

Pengaruh Media Sosial Tiktok Terhadap *Brand Awareness* Dalam Keputusan Pembelian Produk Skincare Somethinc

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh media sosial TikTok terhadap *brand awareness* dalam keputusan pembelian produk skincare Somethinc. Data dikumpulkan dari 99 responden melalui metode *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner yang menggunakan skala Likert sebagai alat ukur. Pengujian validitas, reliabilitas, dan uji hipotesis dilakukan dengan menggunakan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan media sosial berpengaruh positif dan signifikan terhadap keputusan pembelian, media sosial berpengaruh positif dan signifikan terhadap *brand awareness*, *brand awareness* berpengaruh positif dan signifikan terhadap keputusan pembelian, dan *brand awareness* memediasi hubungan media sosial dengan keputusan pembelian. Dengan demikian, penelitian ini menegaskan pentingnya optimalisasi media sosial, khususnya TikTok, sebagai strategi pemasaran untuk meningkatkan *brand awareness* yang dapat mendorong keputusan pembelian konsumen.

Kata Kunci : Media Sosial, Tiktok, *Brand Awareness*, Keputusan Pembelian

***The Influence of TikTok Social Media on Brand Awareness in the
Purchasing Decisions of Somethinc Skincare Products***

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ABSTRACT

This study aims to analyze the influence of TikTok social media on brand awareness in the purchasing decisions of Somethinc skincare products. Data were collected from 99 respondents using purposive sampling. Data collection was conducted through the distribution of questionnaires measured by a Likert scale. Validity, reliability, and hypothesis testing were performed using SmartPLS 4.0 software. The results indicate that social media has a positive and significant effect on purchasing decisions, social media positively and significantly influences brand awareness, brand awareness positively and significantly affects purchasing decisions, and brand awareness mediates the relationship between social media and purchasing decisions. This study emphasizes the importance of optimizing social media, especially TikTok, as a marketing strategy to enhance brand awareness that can drive consumer purchasing decisions.

Keywords : Social Media, Tiktok, Brand Awareness, Purchase Decision