

## **ABSTRACT**

*The growth of Mixue is increasing with the mushrooming of Mixue outlets in Indonesia and the incessant development of Mixue, many of whom capture on social media every time they find a Mixue outlet making Mixue content viral on social media tiktok. Enterprise-generated and user- created social media brand communications offer multiple opportunities to improve brand equity metrics as well as further engage consumers interested in two-way active communication.*

*The purpose of this study is to find out how the influence of Firm-Created Social Media Communication and User- Created Social Media Communication influences purchase intention and purchase decision significantly through brand equity so that it can maintain business sustainability.*

*In this study, the population used is TikTok social media users in Indonesia. Based on the calculation results, the number of samples used was 384,16 which was rounded up to 385 respondents*

*The research method used is research with a quantitative method approach. The data analysis technique used is descriptive analysis and partial least squares structural equation modeling with the help of SmartPLS software.*

*User- Created Social Media Communication is the variable that most influences purchase intention and purchase through the TikTok social media application, while the mediating variable, Perceived Quality is one of the highest brand equity mediating variables. Additionally, adding variables in this research proves that purchase intention influences purchase decision.*

**Keywords:** *Firm- Created Social Media Communication, User- Created Social Media Communication, Brand Equity Purchase Intention, Purchase Decision, Mixue*