The influence of social media marketing, consumer reviews, and brand image on purchasing decisions

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Abstract

This study explores the impact of social media marketing and online consumer reviews on purchasing decisions, with brand image as a mediating variable on TikTok. The research, conducted with 100 respondents who were active students in Indonesia and had made purchases via TikTok, used a quantitative approach and purposive sampling. Data analysis applied Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method. The findings indicate that social media marketing and online consumer reviews both positively and significantly affect purchasing decisions and brand image. Furthermore, brand image plays a key role by mediating the relationship between social media marketing, online consumer reviews, and purchasing decisions. This study enriches existing literature by highlighting social media marketing and consumer reviews as essential factors shaping brand perception and purchasing behavior on TikTok. It supports the Theory of Planned Behavior (TPB), which emphasizes that attitudes, subjective norms, and perceived behavioral control influence consumer actions. From a practical standpoint, businesses can enhance their brand image and drive consumer decisions on TikTok by creating interactive, engaging content.

Keywords: *social media marketing, online consumer reviews, purchasing decisions, brand image*

Introduction

The growth of the digital era in Indonesia is increasing rapidly, along with growing technology penetration throughout Indonesia's territory. There's a survey that has been implemented by Association Organizer Indonesian Internet Services Association (APJII) stated that the total number of people using the internet in Indonesia has surpassed 221.56 million people, reflecting a 2.75% growth compared to a period previously that recorded as much as 216.62 million people. Reflects the access to the internet and the use of digital technology is increasing evenly, which can create an ecosystem of increasingly complex marketing, especially platform social media that has become a communication that not only connects individuals but also becomes a strategic tool for companies' market products and builds a connection with consumers. TikTok is a social media platforms that has experienced significant development several times. APJII survey asserts that TikTok is a social media platform often accessed by Indonesian society, with a percentage of 34.36%. This result shows that Indonesian society's high use of social media will allow perpetrator businesses to sell products (Pratama & Adriyanto, 2023). In addition to serving as an entertainment platform, TikTok has evolved into an effective marketing channel and even offers a marketplace through the TikTok Shop feature, which enables consumers to make direct purchases. With this opportunity, the company has recently interacted directly with consumers through dynamic marketing strategies, such as viral content, collaboration with influencers, and interactive campaigns.

Nowadays, every company utilizes digital marketing through social media, which is a

promotion that is more efficient than conventional media due to easy access (Narayana & Rahanatha, 2020). Nevertheless, numerous organizations initiate investments in marketing via TikTok without a comprehensive understanding of the aspects that affect customer decision-making. Consequently, numerous companies fail to attain the anticipated outcomes. This research aims to significantly contribute to the literature on digital marketing and elucidate TikTok's function in influencing purchasing decisions.

Using social media as a promotional will facilitate the company's interaction with potential customers, which can reach new customers (Putri & Nasution, 2021). Social Media Marketing is a series of marketing strategies that involve content production through platform useful social media to convey information to consumers and they will interested and encouraged to acquire a product (Lahus et al., 2023). Besides social media marketing, there are some factors that influence consumers' decision-making, such as Online consumer reviews. Online Consumer Reviews are evaluations of products made by consumers, both positive and negative, based on the personal experiences of individuals who have purchased products (Misbakhudin & Komaryatin, 2023). Before consumers buy a product, they will try to find information through various methods, including information in column comments and Posts from consumers to avoid the negative impact obtained (Arbaini, 2020). Consumers tend to trust reviews from users, and others are considered sources of more objective information than marketing that the company does. Therefore, online consumer reviews are rated very beneficial for candidate buyers in determining their purchase decisions.

Research about Purchasing Decision consumers become something interesting to investigate because there are different results of research previous research, such as Adriana et al. (2023), Anggraeni (2020), Christian and Sularsih (2024), El-Said (2020), Falihah et al. (2021), Ghadani et al. (2022), Hanaysha (2022), Misbakhudin and Komaryatin (2023), Munawaroh (2023), Narayana and Rahanatha (2020), Nurrokhim and Widyastuti (2021), Palupi and Saputro (2023), Priansa and Suryawardani (2020), Putri and Nasution (2021), Ramadanti and Fikriyah (2023), Rahayu and Nursanta (2023), Shofiyah (2022), Sinaga and Hutapea (2022), Yogi et al. (2023), and Zahara et al. (2021).

According to the findings of research that have been implemented by Lahus et al. (2023), Sumarto and Anggarawati (2024), Narayana and Rahanatha (2020), Priansa and Suryawardani (2020), explain that Social Media Marketing is positive and significant to Purchasing Decisions. However, some results are conflicting. The results of Rosdiana and Hasanah (2022) state that Social Media Marketing doesn't influence significant and positive on Purchasing Decisions. There's a study stated that Online Consumer Reviews influence Purchasing Decisions positively and significantly, in the survey by Kurniastuti et al. (2022), Misbakhudin and Komaryatin (2023), Palupi and Saputro (2023), Amin and Fikriyah (2023), Zahara et al. (2021), However, there is contradictory research with that, which states that Online Consumer Reviews don't influence Purchasing Decisions. Anggraeni (2020) said that there exists a positive and significant influence between Online Consumer Reviews and Purchasing Decisions. The outcomes of this paper are supported by the research by Ghadani et al. (2022), Indrawati et al. (n.d), Palupi and Saputro (2023), who stated the same thing. However, that research has conflicting results that are studied by Rahayu and Nursanta (2023), Sinaga and Hutapea (2022), who stated that Brand Image doesn't influence significant Purchasing Decisions.

The popularity of TikTok generates consumption trends among the younger demographic, as they prefer product recommendations by social media through conventional advertising. Consequently, comprehending the marketing dynamics of TikTok is crucial for engaging this

segment. However, there is a lack of research examining how TikTok content impacts purchasing decisions, with the majority of studies concentrating on other platforms such as Instagram and Twitter. Furthermore, there remains a lack of studies that incorporate brand image as a mediating variable while examining TikTok as a key platform, thus this research aims to offer a substantial contribution to the comprehension of its impact on purchasing decisions. By leveraging the outcomes of this study, organisations can enhance their marketing efforts on TikTok to bolster consumer confidence, hence influencing purchasing decisions.

Literature Review

The theory of planned behaviour (TPB) was more carry-on from the theory of reasoned action (TRA), created by Ajzen in 1985. This theory emphasizes that perspective belief can influence individual acts, based on the premise that humans are created rationally and systematically analyze information before taking an action (Bangun et al., 2023). Before taking action, the individual will consider the implications of the action would happen (Alifah et al., 2022). Social Media Marketing is a process in which a company communicates and conveys offers through social media to build connections with consumers (Munawaroh, 2023). The social media marketing variables were measured using Indicators: Online Communities, Interaction, Sharing of Content, Accessibility, and Credibility (Soefhwan & Kurniawati, 2022). Online Consumer Reviews are evaluations written by consumers who have used a product or service via social media to share the experience as an evaluation for the sellers and as a source information for other consumers who want to purchase the product. Online Consumer Reviews is measured using indicators as follows: awareness, influence Misbakhudin and Komaryatin (2023), honesty, expressing positive feelings, and sharing experiences (Zahara et al., 2021)

Purchasing Decisions is the procedure of making decisions referring to a consistent and wise activity. Fulfilling the needs and consuming products involves evaluating, obtaining, and using a product (Munawaroh, 2023). Purchasing Decisions are impacted by several complicated aspects. When customers choose to buy, it pertains to the consideration of several previously evaluated factors (Saputro & Setyaningrum, 2023). Purchasing Decisions are crucial in understanding the behaviour of consumers because if the company knows how consumers make decisions, it can predict opportunities and develop more marketing strategies. Purchase Decisions are measured using indicators: appropriate with need, have benefits and product accuracy (Misbakhudin & Komaryatin, 2023).

Brand Image is a series of perceptions established in consumers' perceptions of a brand. Brand Image will formed based on experience and information received. With the formation brand in mind, the company must also integrate various elements to reach the objective of forming a brand in the mind of consumers (Anggraeni, 2020). By forming the brand image, you can increase the brand's perception. So it can attract consumers to try the products or services that are being promoted. Brand image is measured using various indicators: reputation, easy remember Palupi and Saputro (2023), strength association brand, excellence association brand, and uniqueness association brand (Indrawati et al., 2023).

Social Media Marketing is a marketing strategy that utilizes social media to build community, do transactions, and establish connections with consumers who can influence interested consumers. Utilising social media as a mechanism for innovative marketing will allow successful companies to build relationships and reach out to consumers more efficiently (Alfikri, 2021). Social media marketing allows businesses to build strong ties with their customers by creating interactive content that can provide product information and encourage

customers to make purchasing decisions more rapidly. Research conducted by Adriana S. Lahus et al. (2023), Sumarto and Anggarawati (2024), Narayana and Rahanatha (2020), and Priansa and Suryawardani (2020) shows findings related to Social Media Marketing have Influenced positive and significant on Purchasing Decisions. Thus, we propose the first hypothesis:

H1: Social Media Marketing is positively influential and significant in Purchasing Decisions.

Online Consumer Reviews are a promotion that aims to increase sales through clear information about the method used as well as the product quality (Sinaga & Hutapea, 2022). The existence of consumer reviews can sway other consumers' purchasing decisions, as they bulid trust in the product. The credibility of a brand can be enhanced by positive online consumer reviews, which in turn encourage consumers to consider the brand when making purchasing decisions. According to the literature that has been done, there is a positive and significant influence between online consumer reviews and purchasing decisions from research by (Kurniastuti et al., 2022; Misbakhudin & Komaryatin, 2023; Palupi & Saputro, 2023; Amin & Fikriyah, 2023; Zahara et al., 2021). According to the study literature, we propose this hypothesis:

H2: *Online Consumer Reviews positively and significantly influence Purchasing Decisions.*

Social Media Marketing is direct or indirect marketing aiming to increase product awareness through social media platform that facilitates people to share information with others through images, text, video, or audio (Sumarto & Anggarawati, 2024). Social media marketing not only influences purchasing decisions, but it also builds a positive brand image in the minds of consumers through positive interactions with them. This hypothesis is built on previous research which shows that variable social media marketing positively impacts Brand Image (Narayana & Rahanatha, 2020; Putri & Nasution, 2021; Rosdiana & Hasanah, 2022). Because of that, the next hypothesis is:

H3: *Social Media Marketing has a positive and significant impact on Brand Image.*

Online Consumer Reviews are the descriptions of consumer experience using the product or service based on their perception. The existence of online consumer reviews is expected to increase the impression of prospective consumers and affect the Brand Image of the product. Positive reviews will boost the brand image, though negative reviews destroy a product's trustworthiness and affect consumer perception. Study literature previously indicates that Online Consumer Reviews have a positive and significant effect on Brand Image (Falihah et al., 2021). Based on the explanation we propose this hypothesis:

H4: Online Consumer Reviews *have positive and significant effect on* Brand Image.

Brand Image is the aspect that connects with products and can influence the perception and attitude of consumers toward products (Narayana & Rahanatha, 2020). A powerful brand image encourages consumer trust, leading to increased repurchases and consideration during purchasing decisions. Based on literacy study previously, there is an Influence Brand Image positive and significant on consumers Purchasing Decisions (Anggraeni, 2020; Ghadani et al., 2022; Munawaroh, 2023; Narayana & Rahanatha, 2020; Warganegara & Safitri, 2023). Based on that study literature, a hypothesis which is formulated as follows:

H5: Brand Image has *a positive and significant impact on Purchasing Decisions.*

H6: Social Media Marketing has a positive and significant impact on Purchasing Decisions with

Brand Image as mediation.
H7: Online Consumer Reviews has a significant positive impact on Purchasing Decisions with Brand Image as mediation.

Methods

The data collection in this research uses primary data obtained through a survey with distributed questionnaires to respondents. The distribution questionnaire was conducted online using Google Forms to collect data. The Statement of this research uses indicators of previous studies that discuss the same variables and uses a Likert scale with a range of answers from 1 to 5. The population of this study includes all students in Indonesia, with several samples specified as 100 respondents. This number of samples is consistent with Hair's opinion in Fanfa et al. (2024), which indicates that the typical number of samples in SEM analysis is between 100 and 200 respondents. This research uses a quantitative approach, which presents data in the form of numbers as a result of this study. This research employs a purposive sampling technique according to the criteria that have been determined for establishment. The study employs purposive sampling to ensure that respondents meet specific criteria relevant to the research objectives. This method was chosen because not all individuals in the population are active users of TikTok or have made purchases based on TikTok. Therefore, purposive sampling helps the researcher focus on respondents who have relevant experience, ensuring more accurate and meaningful data collection. The questionnaire was distributed with the following criteria: (1) Respondents are students in Indonesia; (2) Respondents already once used the application TikTok; (3) Respondents already purchased on the TikTok application. Based on the research samples obtained, data analysis will be conducted using the software Structural Equation Modeling (SEM) with Partial Least Squares (PLS) method version 3.2.9.

Result and Discussions

This study involved 100 respondents, with the majority of respondents in this study were female, with 97% of them being female. This is likely due to the fact that women require a variety of sources of information about products through social media when they are shopping. The results of this study are consistent with the research Hidayati (2018) conducted by the author, which asserts that women are more adept at disseminating and receiving information on social media due to their nature as social creatures.

Table 1. Description Respondents

	Respondents	Frequency	Percent
Gender	Male	3	3%
	Female	97	97%
Education	Associate Degree	3	3%
	Bachelor of Applied Science	6	6%
	Bachelor's Degree	89	89%
	Master's Degree	2	2%

Analysis in the evaluation model this measurement includes several tests. The first test is validity convergent using outer loading with each indicator has the loading factor value is above 0.70, but Chin suggests that in research with the development of a loading factor value scale between 0.50 to 0.60 it is considered quite valid (Ghozali & Latan, 2015). and has a higher

AVE value greater than 0.50 (Hair et al., 2019). The second test is reliability, using size Cronbach's alpha, composite reliability, and rho_a, which has a value above 0.70 (Hair et al., 2019). Then, there is a test validity discriminant using HTMT with an accepted value below 0.90 (Hair et al., 2019). Furthermore, it tested the assumption of classic multicollinearity by showing the inner VIF value in limit < 5 to conclude that there is no multicollinearity in the model (Hair et al., 2019).

Table 2. Construct validity and reliability measurement

Variables	Item	Loadings	Cronbach's Alpha	Composite Reliability	Rho_A	AVE
Social Media Marketing (SMM)	SMM.1	0.732	0.773	0.847	0.777	0.526
	SMM.2	0.781				
	SMM.3	0.751				
	SMM.4	0.648				
	SMM.5	0.707				
Online Consumer Reviews (OCR)	OCR.1	0.620	0.729	0.830	0.753	0.552
	OCR.2	0.717				
	OCR.3	0.800				
	OCR.4	0.817				
Purchasing Decisions (KP)	KP.1	0.724	0.717	0.823	0.722	0.538
	KP.2	0.728				
	KP.3	0.697				
	KP.4	0.784				
Brand Image (BI)	BI.1	0.662	0.788	0.854	0.805	0.542
	BI.2	0.715				
	BI.3	0.673				
	BI.4	0.853				
	BI.5	0.760				

Table 2 shows the processing data results that show the statement indicators used in this research are valid. Because of that, it can be concluded that the 18 indicator items that have been processed and served in Table 2 are valid and can be continued for further data processing. According to Table 2, it's known that the value of AVE for each variable exceeds 0.5. That means all variables used in this research already fulfilled the validity criteria and good convergence.

According to Table 2, the Cronbach's Alpha values for each variable exceed 0.7, indicating that all variables are deemed trustworthy based on the Cronbach's Alpha results. The rho_A value exceeding 0.7 for each variable indicates that, according to rho_A results, the Composite Reliability Value for each variable also surpasses 0.7, thereby categorizing all variables as realistic and confirming their reliability based on composite reliability outcomes. The data in Table 3 shows that the results of HTMT testing obtained an HTML value for each variable of less than 0.90. Therefore, because of that, it can concluded that all variables in This study show validity and good discriminant.

Table 3. Results HTML Testing

Variables	SMM	OCR	PD
Social Media Marketing (SMM)			
Online Consumer Reviews (OCR)	0.684		
Purchase Decisions (PD)	0.874	0.701	
Brand Image (BI)	0.721	0.693	0.881

Table 4. Results Test Multicollinearity

Variables	Purchasing Decisions (Y)	Brand Image (Z)
Social Media Marketing (SMM)	1,674	1.412
Online Consumer Reviews (OCR)	1,587	1.412

Table 4 explains that the inner VIF value of every owned variable is >5, indicating that in this research, there is no multicollinearity of data between variables and their independence. Structural model evaluation is a structural model that relates latent variables that reflect relationships based on substantive theory. The structural model evaluation test includes the determination coefficient test (R^2). An R-squared value of 0.67 signifies a robust model, 0.33 denotes a moderate model, and 0.19 classifies models as weak (Marbun et al., 2022).

Table 5. Results Test Coefficient Determination

Variables	R Square	R Square Adjusted	Interpretation
Purchase Decision (PD)	0.583	0.569	Moderate
Brand Image (BI)	0.400	0.388	Moderate

Based on the data in Table 5, the analysis of the results R Square value of Purchase Decisions is 0.583% or 58.3%. This can interpreted that as a significant variation in Purchase decisions variables explained by social media marketing, online consumer reviews, and brand image by 58.3%. The data also show a substantial variance of brand image variables explained by social media marketing and online consumer reviews are 40%, and the remaining 60% is described by other factors which aren't analyzed in this research. This analysis uses bootstrapping on path coefficients served in a way comprehensive on the picture :
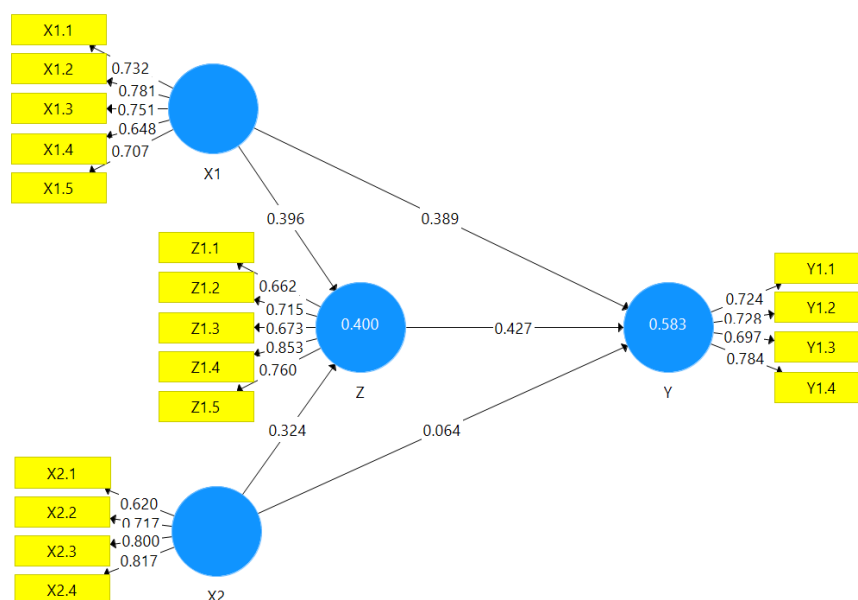

Figure 1. Bootstrapping Output View

Table 6. Path Coefficients Test Results

| Hypothesis | Original Sample | T Statistics | P-Values | 95% Path Coeficient | | F-Square | Conslusions |
				Lower Limit	Upper Limit		
Result of the Direct Effect							
Hypothesis1	0.169	2.694	0.007	0.064	0.309	0.216	Signitifcant
Hypothesis2	0.138	2.190	0.029	0.028	0.289	0.006	Signitifcant
Hypothesis3	0.396	3.612	0.000	0.118	0.623	0.186	Signitifcant
Hypothesis4	0.324	2.465	0.014	0.080	0.585	0.124	Signitifcant
Hypothesis5	0.427	4.825	0.000	0.252	0.603	0.261	Signitifcant
Results of the Indirect Effect							
Hypothesis6	0.169	2.694	0.007	0.064	0.309	0.028	Signitifcant
Hypothesis7	0.138	2.190	0.029	0.028	0.289	0.019	Signitifcant

Discussion

The first hypothesis (H1) was accepted, the influence of social media marketing on purchasing decisions of 0.169 positive and significant with t-statistics (2,694 > 1.65) or p-value (0.007 < 0.05). Each modification to the variables of social media marketing will have a substantial and positive impact on consumers' purchasing decisions. In the 95% confidence interval, the variables of social media marketing significantly influence improvement purchasing decisions located between 0.064 to 0.309. However, the existence of social media marketing in increasing purchasing decisions has a proven moderating influence with an F-Square value of 0.216.

Companies can improve their marketing through social media because the quality of social media marketing influences the improvement of consumer purchasing decisions up to 0.309. Companies can enhance the social media marketing on TikTok, which might influence purchasing decisions. Based on the theory of planned behaviour with a positive attitude towards a stimulus, it will influence a person's intention or action, so that active and interesting social media marketing will make curiosity which can then increase the decision to buy a product. The result of this study aligns with the studies conducted by Lahus et al. (2023), Sumarto and Anggarawati (2024), Narayana and Rahanatha (2020), and Priansa and Suryawardani (2020), which states that Social Media Marketing has positive impact and significant to Purchasing Decisions.

The second hypothesis (H2) is accepted. There is an influence positive on online consumer reviews to purchasing decisions of 0.138 and significant with t-statistics (2.190 > 1.65) or p-value (0.029 < 0.05), which can conclude that the hypothesis is accepted, every change variable online consumer reviews will positively significantly increase purchasing decisions. In the interval of 95% confidence, extensive online consumer reviews influence improvement decision purchases by between 0.028 and 0.289. Although the influence of online consumer reviews in increasing purchasing decisions is low, as proven by the F-Square value of 0.006,

The Research shows that TikTok Shop users in Indonesia use information obtained through consumer reviews to determine purchase decisions. The information received by consumers can be positive or negative compared to the quality of the product. So, the existence of positive reviews can increase purchase decisions up to 0.289. Honest and positive reviews from users will build consumer confidence in a product compared to advertisements by companies. This can happen because reviews are usually based on real experiences so they are more objective and unbiased, besides that users will more easily connect with other consumer experiences

that are similar to their own situation. These research are in line with the results of previous research done by Kurniastuti et al. (2022), Misbakhudin and Komaryatin (2023), Palupi and Saputro (2023), Amin and Fikriyah (2023), and Zahara et al. (2021) who stated that the online consumer reviews has a positive impact and significant to purchasing decisions. consumers tend to seek information from reviews before making purchasing decisions. Hypothesis third (H3) is accepted, there is a positive influence of social media marketing on brand image of 0.396 and significant with t statistics (3.612 > 1.65) or p-value (0.000 < 0.05). So, we can conclude that the hypothesis is accepted: every change in social media marketing variables will have a positive impact and significant in Brand image. In those 95%, confidence significantly influenced social media marketing in improving brand image, located between 0.188 and 0.623. F Square for brand image to Purchasing Decisions is 0.261, which means the influence of brand image on purchasing decisions, including in the moderate category. Thus, the existence of social media marketing in increasing brand image has moderate results, proven by an F-Square value of 0.186.

The results show that effective and engaging social media marketing enhances a company's brand image by up to 0.623. With the utilisation of social media, companies can present a variety of content (such as interactive videos and effective content to strengthen brand image). with creative content will allow companies to build emotional connections with consumers and maintain brand relevance so as to increase consumer attractiveness and trust in the products offered. Hypothesis three is accepted, and there are researchers that agree with the research Narayana and Rahanatha (2020), Putri and Nasution (2021), and Rosdiana and Hasanah (2022), which states that social media marketing has a positive influence and significance on brand image. Hypothesis fourth (H4) is accepted, there is an influence positive of online consumer reviews towards the brand image of 0.324 and significance with t statistics (2.465 > 1.65) or p-value (0.014 < 0.05) so that can withdraw the conclusion that the hypothesis accepted, every change of online consumer reviews will make positive significant increase Brand image. On the hose, 95% confidence that the significant influence of online consumer reviews in increasing Brand image is located between 0.080 and 0.585. Although online consumer reviews increase brand image, its impact has been proven to be moderate , with an F-Square value of 0.124.

Results in this research explain that the more positive reviews are done by the consumers, it will influence the improvement of the brand company's image, up to 0.585. Consistent and positive reviews not only improve brand image but can also create long-term loyalty because consumers feel satisfied with their experience, thus strengthening positive brand perceptions. therefore, companies need to pay attention to every review made by consumers and improve their services. The accepted hypothesis is in line with research conducted by Falihah et al. (2021), who stated that there is a positive and significant relationship between online consumer reviews and brand image. Hypothesis fifth (H5) is accepted. There is an influence of positive brand image on purchasing decisions of 0.427 and significant with t statistics (4.825 > 1.65) or p-value (0.000 < 0.05), so that can conclude that the hypothesis is accepted, every change variable Brand Image will significantly improve Purchasing Decisions. In those, 95 % confidence greatly influences brand image in improvement purchasing decisions, located between 0.252 and 0.603. However, the existence of brand image in increased purchasing decisions has a proven moderating influence with an F-Square value of 0.261.

Results in this research explain that with increasing brand image, a company will affect improvement purchasing decisions among consumers up to 0.603. Trust in brand image is a factor that influences an individual to make a purchase, as humans are inclined to purchase

products from brands with a positive reputation, according to the theory of planned behavior. in order to develop emotional connections that will motivate consumers to make purchasing decisions, companies can regulate their brand appeal. This Research has the same statement as research that has been conducted by Anggraeni (2020), Ghadani et al. (2022), Munawaroh (2023), Narayana and Rahanatha (2020), and Warganegara and Safitri (2023), who stated that brand image has a positive impact and significant on purchasing decisions. The sixth hypothesis (6) was accepted; brand image significance and positivity play a role as a mediating variable in social media marketing to purchasing decisions with coefficient track mediation of 0.169 with t statistic (2.694 > 1.65) p-value 0.007 < 0.05. However, the structural level of the role mediation on this brand image is still considered to influence mediation to be low, at 0.028. in hose, 95% confidence with increased brand image, the role mediation will increase to 0.309. Thus, social media marketing increases purchasing decisions with brand image, as mediation has an influence, proven by an F-Square value of 0.028. This results explain that the sixth hypothesis states that "social media marketing is positively significant to purchasing decisions with the brand image as a mediating variable" is proven true.

Social media marketing has a positive and significant influence in increasing purchasing decisions with the brand image as mediation, so every growing social media marketing will increase the brand image up to 0.309. This study affirms that the relationship between social media marketing and purchasing decisions is enhanced by brand image. Consequently, consumers will develop a positive perception of the brand as a result of its consistent presence. The more favourable the image, the more it influences their purchasing decisions. Consequently, organizations must prioritize their marketing strategies, with a particular emphasis on enhancing their brand image, in order to enhance the efficacy of their campaigns and to influence the purchasing decisions of their customers. Published content by a company that conveys brand values, identity products, and quality will reach consumers capable of building a positive brand image, which will improve their trust in the quality and value offered, ultimately influencing their purchasing decisions. Hypothesis seventh (7) was accepted, which shows that Brand image significantly considerably mediates the connection between online consumer reviews and purchasing decisions, in the coefficient mediation of 0.138 with a significance level t-statistic (2.190 > 1.65) and p-value of 0.029 < 0.05. Thus, the structural influence of mediation brand image influences mediation low, which is 0.019. In that 95 % confidence role, brand image as mediation will increase to 0.289. Thus, online consumer contributing review in improving purchasing decisions through brand image as mediation has proven moderating influence with an F-Square value of 0.019. This finding confirms the hypothesis that "online consumer reviews influences positive and significant on purchasing decisions with the brand image as a mediating variable," which has been proven true.

With existing reviews positive and detailed by consumers, the brand image will increase by up to 0.289. Online consumer reviews influence purchasing decisions. Existing reviews are positively capable of forming a good perspective on a brand, and criticism can affect the reputation of brands, which can lower purchasing decisions. When consumers read positive reviews, they tend to build a good perception of the brand. A positive brand image increases trust, increases emotional value, and strengthens positive associations with products. The study found that brand image is able to mediate the influence of online consumer reviews on purchase decisions, which means that the better the brand image is formed through consumer reviews, the more likely consumers are to decide to buy a product.

Conclusion

The research concluded that there is a positive direct and significant influence between the variables of social media marketing towards purchasing decisions and brand image. The online consumer variable review's influence is positive and significant on purchasing decisions and brand image, and the brand image variable has a considerable influence with a positive direction toward purchasing decisions. For the influence of variables, no direct suitable social media marketing variables or online consumer variables review impact in a way significant with direction positive to purchasing decisions with a mediating brand image hypothesis.

This research contributes to the existing of literature regarding TikTok as a distinctive marketing channel. It also makes a practical and theoretical contribution. A theoretical contribution of this study is the development of a comprehensive procedure for identifying the impact of social media marketing and consumer reviews as sources of information that influence consumer perceptions and purchasing decisions. This approach has not been extensively studied in TikTok and has the potential to serve as a reference in the field of marketing to increase product sales. This research corroborates the Theory of Planned Behaviour (TPB), which posits that consumer intentions and behaviours are influenced by attitudes, subjective norms, and perceived behavioural control. This study demonstrates the potential impact of social media marketing and online consumer reviews on purchase decisions by establishing favourable brand perceptions through the inclusion of brand image as a mediating variable. This research posits that businesses can optimise their marketing efforts by utilising TikTok as a marketing channel to create memorable, interactive, and engaging content. The incorporation of visual and narrative elements into TikTok marketing campaigns can assist consumers in developing favourable brand perceptions. Strong TikTok evaluations should also be taken into consideration by companies, as they have the potential to influence consumer perceptions and brand trust. In order to establish a positive brand image and foster trust, it is imperative that companies respond promptly and efficiently to consumer evaluations.

This study has two limitations, namely, the phenomenon that this research only centered on the platform TikTok, wrong one of the other social media; the two variables used less than optimal in giving contribution that is only contribution by 58.3 % so that 41.7% is explained by variables that are not researched. As for the suggestion for further research, further research is developed. For further study, it is not limited to the variables of social media marketing, online consumers reviews, brand image, and purchasing decisions. The next research can add variables to raise the significance of purchasing decisions and brand image; it can also modify the model study by adding moderating variables. In addition, we can add several samples to the expected survey to make the study results more accurate.

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