTok Content on Purchase Intention through Brand Image on Eatsambel packaged chili products. This study uses a quantitative approach with the object of research on buying interest in Eatsambel products on social media. The population in this research was people who actively use social media TikTok and have an interest in purchasing Eatsambel products with a sample using purposive sampling using 110 samples. Data collected through questionnaires, data analysis techniques namely Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS Version 4.0 software. The results of this study show that TikTok content has a significant effect on purchase intention, TikTok content has a significant effect on brand image, brand image has a significant effect on purchase intention, and TikTok content has a significant effect on purchase intention through brand image as mediation for Eatsamble products.

Keywords : *TikTok Content, Purchase Intention, Brand Image*