

ABSTRACT

This study aims to examine the effect of brand image and social media marketing through the TikTok application on consumer purchasing decisions on Skintific products in West Java. Data was collected through a survey of 100 respondents who are Skintific product users. The analysis method used is multiple linear regression analysis, coefficient of determination test, and hypothesis testing using the IBM SPSS Version 23.0 application program. The results showed that brand image and social media marketing partially and simultaneously had a significant and positive effect on purchasing decisions. Brand image makes the biggest contribution to purchasing decisions with a percentage influence of 38%, followed by social media marketing with a percentage influence of 21%. The conclusion of this study is that brand image and social media marketing have an important role in influencing consumer purchasing decisions on Skintific products in West Java. Suggestions include improving marketing strategies and improving the quality of content on social media.

Keywords: Brand Image, Social Media Marketing, Purchasing Decisions