

ABSTRACT

Tropicana Slim, Indonesia's leading healthy product brand, has shifted its marketing strategy from traditional communication channels to TikTok in response to increasing public awareness of healthy lifestyles and growing demand for low-sugar products. This strategic shift reflects the rising influence of digital platforms in shaping consumer purchase behaviour. However, empirical evidence examining the effects of brand image and TikTok-based social media marketing on purchase decisions, particularly with purchase intention as a mediating variable, remains limited. Because of this phenomenon and inconsistencies in prior research findings, this study aims to provide empirical evidence on the influence of brand image and social media on purchase decision-making for Tropicana Slim products, using the Theory of Planned Behaviour (TPB) as the guiding framework.

The conceptual framework incorporates brand image, social media, purchase intention, and purchase decision-making, building upon established consumer behaviour theories and previous empirical studies. Data were collected through an online questionnaire targeting consumers who had purchased Tropicana Slim products within the last six months and had been exposed to the brand's TikTok content. A total of 300 valid responses were obtained. The study employed a quantitative approach and analyzed the data using Structural Equation Modeling (SEM) with AMOS 29 to assess direct and indirect relationships among variables.

The result shows that both brand image and social media have a significant influence on the purchase decision-making process for Tropicana Slim products, with purchase intention serving as the intervening variable. The research confirmed that a positive brand image enhances consumer attitudes toward the product, thus increasing purchase intentions. Moreover, social media, through TikTok, plays a key role in shaping subjective norms, which in turn impacts consumer purchase intentions. The study emphasises the importance of a strong brand image and strategic social media marketing in influencing consumer purchasing decisions, highlighting the need for brands to effectively leverage digital platforms like TikTok to drive engagement and increase sales.

Keywords: Brand Image, Social Media Marketing, Purchase Decision-Making, Purchase Intention.