

The Influence of Brand Image And Social Media Marketing on Consumer Satisfaction Mediated By Purchase Decisions on Tiktok Shop

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ABSTRACT: This research aims to determine the influence of Brand Image and Social Media Marketing on consumer satisfaction, with purchasing decisions as a mediating variable, on the TikTok Shop platform, the sample of this research is 100 active TikTok Shop users, the method used is a quantitative method with Structural Equation Modeling analysis techniques (SEM) SmartPLS, the data used is primary and secondary data. The research results show that brand image has a positive and significant influence on consumer satisfaction, social media marketing has no and insignificant influence on consumer satisfaction, brand image has a positive and significant influence on consumer satisfaction mediated by purchasing decisions, social media marketing has a positive and significant influence on consumer satisfaction mediated by purchasing decisions.

Keywords: Brand Image, Marketing, Consumer, Decisions, Tiktok Shop.



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INTRODUCTION

In the rapidly evolving digital era, TikTok Shop has emerged as one of the most significant e-commerce platforms, leveraging the popularity of social media to capture consumers' attention. The introduction to this issue focuses on how businesses can effectively leverage these platforms to improve consumer satisfaction, which is crucial for maintaining a competitive advantage and ensuring long-term success. Customer satisfaction is a key element in marketing strategies because it can influence consumer loyalty and purchasing decisions (Appiah-Nimo et al., 2023; Gümüş, 2022). According to, consumer satisfaction is the result of a comparison between consumer expectations and the actual performance of a product or service. The significance of this problem lies in consumers' increasing reliance on digital platforms for their shopping needs, making it important for businesses to optimize their online presence (Climate change, 2007; Kotler & Armstrong, 2019; Solomon, 2007).

The main problem identified in this study is the need to understand the factors that affect consumer satisfaction on TikTok Shop, especially focusing on Brand Image and Social Media Marketing. Brand Image, according to , is a consumer's perception of a brand that can influence

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their purchasing decisions (Hamdat, 2020; Tirtayasa et al., 2021). Found that a positive Brand Image can increase consumer satisfaction and loyalty. Social Media Marketing also plays an important role in shaping consumer perceptions and influencing their satisfaction According to social media, it provides an opportunity for companies to interact directly with consumers and build stronger relationships. Appropriate research questions arising from this issue include: How does Brand Image affect consumer satisfaction on TikTok Shop? What is the impact of Social Media Marketing on consumer satisfaction? In addition, how do purchasing decisions mediate the relationship between Brand Image and consumer satisfaction, as well as between Social Media Marketing and consumer satisfaction? (Fatihudin & Firmansyah, n.d.; Hendryadi & Purnamasari, 2018)

The complexity of this problem lies in the multifaceted nature of consumer behavior and the dynamic interaction between various factors such as brand perception, marketing strategy, and purchase decisions. Consumer behavior is influenced by many variables, making it challenging to isolate the effects of specific factors such as Brand Image and Social Media Marketing according to psychological, social, and cultural factors can influence consumer purchasing decisions(Kato, 2020; Luckyardi et al., 2023). It also emphasizes the importance of understanding consumer behavior to develop effective marketing strategies. In addition, the mediation role of purchasing decisions adds another layer of complexity, requiring a comprehensive analysis to capture those complex relationships. According to , purchasing decisions are often influenced by consumers' subjective attitudes and norms, which can affect the level of satisfaction felt after purchase (Adhaghassani, 2016; Andayani & Tirtayasa, 2019; Lahus et al., 2023; Sopiyan, 2022).

The purpose of this study is clearly defined to address the problems that have been identified. First, this study aims to analyze the influence of Brand Image on consumer satisfaction in the context of TikTok Shop. states that Brand Image can create value for consumers and differentiate products from competitors(Arianto & Octavia, 2021). Second, this study seeks to evaluate the impact of Social Media Marketing on consumer satisfaction. According to , Social Media Marketing can increase consumer interaction and strengthen brand relationships. Furthermore, this study intends to explore how purchase decisions mediate the influence of Brand Image on consumer satisfaction, as well as the influence of Social Media Marketing on consumer satisfaction(Huang et al., 2020; Wardi et al., 2022). shows that purchase decisions driven by social media recommendations can influence consumer perception and satisfaction. By achieving this goal, this research is expected to provide valuable insights for businesses looking to optimize their strategies on TikTok Shop and improve consumer satisfaction. The study also aims to provide practical recommendations for companies in improving the effectiveness of their marketing campaigns on digital platforms (Larasati, 2023; Nawastuti & Irmawati, 2023; Setyadi et al., 2022).

METHOD

This type of research is a quantitative research with the research object of TikTok Shop which aims to find out the Brand Image and Social Media Marketing on consumer satisfaction mediated by purchase decisions (Creswell & Creswell, 2018). The subject of the research is TikTok Shop consumers. The types of research data used are primary data and secondary data. Primary data is in the form of questionnaire data with TikTok Shop consumers to understand consumer perceptions and experiences as well as brand strategies and social media marketing applied. While secondary data is data obtained from various existing sources, for example is looking for various sources, such as journals, books and so on which are related to TikTok Shop sources, and will also be used to provide a broader context about the factors that affect consumer satisfaction and purchase decisions. Data collection techniques are strategies or approaches used in the data collection process. This method includes various techniques or ways such as, questionnaires, interviews, observations, and document searches to retrieve information.

The data collection technique in this study was carried out with an instrument in the form of an online questionnaire through a google form. Instrument is a collection technique that is carried out by giving a set of written questions to respondents to be answered. A questionnaire given a number of questions was asked to consumers and filled out by respondents related to the problem being studied. The measurement scale technique used is the Likert Scale 1-5 where TikTok Shop consumers as respondents are asked to state the degree of agreement starting from the answer strongly disagreeing to strongly agreeing with a number of question items related to the research variables (Purwanto, 2019).

Population Population refers to the complete group of all individuals, objects, or events that have certain characteristics to be studied and drawn conclusions in a study. The population in this study is active users of TikTok Shop domiciled in South Sumatra. An active user is defined as an individual who has made a purchase at least once in the last six months. The sample is part of a large number, and the characteristics that are shared by such a population. When the population is large, it is impossible for researchers to study everything in the population due to limited funds, energy, time, and capabilities. In this study, purposive sampling techniques were used. The purposive technique is a sampling method in research where the researcher deliberately selects samples based on certain characteristics that are relevant to the research objectives. The characteristics of the sample in this study are domiciled or living in the city of Palembang and have shopped through TikTok Shop at least once (Prihandoko et al., 2023). In this study, sampling was done using the formula cited. Because the number of the population is not known for sure, the sample needed is used the Cochran formula. Then the data was analyzed using the Structural Equation Modeling (SEM) method using Smart PLS software version 3.0 which was run through computer media. The SEM model is built by utilizing a covariance-based approach, referred to as the Variant-based Structural Equation Model (CB-SEM), as well as a variant- or component-based approach, referred to as the Variant-based Structural Equation Model or Partial Least Squares (PLS-SEM). In SEM analysis, researchers can test the relationships between complex variables and understand the structure of the relationships between them. This method allows researchers to

test conceptual models involving latent or non-measurable variables, as well as measurable variables, to understand (Fathoni et al., 2021).

How these variables relate to each other. By using PLS, researchers can implement SEM analysis more easily and efficiently. This allowed them to process the collected data and test their hypothetical models, thus gaining a deeper understanding of the relationships between variables in the context of research (Gunarto & Cahyawati, 2022).

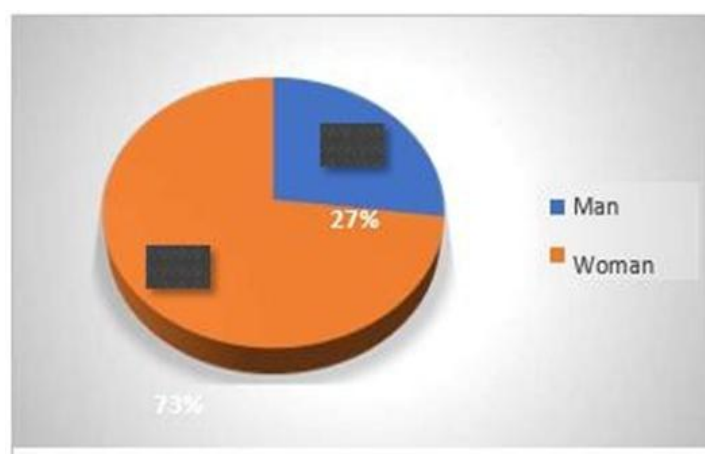
Partial Least Squares (PLS) is an analysis method used in Structural Equation Modeling (SEM), which focuses on a variance-based approach. PLS allows the research to simultaneously test the validity and reliability of the model as well as the causality of the relationships between variables. In PLS, model testing is carried out simultaneously, where the built model is used to test the validity and reliability of variables and to test the cause-and-effect relationship between variables. This method provides flexibility in handling complex models and data that does not meet the assumption of normality. One of the main advantages of PLS is its ability to handle small samples without sacrificing the accuracy of the results. Thus, PLS is a powerful tool in data analysis because it is able to provide deep insights into the relationships between variables in structural models, without requiring the data to meet certain assumptions. Furthermore, an Outer Model Analysis or Measurement Model is carried out to describe the relationship between indicators and their latent variables. There are three measurement criteria to assess the Outer Model, namely Convergent Validity, Discriminant Validity, and Composite Reliability, which is then analyzed. The structural model or inner model is a model that correlates between latent variables in the model. The structural model testing stage consists of path coefficient testing and variant analysis (R^2) or determination test. In this case, the inner model can be tested using R^2 or the reliability indicator is for the dependent construct and t-statistical value of the path coefficient test. The criteria used are that the higher the R^2 value, the better the prediction of the estimated study model. Meanwhile, evaluation with path coefficient is an indication of the level of significance of a hypothesis test. Then, the variant analysis using (R^2) or determination test is to test the significance of independent variables to the dependent variables in the model. After that, hypothesis testing between constructs is carried out, namely exogenous constructs to endogenous constructs and endogenous constructs to endogenous constructs (Abdurrahman & Mulyana, 2022).

RESULT AND DISCUSSION

This study involved 100 respondents consisting of various demographic backgrounds. To provide a clearer picture of the characteristics of the respondents, the data were categorized by gender, age, and recent education. The distribution of respondents by gender showed a balanced representation between men and women. This is important to ensure that the results of the study can reflect the views and experiences of both groups proportionately. The number of male and female respondents each provided mixed insights into their perceptions of Brand Image, Social Media Marketing, and consumer satisfaction on TikTok Shop.

The respondents in this study came from various age groups, which made it possible to understand how the perception of Brand Image and Social Media Marketing can differ based on age. The age grouping of respondents includes younger to older generations, each of which may have different levels of engagement than social media platforms like TikTok. Age data will also help in identifying trends or patterns that may be unique to a particular age group in terms of purchasing decisions and consumer satisfaction. The last education of the respondents is also an important variable in this study. The level of education can affect how a person assesses the information they receive from social media and how they make purchasing decisions. Respondents with various educational backgrounds provided a rich perspective on how their level of education can affect their interaction with TikTok Shop as well as their satisfaction with the services received by mapping the characteristics of respondents based on gender, age, and recent education, this study can provide a more comprehensive and thorough analysis of the influence of Brand Image and Social Media Marketing to consumer satisfaction mediated by purchase decisions. This data will also help in identifying differences or similarities in consumer perceptions and behaviors that may exist among different demographic groups. The following is Figure 1. is a Graph by Gender of.

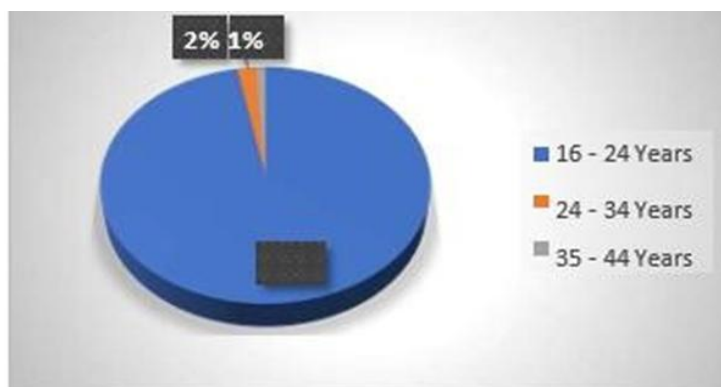
Figure 1. Respondent Gender Graph



The graph of the distribution of respondents by gender shows that out of a total of 100 respondents who participated in this study, 27% or 27 respondents were male, while 73% or 73 respondents were female. This larger proportion of female respondents shows that women are more dominant in the population that uses TikTok Shop. This could indicate that the platform may be more attractive or relevant to women, both in terms of the content offered and the marketing strategies used by sellers on TikTok Shop. The higher engagement of women in the study also provides important insights into how gender affects interactions with social media and purchasing decisions. With the majority of female respondents, the analysis of Brand Image and Social Media Marketing in this study is likely to be more relevant to understand the preferences and satisfaction of female consumers on TikTok Shop.

The following Figure 2 is a graph based on the age of the respondents in the study The Influence of Brand Image and Social Media Marketing on Consumer Satisfaction Mediated by Purchase Decisions on TikTok Shop.

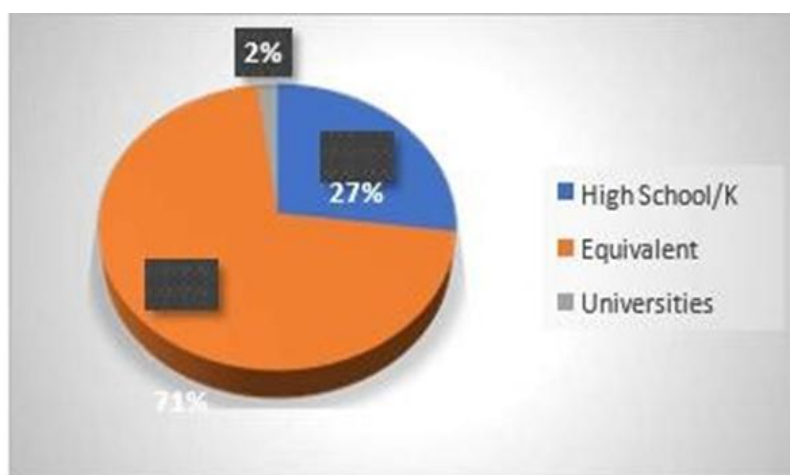
Figure 2. Graph by Respondent Age



The age distribution graph of the respondents shows that the majority of respondents in this study are in the age range of 16-24 years, with a total of 97 people or 97% of the total respondents. The age group of 24-34 years was only represented by 2 respondents, or 2%, while the age group of 35-44 years was represented by only 1 respondent, or 1%. The majority of respondents in the age range of 16-24 years indicated that TikTok Shop users are dominated by the younger generation. This is in line with the demographic profile of TikTok users in general, which is known as a popular platform among teens and young adults. The high engagement of this age group shows that they are the main target and the most responsive audience to the marketing strategies and content presented on TikTok Shop. The relatively small age groups of 24-34 and 35- 44 indicate that the platform is less attractive or underused by individuals in those age ranges. This could be due to the preferences of different social media platforms, differences in shopping behavior patterns, or the different needs of older age groups.

The following Figure 3 is a graph based on the Last Education of respondents in the research on the Influence of Brand Image and Social Media Marketing on Consumer Satisfaction Mediated by Purchase Decisions on TikTok Shop.

Figure 3. Graph Based on Respondents' Last Education



Based on the data provided, the distribution of respondents based on their last education shows that most of the respondents have a high school education background or equivalent, which is as many as 71 people or 71% of the total 100 respondents. Respondents who had a university

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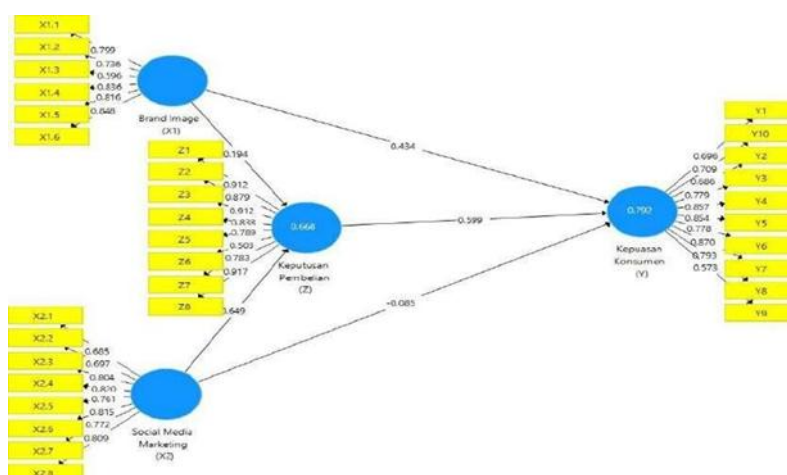
education background amounted to 27 people or 27%. Meanwhile, there are only 2 respondents or 2% who have a junior high school education background. A large majority of respondents with a high school education or equivalent background indicate that TikTok Shop may be more widely used by individuals with an upper secondary education level. This reflects the demographic profile of social media platforms that tend to appeal to teenagers and young adults who have not yet attended higher education. Respondents with a college education background also provided significant representation, indicating that there was interest and participation from those who had pursued further education. This could indicate that TikTok Shop may also attract attention from more educated segments of consumers, who may have different shopping preferences or are more critical of the products and services offered. The very small attendance of respondents with a junior high school background suggests that the platform may not be so relevant or have not been fully adopted by younger people or with lower levels of education. Thus, understanding the respondents' educational profiles can help design more targeted marketing strategies, more relevant content, and services that match the demographic characteristics of TikTok Shop users.

Table 1. Outer Model Before Outlier

	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
<i>Brand Image (X1)</i>	0.900	0.603
<i>Consumer Satisfaction (Y)</i>	0.933	0.585
<i>Purchase Decision (Z)</i>	0.944	0.684
<i>Social Media Marketing (X2)</i>	0.922	0.596

Source: SmartPLS 3.2.9 Processing Data

Figure 4. Results of the Outer Model Before Outlier



Source: SmartPLS 3.2.9 processed data

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Figure 5. Outer Model Results After Outlier

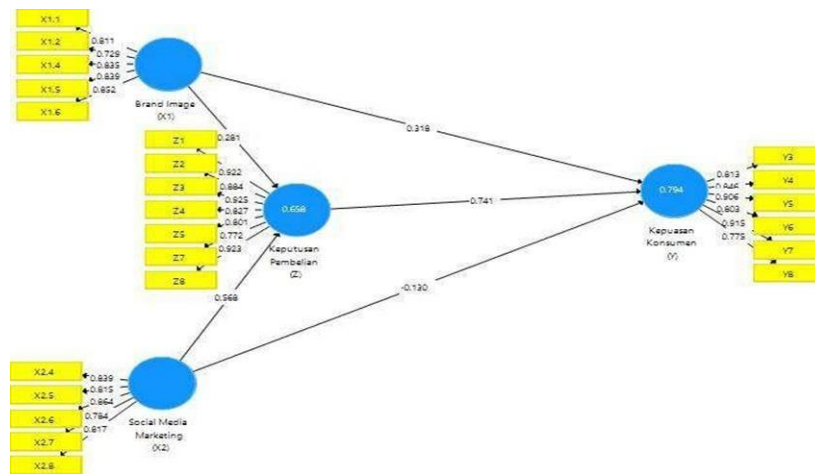


Table 2. Outer Model After Outlier

	Composite Reliability	Average Variance Extracted (AVE)
Brand Image (X1)	0.908	0.663
Consumer Satisfaction (Y)	0.937	0.714
Purchase Decision (Z)	0.955	0.752
Social Media Marketing (X2)	0.914	0.679

Source: SmartPLS 3.2.9 Processing Data

Based on table 2. above, after identifying and removing outliers, the results of the outer model analysis show a significant increase in reliability and validity of the construct measured by a composite reliability value above 0.7 and an AVE value above 0.5.

Table 3. Discriminant Validity

	Brand Image (X1)	Satisfaction Consumer (Y)	Decision Purchase (Z)	Social Media Marketing (X2)
X1.1	0.811	0.637	0.589	0.641
X1.2	0.729	0.476	0.430	0.530
X1.4	0.835	0.657	0.613	0.629
X1.5	0.839	0.635	0.682	0.754
X1.6	0.852	0.661	0.654	0.703
X2.4	0.646	0.644	0.741	0.839
X2.5	0.573	0.622	0.728	0.815
X2.6	0.641	0.528	0.602	0.864
X2.7	0.700	0.476	0.525	0.784
X2.8	0.776	0.636	0.632	0.817
Y3	0.566	0.813	0.696	0.564

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Y4	0.690	0.846	0.696	0.656
Y5	0.733	0.906	0.877	0.721
Y6	0.632	0.803	0.695	0.520

	<i>Brand Image (X1)</i>	<i>Satisfaction Consumer (Y)</i>	<i>Decision Purchase (Z)</i>	<i>Social Media Marketing (X2)</i>
X1.1	0.811	0.637	0.589	0.641
Y7	0.632	0.915	0.813	0.615
Y8	0.586	0.775	0.616	0.520
Z1	0.654	0.821	0.922	0.655
Z2	0.750	0.805	0.884	0.740
Z3	0.632	0.760	0.925	0.698
Z4	0.748	0.785	0.827	0.696
Z5	0.507	0.673	0.801	0.705
Z7	0.510	0.670	0.772	0.613
Z8	0.642	0.760	0.923	0.704

Source: SmartPLS 3.2.9 Processing Data

The cross loading results show how each indicator correlates with the expected construct as well as other constructs. Indicators of the Brand Image (X1) variable such as X1.2, X1.4, X1.5, and X1.6 have a higher loading value for their own construct (Brand Image) compared to other constructs, for example, X1.2 has a loading of 0.729 for Brand Image compared to 0.476 for Customer Satisfaction (Y),

0.430 for Purchase Decision (Z), and 0.530 for Social Media Marketing (X2). The indicators of the Social Media Marketing (X2) variable also show a similar pattern, such as X2.4, X2.8, and X2.9 have higher loading values for their own constructs (Social Media Marketing) compared to lower values for other constructs. For the Consumer Satisfaction (Y) variable, the Y4 indicator has a load of 0.846 against its own construct compared to a lower loading value for other constructs. Indicators of Purchase Decision (Z) such as Z1 show a load of 0.922 against its own construct compared to a lower load on other constructs. These results indicate that each indicator has a stronger correlation with the measured construct compared to the other constructs, indicating sufficient discriminatory validity of the model used.

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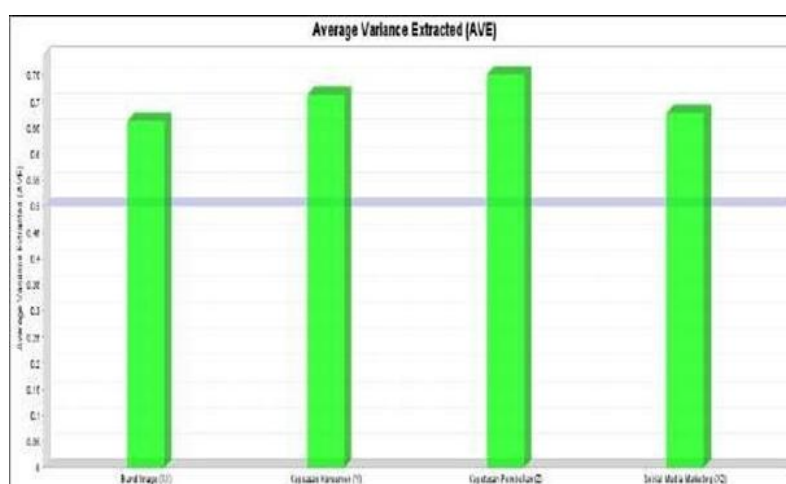
Table 4. Average Variance Extracted (AVE)

	<i>Average Variance Extracted (AVE)</i>	<i>Information</i>
<i>Brand Image (X1)</i>	0.663	Valid
<i>Consumer Satisfaction (Y)</i>	0.714	Valid
<i>Purchase Decision (Z)</i>	0.752	Valid
<i>Social Media Marketing (X2)</i>	0.679	Valid

Source: SmartPLS 3.2.9 Processing Data

Based on the table above, it gives an AVE value above a value of 0.5. The Average Variance Extracted (AVE) values for each construct in this study showed satisfactory results. Konstrak Brand Image (X1) has an AVE value of 0.663, Consumer Satisfaction (Y) has an AVE value of 0.714, Purchase decision (Z) has an AVE value of 0.752, then Social Media Marketing (X2) has an AVE value of 0.679. shows that all constructs have a value above >5.0.

Figure 6. AVE (Average Variance Extrated) Chart



Source: SmartPLS 3.2.9 Processing Data

The following are the results of the reality test on the results of the questionnaire which can be seen in the following:

Table 5. Composite Reliability

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Information</i>
<i>Brand Image (X1)</i>	0.873	0.908	Valid
<i>Consumer Satisfaction (Y)</i>	0.919	0.937	Valid
<i>Purchase Decision (Z)</i>	0.944	0.955	Valid
<i>Social Media Marketing (X2)</i>	0.882	0.914	Valid

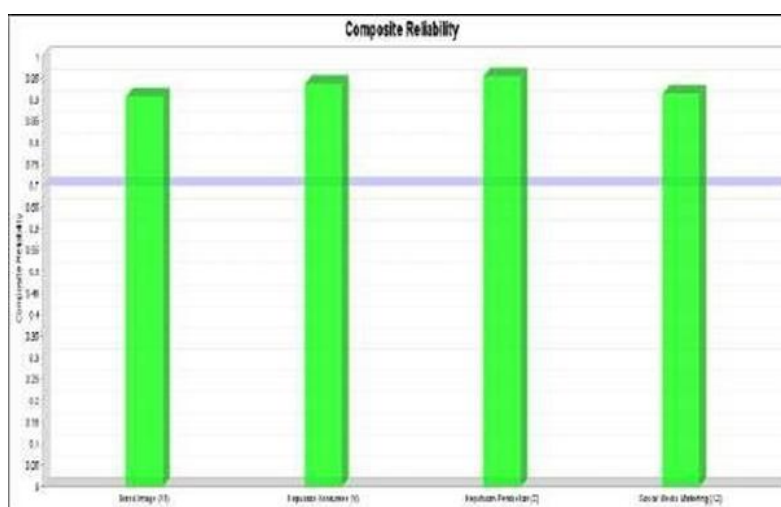
Source: SmartPLS 3.2.9 Processing Data

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The results of the analysis show that all constituents in the study have good internal consistency and reliability. Brand Image (X1) has a Cronbach's Alpha value of 0.873, indicating excellent internal consistency, while a Composite Reliability of 0.908 indicates good convergence validity. Consumer Satisfaction (Y) has a Cronbach's Alpha of 0.919, indicating very high internal consistency, and a Composite Reliability of 0.937, indicating adequate convergent validity. A Buy Decision (Z) with a Cronbach's Alpha value of 0.944 indicates very strong internal consistency, and a Composite Reliability of 0.955 indicates excellent convergent validity. Finally, Social Media Marketing (X2) has a Cronbach's Alpha value of 0.882, indicating excellent internal consistency, and a Composite Reliability of 0.679 indicates excellent convergence validity.

Figure 7. Composite Reliability Chart



Source: SmartPLS 3.2.9 Processing Data

Multicollinearity tests are performed to ensure that the independent variables in the regression model do not have a high linear relationship with each other, which can cause problems in the interpretation of the results. The indicator used in this test is the Variance Inflation Factor (VIF). Generally.

A VIF value lower than 10 is considered not a problem, although a value above 5 can indicate a multicollinearity that needs to be watched out for.

Table 6. Multicollinearity Test Results

	VIF	Information
X1.1	2.273	No Multicollinearity Occurs
X1.2	1.768	No Multicollinearity Occurs
X1.4	2.233	No Multicollinearity Occurs
X1.5	2.593	No Multicollinearity Occurs
X1.6	2.670	No Multicollinearity Occurs
X2.4	2.491	No Multicollinearity Occurs

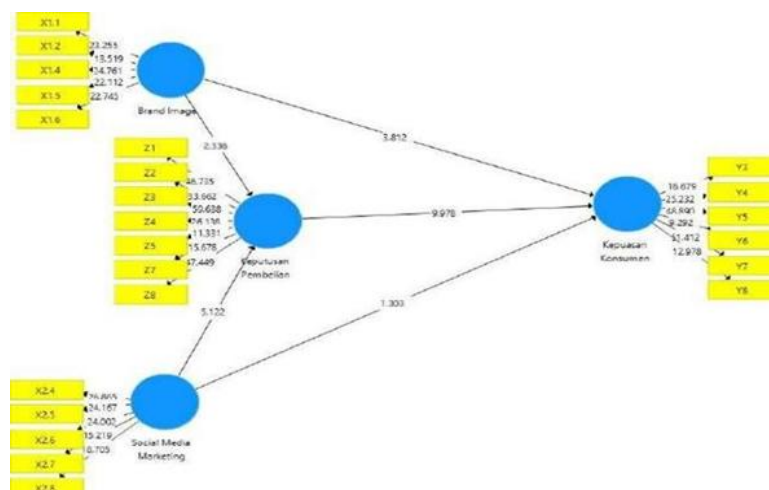
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X2.5	2.667	No Multicollinearity Occurs
X2.6	3.095	No Multicollinearity Occurs
X2.7	2.952	No Multicollinearity Occurs
X2.8	2.760	No Multicollinearity Occurs
Y3	2.378	No Multicollinearity Occurs
Y4	2.872	No Multicollinearity Occurs
Y5	4.667	No Multicollinearity Occurs
Y6	2.169	No Multicollinearity Occurs
Y7	5.055	No Multicollinearity Occurs
Y8	2.464	No Multicollinearity Occurs
Z1	5.364	No Multicollinearity Occurs
Z2	3.968	No Multicollinearity Occurs
Z3	5.511	No Multicollinearity Occurs
Z4	2.494	No Multicollinearity Occurs
Z5	2.352	No Multicollinearity Occurs
Z7	2.134	No Multicollinearity Occurs
Z8	5.335	No Multicollinearity Occurs

Source : SmartPLS 3.2.9 Processing Data

Figure 8. Inner Weight Analysis



Source: SmartPLS 3.2.9 Processing Data

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Table 7. Path Coefficient

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	Information
<i>Brand Image (X1) => Consumer Satisfaction (Y)</i>	0.318	0.321	0.083	3.812	0.000	Significant
<i>Brand Image (X1) => Purchase Decision (Z)</i>	0.281	0.297	0.120	2.336	0.020	Significant
<i>Purchase Decision (Z) => Satisfaction Consumer (Y)</i>	0.741	0.729	0.074	9.978	0.000	Significant
<i>Social Media Marketing (X2) => Satisfaction Consumer (Y)</i>	-0.130	-0.118	0.100	0.303	0.193	Insignificant
<i>Social Media Marketing (X2) => Purchase Decision (Z)</i>	0.568	0.558	0.111	5.122	0.000	Significant

Source: SmartPLS 3.2.9 Processing Data

Table 8. Indirect effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	Information
<i>Brand Image (X1) => Results Purchase (Z) => Satisfaction Consumer (Y)</i>	0.208	0.215	0.086	2.420	0.016	Significant
<i>Social Media Marketing (X2) => Purchase Decision (Z) => Satisfaction Consumer (Y)</i>	0.421	0.407	0.094	4.470	0.000	Significant

Source: SmartPLS 3.2.9 Processing Data From the results of the analysis, it is concluded that:

1. H1: the influence of brand image on consumer satisfaction on tiktok shop" from the results of the analysis that has been carried out above previously shows a P value<0.5. So the results of the brand image research have a positive and significant influence on consumer satisfaction (H1 accepted). This can be seen from the value of the path coefficient of 0.318 with a P Value of 0.000.
2. H2: the influence of social media marketing on consumer satisfaction on tiktok shop" from the results of the analysis that has been carried out above previously shows a P value<0.5. So the

results of social media marketing research and significant to consumer satisfaction (H2 was rejected). This can be seen from the value of the path coefficient of -0.130 with a P Value of 0.193.

3. H3: The Influence of Brand Image on Consumer Satisfaction Mediated by Purchase Decisions on TikTok Shop" from the results of the analysis that has been carried out above previously shows a $P \text{ value} < 0.5$. So the results of the mediation analysis that the influence of brand image on consumer satisfaction on TikTok Shop occurs indirectly through purchase decisions (H3 accepted). This can be seen from the value of the path coefficient of 0.208 with a P Value of 0.016.
4. H4: The Influence of Social Media Marketing on Consumer Satisfaction Mediated by Purchase Decisions on TikTok Shop" from the results of the analysis that has been carried out above previously shows a $P \text{ value} < 0.5$. So the results of the mediation analysis that the influence of social media marketing on consumer satisfaction on TikTok Shop occurs indirectly through purchase decisions (H4 accepted). This can be seen from the value of the path coefficient of 0.421 with a P Value of 0.000.

CONCLUSION

The conclusion of this study shows that Brand Image has a positive and significant influence on consumer satisfaction on TikTok Shop, both directly and through purchase decisions.

In contrast, Social Media Marketing does not have a significant direct influence on consumer satisfaction, although it shows a significant positive influence when mediated by purchasing decisions. However, there are some limitations and weaknesses that need to be noted that can reduce the validity of this study. First, consumer satisfaction measurement may not fully reflect the actual consumer experience, due to limitations in data collection methods that may not capture all relevant aspects of satisfaction. Additionally, the choice of analysis methods and samples used may not be fully representative of the broader TikTok Shop consumer population, which may affect the results and conclusions of the study. It is possible that the results obtained are influenced by immeasurable variables, such as the quality of the product or service, that are not included in this research model. Therefore, a critical assessment and deeper interpretation of the results are needed to understand the impact of these limitations on research. Advanced research may consider using more comprehensive and inclusive methods to overcome these limitations, such as expanding the sample or using a mixed research approach to collect richer and more diverse data. Thus, this study opens up opportunities for further exploration to test the proposed hypothesis in a more in-depth and valid way.

It is recommended for researchers who are interested in the same topic to improve the quality of products, services, and branding on social media to improve consumer satisfaction and purchase decisions, then use a larger and more diverse sample and add other variables such as price and commission to increase the generalization and scope of research results.

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