


THE INFLUENCE OF SOCIAL MEDIA COMMUNICATION ON PURCHASE INTENTION AND PURCHASE DECISION THROUGH BRAND EQUITY IN MIXUE INDONESIA

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 03 August 2023</p> <p>Accepted 06 November 2023</p>	<p>Purpose: This research aims to identify the influencing factors of Social Media Communication purchase intention and purchase decision through brand equity so that the business can maintain sustainability using descriptive analysis and SEM-PLS on SmartPLS.</p>
<p>Keywords:</p> <p>Social Media Communication; Brand Equity; Purchase Intention; Purchase Decision.</p>	<p>Theoretical framework: This research is a development of industrial theoretical aspects of ice & tea in Indonesia, which consists of Firm Generated Social Media Communication and User-Generated Social Media Communication variables influencing purchase intention and purchase decision through mediating variables, including brand awareness, brand association, perceived quality, and brand loyalty.</p>
	<p>Design/Methodology/Approach: This research uses quantitative methods. The data source comes from a survey by distributing online questionnaires to 385 people who have purchased Mixue products and have seen Mixue content created by the Mixue Indonesia company and other Tiktok users. The data analysis technique used is SEM-PLS analysis and using SmartPLS software.</p>
	<p>Findings: User-Generated 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.</p>
	<p>Research, Practical & Social implications: Mixue management must pay attention to social media communication, especially user-generated content on the Tiktok application and brand equity, to achieve and maintain consistency and sustainability.</p>
	<p>Originality/Value: This research is the first to analyze the factors influencing purchasing intentions and purchasing decisions at Mixue Indonesia so that it can become a reference in academic aspects and managerial knowledge.</p>
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A INFLUÊNCIA DA COMUNICAÇÃO NAS MÍDIAS SOCIAIS NA INTENÇÃO E DECISÃO DE COMPRA ATRAVÉS DO BRAND EQUITY NA MIXUE INDONÉSIA

RESUMO

Objetivo: Esta pesquisa tem como objetivo identificar os fatores que influenciam a intenção de compra e a decisão de compra da comunicação em mídias sociais por meio do brand equity para que o negócio possa manter a sustentabilidade por meio de análise descritiva e SEM-PLS no SmartPLS.

Estrutura teórica: Esta pesquisa é um desenvolvimento de aspectos teóricos industriais de gelo e chá na Indonésia, que consiste em variáveis de comunicação de mídia social gerada pela empresa e comunicação de mídia

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social gerada pelo usuário que influenciam a intenção de compra e a decisão de compra por meio de variáveis mediadoras, incluindo reconhecimento da marca, marca associação, qualidade percebida e fidelidade à marca.

Desenho/Metodologia/Abordagem: Esta pesquisa utiliza métodos quantitativos. A fonte de dados vem de uma pesquisa através da distribuição de questionários online para 385 pessoas que compraram produtos Mixue e viram conteúdo Mixue criado pela empresa Mixue Indonesia e outros usuários do Tiktok. A técnica de análise de dados utilizada é a análise SEM-PLS e utilizando o software SmartPLS.

Constatações: A comunicação nas mídias sociais gerada pelo usuário é a variável que mais influencia a intenção de compra e a compra por meio do aplicativo de mídia social TikTok, enquanto a variável mediadora, Qualidade Percebida, é uma das variáveis mediadoras de maior valor da marca. Além disso, a adição de variáveis nesta pesquisa comprova que a intenção de compra influencia a decisão de compra.

Implicações de investigação, Práticas e Sociais: A gestão mista deve prestar atenção à comunicação nos meios de comunicação social, especialmente ao conteúdo gerado pelos utilizadores na aplicação Tiktok e ao valor da marca, para alcançar e manter a consistência e a sustentabilidade.

Originalidade/Valor: Esta pesquisa é a primeira a analisar os fatores que influenciam as intenções de compra e as decisões de compra na Mixue Indonésia para que ela se torne referência em aspectos acadêmicos e conhecimento gerencial.

Palavras-chave: Comunicação em Mídias Sociais, Valor da Marca, Intenção de Compra, Decisão de Compra.

LA INFLUENCIA DE LA COMUNICACIÓN DE LAS REDES SOCIALES EN LA INTENCIÓN DE COMPRA Y LA DECISIÓN DE COMPRA A TRAVÉS DEL VALOR DE MARCA EN MIXUE INDONESIA

RESUMEN

Propósito: Esta investigación tiene como objetivo identificar los factores que influyen en la intención de compra y la decisión de compra de Social Media Communication a través del valor de marca para que el negocio pueda mantener la sostenibilidad utilizando análisis descriptivo y SEM-PLS sobre SmartPLS.

Marco teórico: esta investigación es un desarrollo de los aspectos teóricos industriales del hielo y el té en Indonesia, que consiste en variables de comunicación en redes sociales generadas por empresas y comunicaciones en redes sociales generadas por usuarios que influyen en la intención de compra y la decisión de compra a través de variables mediadoras, incluido el conocimiento de la marca, la marca. asociación, calidad percibida y lealtad a la marca.

Diseño/metodología/enfoque: Esta investigación utiliza métodos cuantitativos. La fuente de datos proviene de una encuesta mediante la distribución de cuestionarios en línea a 385 personas que compraron productos Mixue y vieron contenido Mixue creado por la empresa Mixue Indonesia y otros usuarios de Tiktok. La técnica de análisis de datos utilizada es el análisis SEM-PLS y mediante el software SmartPLS.

Hallazgos: La comunicación en redes sociales generada por el usuario es la variable que más influye en la intención de compra y la compra a través de la aplicación de redes sociales TikTok, mientras que la variable mediadora, la calidad percibida, es una de las variables mediadoras de mayor valor de marca. Además, agregar variables en esta investigación demuestra que la intención de compra influye en la decisión de compra.

Implicaciones prácticas, sociales y de investigación: la gestión de Mixue debe prestar atención a la comunicación en las redes sociales, especialmente al contenido generado por el usuario en la aplicación Tiktok y al valor de la marca, para lograr y mantener la coherencia y la sostenibilidad.

Originalidad/valor: Esta investigación es la primera en analizar los factores que influyen en las intenciones de compra y las decisiones de compra en Mixue Indonesia para que pueda convertirse en un referente en aspectos académicos y conocimiento gerencial.

Palabras clave: Comunicación en Redes Sociales, Valor de Marca, Intención de Compra, Decisión de Compra.

INTRODUCTION

The food and beverage sector is an industry that provides food-serving services to customers. In particular, food and beverage is a business sector tasked with providing food and beverage services managed professionally to provide customer satisfaction (Riyandi, 2022).

The food and beverage industry is one with Gross Domestic Product (GDP) that is still moving positively. Of the 17 business sectors, eight non-oil and gas processing industries could still progress simply in the year the pandemic emerged. The COVID-19 pandemic in Indonesia occurred for the first time and caused a brake in all community activities, including food and beverage business activities. Business activities are increasingly hampered due to the obligation to comply with policies to prevent the spread of cases by "staying at home". Once it felt gloomy, the F&B industry remained active in 2021 until today. The development of the F&B industry in Indonesia after the pandemic shows quite encouraging figures. This can be seen from various aspects, such as the value of real income, which continues to rise, the rate of development of the F&B business, which is growing again, and positive growth in 2022 (Riyandi, 2022)

Ice cream is a congealed comestible derived from dairy components, notably cream, amalgamated with various flavourings and sweetening agents. The mixture is agitated and subjected to a reduced temperature to prevent the formation of sizable ice crystals. The fundamental principle underlying the production of ice cream involves the creation of air pockets inside the amalgamation of constituent elements. This process increases volume, rendering the ice cream less dense, lighter, and endowed with a smooth, delicate texture (Padaga & Sawitri, 2005)

Based on Euromonitor data, ice cream and frozen dessert sales in Indonesia reached US\$425 million in 2021. This value was recorded as an increase of 0.24% from the previous year, which amounted to US\$424 million (Sadya, 2023). Based on the Katadata Insight Center (KIC) Survey, Mixue has the largest boba network in Southeast Asia. Bubble tea, or boba, first appeared in Taiwan in the 1980s. However, it first appeared in Taiwan; the Mixue franchise originating from China is the boba outlet with the most significant number in Southeast Asia. Momentum Works data notes that more than 1,000 Mixue outlets are spread across Vietnam, Thailand, the Philippines, Singapore, Malaysia and Indonesia. Furthermore, Chatime, which comes from Taiwan, has 595 outlets in Southeast Asia. In Indonesia, the Chatime franchise rights are held by the Kawan Lama Group, which also owns Ace Hardware. Then, Gong Cha has 276 outlets and KOI The has 270 outlets in Southeast Asia (Katadata.co.id, 2022).

The problem will arise because the Mixue competition will become increasingly complex, not only with competitors but also with other Mixue outlets. This strategy can cause various issues, such as a large number of Mixue outlets everywhere and in some locations, they appear to be close to each other, which causes a backfire effect, which means that neighbouring Mixue outlets will compete to get consumers from one outlet and another and have an impact.

What's more, the first is the cannibalism effect, namely the reduction in income for each Mixue outlet. Secondly, there will be fewer people partnering with Mixue, and the third impact is damage to the system or business cycle of Mixue itself (Nugroho, 2023)

According to Wijoyo (2021) Securing diverse business opportunities requires the creativity of individual entrepreneurs to continue working and develop appropriate business strategies to win market competition. Intense competition in the market and the emergence of new players in various corners mean that most business actors must be prepared to compete with other business actors to maintain their business. The marketing world is currently in a condition that continues to become competitive with various types of products spread on the market with varying quality and innovation. Marketing technology is becoming more sophisticated daily, so with increasingly advanced technology, it will be easier to implement the latest innovations. Competitiveness is also great; companies must exist to continue business and various other innovations.

Based on the TikTok analytics tool, it can be seen that the hashtag #mixueindonesia is one of the most popular hashtags in 2022, reaching almost 1 billion views overall. This number is considered a large number for ice cream brands that were previously not well known (Tawazun, 2023). One social media that has attracted a lot of public attention regarding mixue is TikTok. Reported based on data after the viral phenomenon at the end of 2022, until March 2023, Indonesia's overtime mixue interest has decreased, meaning that the mixue business needs to maintain stability on TikTok social media to maintain its business's sustainability.

LITERATURE REVIEW AND HYPOTHESIS

Firm-generated Social Media Communication

Firm-generated social media communication refers to marketing communication that is begun by a company using its official social media channels. This form of communication serves to establish and nurture relationships with customers by leveraging the interactive features of social media platforms (Baker et al., 2016). In addition to this, Schivinski & Dabrowski (2014) Assert that firm-generated content refers to communication that is within the brand's control, whether it originates from the brand itself or from marketing efforts. The utilisation of content generated by firms facilitates the establishment, sustenance, and enhancement of relationships between enterprises and their intended consumer segments. Firm-generated social media communications can be defined as content created by companies in relation to the content uploaded and posted by the company itself, as one of the owners of the

social media platform (Poturak & Softic, 2019). The utilisation of firm-generated social media communication, which is promptly mirrored, can be aligned with the notion of a brand. This aligns with the traditional approach of one-way pre-social media channels, which were primarily designed to enhance consumer-brand interactions (Scarth, 2017).

It is noteworthy that FGC depends on consumer engagement across several platforms, wherein customers have the ability to express their approval through actions like as 'liking' the FGC. Additionally, consumers may also be encouraged to provide written comments or share the FGC's postings. The evaluation of a brand can be influenced positively or negatively based on the responses of customers towards its content (Ceballos et al., 2016).

The results showed that firm-created content influence the four CBBE dimensions. It means that firm-created content can strongly connect the basic brand recognition, attributes and allover brand equities (Yu, n.d.2019) Thus, the hypothesis can be defined as follows:

H3: firm-created social media communication has a significant positive effect on brand associations

H4: firm-created social media communication has a significant positive effect on brand awareness

H5: firm-created social media communication has a significant positive effect on brand loyalty

H6: firm-created social media communication has a significant positive effect on perceived quality

User-generated Social Media Communication

User-generated social media communication refers to the production of unique content by customers that is exclusive to a certain brand and afterwards shared on social media platforms or other communication channels. User-generated content encompasses a diverse range of mediums, such as photographs, videos, reviews, testimonials, and podcasts (Constantinides & Zinck Stagno, 2011). Refers to the content provided by individuals on social media platforms, which serves as a means of exchanging reliable and reputable information (Roy et al., 2017). They are, likewise reaffirming UGC refers to many forms of media content created by non-professional individuals who lack financial incentives. (Naab & Sehl, 2017). Users are actively seeking novel approaches, exhibiting a preference for passive content consumption, and expressing a desire for transformative material. Hence, it is becoming more prevalent for firms to provide branded content and actively promote its dissemination among

consumers on social media platforms. The proliferation of user-generated social media communication has become pervasive, serving as a crucial online marketing instrument for numerous brands (Ly & Le-Hoang, 2020). User-generated content (UGC) encompasses media content that is disseminated through internet platforms and created by individuals who possess expertise in evaluating a particular product (Le-hoang, 2020).

Simultaneously, while other researchers have directed their attention towards examining the impacts of user reviews or product-related narratives shared by individuals, it is important to note that these advertising methods are not easily comparable to user-generated brand posts on Facebook. This is due to the fact that the latter may not consistently possess a persuasive or informative purpose (Smith et al., 2012). This leads us to the potential primary benefit for firms in utilising user-generated brand postings as a marketing strategy, which is an area that has received less study attention: the purported inability of social media users to recognise such content as compelling and effectively respond to it.

The results Yu, n.d.(2019), showed user-generated content influence perceived quality and brand loyalty. It means that user-generated content has a positive impact on the consumers' brand perception, superiority and purchase considerations. Thus, the hypothesis can be defined as follows:

H10: user-created social media communication has a significant positive effect on brand association

H11: user-created social media communication has a significant positive effect on brand awareness

H12: user-created social media communication has a significant positive effect on brand loyalty

H13: user-created social media communication has a significant positive effect on perceived quality

Brand Equity

Aaker (2018) defines brand equity as a collection of assets and liabilities associated with a brand, name, or symbol that have the potential to influence the value of a product or service for both industry stakeholders and customers. The underlying principles of brand equity revolve around the establishment of a robust brand that influences the perception of products, leading customers to develop distinct, favourable cognitions, emotions, convictions, viewpoints, and impressions towards brands (Keller, 2018). Customer-Based Brand Equity

(CBBE) refers to the distinct impact of brand awareness on customer response to brand marketing, as defined by Keller (Keller, 2013). The Keller Brand Equity Model, also known as the Customer-Based Brand Equity (CBBE) Model, is a widely recognised framework in the field of brand management. The components of the Customer-Based Brand Equity (CBBE) model are derived from the distinctions seen across reputation, trust, and competitive brands. The establishment of a positive and enduring connection between consumers and a brand has the potential to mitigate purchase risk and enhance user trust. The establishment of consumer loyalty can be fostered through the maintenance of trusted product quality. Hence, it may be inferred that the dimensions of CBBE exhibit interrelatedness (Torres et al., 2015). Pham & Gammoh (2015) propose a novel approach to enhance the effectiveness of the CBBE model in the context of brand communication on social media platforms. Social media marketing refers to the strategic efforts undertaken by a firm to develop and promote online marketing initiatives with the aim of achieving commercial objectives on various social media platforms.

In research by Chang & Liu (2009) Brand Equity can have positive effect on Purchase Intention and this is consistent with Aaker (1991) and (1996). According to Adam & Akber (2016) The research outcomes and discoveries will hold significant value for marketing practitioners seeking to enhance their brand's market share, particularly within the cell phone industry. This study will elucidate the consumer insights and perceptions shaped by the impact of brand equity on their cell phone purchase decision. Marketing experts will therefore acquire the ability to comprehend and tailor their solutions to suit the needs of their target audience, thereby yielding favourable consequences.

This research aims to address the deficiencies observed in the marketing strategies by marketing professionals while promoting their products or services to their intended audience. This analysis highlights the negative consequences that arise from neglecting the significance of brand equity and its impact on consumer perception. The results revealed that majority of the respondents believed that brand association, brand awareness, brand quality and brand loyalty guided and influenced their purchase decision whenever buying mobile phones (Adam & Akber, 2016). Based on the above discussion, we propose these hypotheses:

H14: brand association has a significant positive effect on purchase decision

H15: brand association has a significant positive effect on purchase intention

H16: brand awareness has a significant positive effect on purchase decision

H17: brand awareness has a significant positive effect on purchase intention

H18: brand loyalty has a significant positive effect on purchase decision

H19: brand loyalty has a significant positive effect on purchase intention

H20: perceived quality has a significant positive effect on purchase decision

H21: perceived quality has a significant positive effect on purchase intention

Brand Awareness

Brand awareness refers to the capacity of prospective consumers to recognise or remember a brand in relation to a particular category of goods (Aaker, 2018). According to Firmansyah (2019) brand awareness is a primary objective of marketing communications. The aim is to establish a strong presence of the brand in consumers' minds, so that when a need for a certain product or service occurs, the brand is readily recalled and considered as a potential option during the decision-making process. According to Febriani & Dewi (2018) brand awareness refers to the level of recognition and recall that individuals have towards a certain brand. It is a measure of the brand's prominence and effectiveness in establishing a lasting impression in the minds of consumers.

Brand Association

Brand associations are everything related to memories about a brand. Attachment to a brand association will be stronger if it is based on a lot of experience and appearances in communicating it. Brand associations can create value for companies and consumers because they can help compile information to differentiate one brand from another (Aaker, 2018).

Perceived quality

According to Aaker (2018), perceived quality refers to the consumer's subjective evaluations or views of the overall quality or superiority of a product or service, which align with their initial expectations. Perceived quality refers to the comprehensive evaluation made by consumers on the quality of a product or service in relation to their specific needs (Annafik & Rahardjo, 2012). The perception of quality is contingent upon the subjective customer experience, as it is influenced by individual preferences and requirements when utilising a product. When consumers perceive a product to have good quality, this perception becomes a significant factor that influences their purchasing decisions (Saleem et al., 2015).

Brand Loyalty

According to G. L. Schiffman & Kanuk (2009) brand loyalty is a consumer preference that consistently purchases from the same brand for specific products with certain service categories. Consumer loyalty is based on the fulfilment of the utility value of a brand so that consumers will make regular purchases to meet their needs. The existence of brand loyalty makes sales stable because consumers are consistent in purchasing products. Customers' high level of loyalty is based on the customer's understanding and knowledge of a product brand that offers appropriate quality and price (Haryanto & Moutinho, 2014).

Purchase Intention

Purchase Intention or buying interest is a consumer's attitude that shows the extent of his commitment to making a purchase. Purchase interest is obtained from a thought process that forms a consumer perception. Purchase interest is formed through purchases and can create a motivation that continues to be recorded in the consumer's thinking and becomes an activity that a consumer consistently carries out to fulfil a need, which will actualize what is in the consumer's thinking. Therefore, buying interest will occur during the purchasing decision-making process. Purchase intention is when consumers intend to buy a product with the desire to buy again from that company. Purchase intention is an effective tool in predicting the purchasing process. Consumer purchase intentions indicate the possible effects of specific behaviours that will be carried out (Lilima, 2020).

The concept of purchase intention refers to an individual's inclination or willingness to engage in a transactional exchange by acquiring a certain product or According to the research conducted by Balakrishnan et al., (2014), it has been shown that individuals who engage in social media platforms exhibit a favourable attitude towards the ability of FGC to stimulate and augment their intents to make purchases. According to the findings of Goh et al., (2013), there was a notable correlation between active participation in social media brand communities and a subsequent rise in purchase expenditures, indicating a positive relationship between these two variables. Thus, the hypothesis can be defined as follows:

H2: firm-created social media communication has a significant positive effect on purchase intention

H7: purchase intention has a significant effect on purchase decision

H9: user-created social media communication has a significant positive effect on purchase intention

Purchase Decision

According to Schiffman & Kanuk (2008) define a purchase choice as the cognitive process wherein individuals evaluate and compare multiple alternative possibilities, ultimately leading to the determination of whether to make a purchase or abstain from it. According to Daulay & Putri (2018) assert that a consumer decision refers to the deliberate activity undertaken by an individual to procure a certain product. It is imperative for manufacturers to employ several techniques in order to influence consumer purchasing decisions. Prior to making a purchasing choice, consumers through a series of stages in order to acquire goods or services. Moreover, as stated by Fahmi (2016) purchasing decisions encompass the consumer's deliberate activities in selecting a product that is perceived as the optimal solution to their specific wants and aspirations. Consumers have a propensity to utilise social media platforms as a means to get comprehensive knowledge, hence demonstrating an increased inclination towards information-seeking behaviour. Companies are obligated to collect comprehensive data that satisfies their desire for knowledge regarding products that are of interest to consumers. Assuming that social media accounts may effectively satisfy the want for information regarding consumer preferences for products. In such circumstances, customers' purchase decision will be positively influenced.

In contemporary times, it is common for consumers to utilise social media platforms as a means of gathering product information and evaluating customer feedback prior to making purchasing decisions. This reliance on user-generated content, particularly on Instagram, has been observed in various studies (Brown et al., 2003; Horst et al., 2007; Harris, 2012 ; Racherla & Friske, 2012). This phenomenon may be attributed to the fact that other users often possess firsthand experiences with the things being considered for purchase, so providing valuable assistance to potential purchasers in their decision-making process. A plethora of photographs and videos showcasing the items may be readily accessed on the Instagram platform. The reviews are posted on the platform by either the merchants themselves or by other users.

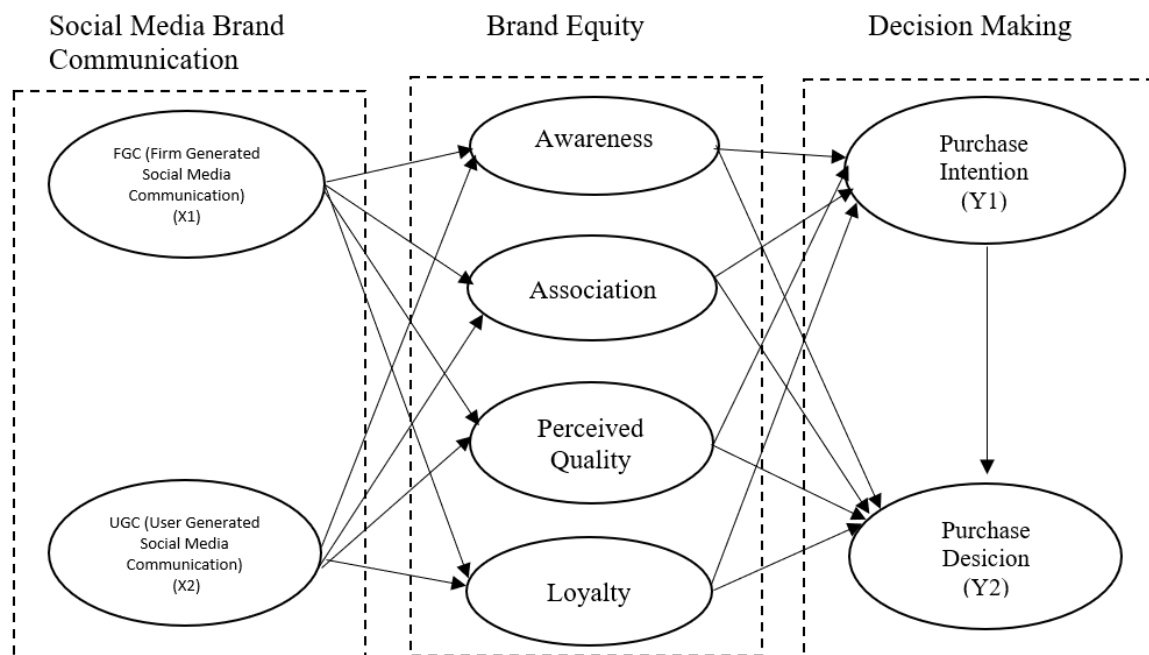
Typically, consumers engage in the process of purchasing a product or service subsequent to thoroughly reviewing the personal information provided by fellow users on the platform and reaching a satisfactory level of conviction based on their analysis (Horst et al., 2007) Thus, the hypothesis can be defined as follows:

H1: firm-created social media communication has a significant positive effect on purchase decision

H8: user-created social media communication has a significant positive effect on purchase decision

Referring to the results of previous research and the hypotheses that have been developed, A research model was created as described below.

Figure 1 – Framework



Source: Schivinski et al., (2015) Yu, n.d.(2019), Othysalonika et al., (2022),Prepared by the authors (2023)

Based on the conceptual explanation from previous research, the researcher wants to know the relationship between the elements of Firm-Generated Social Media Communication and User-Generated Social Media Communication that influence purchase intention and purchase decision through four elements of brand equity by aiming at the arrow that corresponds to the image meaning that the hand is playing a central role, namely as a relation in the relationship between elements. In this framework, researchers add decision-making, namely the purchase decision element, to find out how much influence Firm-Generated Social Media Communication and User-Generated Social Media Communication through the four elements of brand equity have on purchasing decisions. The existence of buying interest can make consumers have a purchasing decision process, where consumers choose to make a purchase or not. Therefore, companies must pay attention to the elements in "The 7C Framework Customer Interface" in social media marketing as best as possible so that marketing

via social media can influence consumer interest and purchasing decisions (Othysalonika et al., 2022)

METHODOLOGY

The present study employs a quantitative research methodology with a descriptive approach. Its primary aim is to elucidate the factors influencing users' purchase intention and purchase decision within the context of the TikTok application. Therefore, the employed sampling methodology was non-probability in nature, explicitly utilising purposive sampling. The participants must fulfil strict eligibility requirements: 1. People who have purchased Mixue products and 2. TikTok social media users in Indonesia who have seen Mixue Indonesia content (created by Mixue Indonesia or other TikTok users). The research samples were acquired using the Cochran formula, resulting in 385 respondents. The research design employed in this study is cross-sectional, as it was conducted within a single period, encompassing the entire study duration.

RESULTS AND DISCUSSION

Table 1 - Direct Effect Hypothesis Test Results

Hypothesis		Original Sample (O)	T Statistics (O/STDEV)	P Values	Result
H1	Firm-Created Social Media Communication -> Purchase Desicion	-0.011	0.180	0.429	Rejected
H2	Firm-Created Social Media Communication -> Purchase Intention	0.159	2.511	0.006	Accepted
H3	Firm-Created Social Media Communication -> brand association	0.453	7.328	0.000*	Accepted
H4	Firm-Created Social Media Communication -> brand awareness	0.333	5.688	0.000*	Accepted
H5	Firm-Created Social Media Communication -> brand loyalty	0.282	3.926	0.000*	Accepted
H6	Firm-Created Social Media Communication -> perceived quality	0.353	4.671	0.000*	Accepted
H7	Purchase Intention -> Purchase Desicion	0.167	3.099	0.001	Accepted
H8	User-Created Social Media Communication -> Purchase Desicion	0.172	3.169	0.001	Accepted
H9	User-Created Social Media Communication -> Purchase Intention	0.164	2.597	0.005	Accepted

H10	User-Created Social Media Communication -> brand association	0.219	3.464	0.000*	Accepted
H11	User-Created Social Media Communication -> brand awareness	0.269	3.916	0.000*	Accepted
H12	User-Created Social Media Communication -> brand loyalty	0.324	4.119	0.000*	Accepted
H13	User-Created Social Media Communication -> perceived quality	0.344	4.663	0.000*	Accepted
H14	brand association -> Purchase Decision	0.094	1.628	0.052	Rejected
H15	brand association -> Purchase Intention	0.156	2.712	0.003	Accepted
H16	brand awareness -> Purchase Decision	0.142	2.935	0.002	Accepted
H17	brand awareness -> Purchase Intention	0.107	2.055	0.020	Accepted
H18	brand loyalty -> Purchase Decision	0.147	2.881	0.002	Accepted
H19	brand loyalty -> Purchase Intention	0.279	4.871	0.000*	Accepted
H20	perceived quality -> Purchase Decision	0.273	4.627	0.000*	Accepted
H21	perceived quality -> Purchase Intention	0.009	0.159	0.437	Rejected

Note: *Significant.

Source: Processed data by the authors by using SmartPLS 3.0 (2023)

The growth of food & beverage businesses is increasing in Indonesia, so competition is increasing, making marketing must be improved in each company. Social media, which is currently popular, is now being used and utilized by companies as an advertising tool in order to increase business sales. TikTok has become one of the most popular social media in the world. The reason is this platform contains a variety of fascinating short video content.

Using TikTok as a promotional and marketing medium certainly requires knowing how TikTok social media, especially TikTok content, can influence buying interest and purchasing decisions. Formulation is needed to find out the factors to achieve the company's desired success. This research was conducted to determine the influence of social media communication on Tiktok with the variable buying interest and purchasing decisions through brand equity.

The research results show that Firm-Created Social Media Communication does not have a significant positive effect on Purchase Decision. The path coefficient value is negative 0.011 with a statistical value of 0.180, which means that the hypothesis is rejected. With the results of this hypothesis, it is considered that the content created by the company has not

influenced consumers' purchasing decisions, a sign that the company has yet to succeed in forming interactions with consumers. The company still needs to reassure consumers so that the content produced by the company can influence consumers' decisions in purchasing products that they advertise.

The low influence of firms created indicates that the company has yet to succeed in building interaction with consumers so that the response or feedback given by consumers regarding their products is minimal. Companies need to increase interactions with consumers so that they can help companies develop their products and services based on the responses given by consumers (Adhani & Indrawati, 2016)

The study's findings indicate a notable and favourable impact of Firm-Created Social Media Communication on Purchase Intention. The path coefficient value obtained is 0.159, with a statistical value 2.511. This result indicates that the hypothesis can be accepted. Based on the findings of this hypothesis, it is deemed that the information provided by the company is stimulating and aligns with customer demands, hence exerting an impact on the inclination of prospective purchasers. The organisation acknowledges the importance of presenting content appealingly and aligning it with customer preferences. By doing so, consumers are encouraged to submit feedback. The creation of quality content facilitates the establishment of trust between companies and their target audience.

The findings of the study indicate that there is a notable and favourable impact of Firm-Created Social Media Communication on Brand Association. The path coefficient is estimated to be 0.453, and it is statistically significant at a level of 7.328, indicating that the hypothesis is supported. With the results of this hypothesis, it is considered that the content that the company has created has had a positive impact on the Mixue brand association. The company has succeeded in creating content that can introduce concepts, objects or images attached to a brand in someone's mind. Mixue brand associations will appear in someone's mind when they think of a brand and see content on Tiktok.

The research results show that Firm-Created Social Media Communication has a significant positive effect on Brand Awareness. The path coefficient value is 0.333 with a statistical value of 5.688, which means that the hypothesis is accepted. With the results of this hypothesis, it is considered that the content created by the company is proven to influence brand awareness because it builds brand awareness in the audience directly by seeing the content created starting from a combination of images, colours, text, music which displays

the characteristics of Mixue. It is so that the social media communications created by the company have a substantial impact on managing consumer brand awareness.

The findings of the study indicate that there is a notable and favourable impact of Firm-Created Social Media Communication has a significant positive effect on Brand Loyalty. The path coefficient value is 0.282, with a statistical value of 3.926, indicates that the hypothesis can be accepted. Based on the findings of this hypothesis, the observed phenomenon can be characterised as a type of advertising wherein the company exercises complete control over the communication process, aiming to influence brand loyalty. This is achieved through the production of Mixue content, which serves to demonstrate the extent of a consumer's preference for a particular brand in comparison to its competitors.

The research results show that Firm-Created Social Media Communication has a significant positive effect on Perceived Quality. The path coefficient value is 0.353, with a statistical value of 4.671, the hypothesis has been accepted. Based on the findings of this study, the TikTok social media communication developed by the company has a favourable impact on the perception of quality. According to a survey conducted by Soewandi (2015) it was discovered that firm-generated content had a noteworthy and good effect on the perceived quality

The research results show that Purchase Intention has a significant positive effect on Purchase decision. The path coefficient value is 0.167, with a statistical value of 3.099, which means that the hypothesis is accepted. With the results of this hypothesis, we know that potential consumers' buying interests can influence whether consumers make a purchase or not. This research shows that the interest in searching for information makes consumers look at the Tiktok Mixue account so they can complete all the information they need. This requires Mixue to provide all information that can fulfil consumers' exploratory interests. If consumers' exploratory interests can be adequately fulfilled through Indonesian TikTok accounts, of course, consumer purchasing decisions will also be influenced favourably. This proves that the higher a person's tendency to use TikTok, the more confident consumers will be in making a purchase. If the urge that arises within a person is high, then a purchasing decision will arise in order to fulfil the need to consume Indonesian Mixue ice & tea.

The research results show that User-Created Social Media Communication has a significant positive effect on Purchase Decision. The path coefficient value is 0.172 with a statistical value of 3.169, which means that the hypothesis is accepted. With the results of this hypothesis, user-created social media communication can be a marketing strategy that

companies can use because it is able to minimize promotional costs and also reach the target market. Mixue Indonesia is one business that has implemented this strategy. Apart from that, the experience of purchasing Mixue products can make users (user-generated content) included in their strategy to support purchasing decisions.

The research results show that User-Created Social Media Communication significantly positively affects Purchase Intention. The hypothesis is accepted with a path coefficient value of 0.164 and a statistical value of 2.597. Given the results of this hypothesis, user-generated content can greatly influence brand perception on purchasing interest. User-generated content related to Mixue Indonesia content prioritizes excellence to improve the overall quality of what users have created; apart from that, user-created social media communication is believed to help promote purchasing behaviour and consumer purchasing interest.

The research results show that User-Created Social Media Communication has a significant positive effect on Brand Association. The hypothesis is accepted with a path coefficient value of 0.219 and a statistical value of 3.464. For example, a promotional strategy that encourages objects related to logos, concepts, and product names related to a person's experience through user-generated content about strong brand associations would be a useful advertising application of this research. Marketers who want to engage consumers with UGC campaigns must develop creatives to strengthen audience dialogue.

User-created Social Media Communication has a significant positive effect on Brand Awareness, with a path coefficient value of 0.269 and statistical value of 3.916, which means the hypothesis is accepted. User-generated content has a big influence on brand awareness, positive user-generated content about a brand will also positively impact awareness of a brand or product. The better and more interesting the user-generated content of a brand on social media will be, the more brand awareness the audience on TikTok social media will have of the Mixue Indonesia brand.

The research results show that User-Created Social Media Communication has a significant positive effect on Brand Loyalty. With a path coefficient value of 0.324 and a statistical value of 4.119, the hypothesis is accepted. With the results of this hypothesis, it is considered that user-generated content influences consumer perceptions about Mixue brand loyalty, involving consumers to continue creating content related to Mixue Indonesia and interacting with the audience. One can point to many users and user-generated social media communications playing an important role in shaping brands in consumer consideration and narrowing consumers' brand choices.

User-created Social Media Communication has a significant positive effect on Perceived Quality. With a path coefficient value of 0.344 and a statistical value of 4.663, the hypothesis is accepted. With the results of this hypothesis, content created by TikTok social media account users is believed to be the result of customer perceptions of the overall quality or service of Mixue Indonesia. With the results of this hypothesis, it is considered that communication created by the company and communication produced by users have a positive relationship with perceived quality (Soewandi, 2015).

The study's findings indicate no statistically significant positive impact of Brand Association on Purchase Decision. The hypothesis is rejected based on the path coefficient value of 0.094 and the statistical value 1.628. The findings of this study indicate that there is no significant impact of brand association on purchasing decisions, as it is seen that consumers require a robust impression and recollection of the brand image associated with Mixue. The brand association of Mixue has not yet succeeded in capturing consumers' attention and demonstrating notable advantages or distinctions compared to its competitors. Knowledge of Mixue may be necessary for consumers to comprehend and convey the desired brand association accurately.

The research results show that Brand Association significantly positively affects Purchase Intention. The hypothesis is accepted. With a path coefficient value of 0.156 and a statistical value of 2.712, the hypothesis is acceptable. With the results of this hypothesis, it is considered that the Mixue brand association occurs because consumers with a brand association for a product have succeeded in generating consumer Purchase Intention towards a Mixue Indonesia product. After all, a good brand association in a product will produce a good product.

The research results show that Brand Awareness significantly positively affects Purchase Decision. The hypothesis is accepted with a path coefficient value of 0.142 and a statistical value of 2.935. With the results of this hypothesis, it is assumed that the more consumers are aware of and remember the presence of Mixue Indonesia in their minds, without thinking twice, they will immediately choose Ice & Tea to fulfil their desires.

The research results show that Brand Awareness significantly positively affects Purchase Intention. The hypothesis is acceptable with a path coefficient value of 0.107 and a statistical value of 2.055. With the results of this hypothesis, it is considered that the easier it is for someone to identify or get to know Mixue Indonesia, the more influence it will have on purchase intention. Because when consumers are aware of a brand, that brand will be in their minds when they are interested in making a purchase

The research results show that Brand Loyalty significantly positively affects Purchase Decision. The hypothesis is accepted with a path coefficient value of 0.147 and a statistical value of 2.881. Generally, loyal consumers will continue purchasing even when faced with alternative products offering superior products. This brand loyalty can also show that Consumer expectations for a product can be met. As a result, Consumers will decide to buy products offered continuously (Nadhiroh & Astuti, 2022). With the results of this influence, With the results of this influence, consumer loyalty will form to enjoy Mixue constantly, so that consumers who have high satisfaction with the products they have experienced will tend to have a feeling of recommending the product and will be open to repurchasing various kinds of products produced by companies.

Brand Loyalty has a significant positive effect on Purchase Intention. The hypothesis is accepted based on the data, which indicate a path coefficient value of 0.279 and a statistical value of 4.871. The presence of brand loyalty has a favourable and noteworthy influence on purchase intention, as a heightened level of consumer loyalty towards the Mixue Indonesia brand corresponds to an increased inclination of consumers to acquire Ice & Tea Mixue products.

The research results show that Perceived Quality has a significant positive effect on Purchase Decision. The hypothesis is deemed valid based on a path coefficient value of 0.273 and a statistical significance level of 4.627. The findings of this study indicate that perceived quality is a significant factor in determining the response of Mixue Indonesia customers towards the higher quality of the brand's offerings. The following statement is a subjective evaluation based on personal experience in engaging with the brand's communication efforts. It suggests that the perceived quality of Mixue Indonesia has an impact on consumer purchasing decisions in relation to Ice & Tea Mixue products.

The study's findings indicate no statistically significant positive relationship between Perceived Quality and Purchase Intention. The path coefficient value of 0.009 and statistical value of 0.159 suggest that the hypothesis has been rejected. This research supports the findings of Chen et al., (2017) which found that perceived quality did not affect purchase intention. Respondents do not consider the suitability of quality, reliability and engine durability in determining their purchase interest in the Kawasaki Ninja 250 Fi motorbike.

The results of tests carried out to determine the indirect influence of social media communication variables and decision-making through brand equity produce perceived quality as one of the most influential mediation variables, that is, the firm-generated social media

communication on purchase decision through the perceived quality. This is supported by a path coefficient value of 0.096, indicating that all the coefficient value paths are greater than 0. The greater the numerical value, the more pronounced the impact. Hence, it is imperative to enhance the perceived quality of the Mixue Indonesia brand. This entails evaluating customer perceptions of the product's merits and drawbacks in relation to other brands, thereby stimulating customer inclination towards purchasing the product. In addition to this, products that exhibit superior quality and offer a guarantee in comparison to their competitors are likely to enhance consumers' inclination to purchase said product.

CONCLUSION

This study seeks to examine the primary determinants that significantly impact buying intention and purchase decision within the context of Mixue Indonesia, in alignment with the research objectives presented in the introduction. The findings derived from data analysis using SmartPLS indicate that User-Generated Social Media Communications has the greatest impact on purchase intention and purchase decision in Mixue Indonesia among various forms of social media communications. This conclusion is drawn based on the observation that the most influential social media communication variable was User-Generated Social Media Communications, which exhibits the highest path coefficient value compared to other decision-making variables. Hence, it is imperative for Mixue management to prioritise user-generated content as a marketing strategy, as it is widely thought to positively influence Mixue purchase behaviour within the Indonesian market. Apart from that, the variable found in this research regarding the addition of the purchase intention variable also influences purchase decision with a path coefficient value of 0.167, meaning that management must pay attention to the existence of high purchasing interest behaviour that arises from within a person, so that purchase decision will emerge that are by consumer desires. Besides that, tests were conducted to determine the indirect effect of firm-generated social media communication on purchase decision through perceived quality. Therefore, we need to improve perceived quality in the company, This entails evaluating customers' perceptions of the product's merits and drawbacks in relation to competing brands, thereby fostering customer motivation to make a purchase.

This research has limitations. First, the sample from this research only comes from respondents who have purchased Mixue Indonesia products and TikTok social media users in Indonesia who have seen Mixue Indonesia content. Second, the total sample was 385 respondents. Third, most of the samples in this study only came from the perspective of

respondents who met the criteria, as was done for objects outside the Ice and Tea industry. The results will get different results. It is recommended for future research to take research samples from industry and other social media to understand perceptions of purchase intention and purchase decision. In addition to the aforementioned, researchers may also consider employing mixed techniques, encompassing both quantitative and qualitative approaches, in order to provide more robust and comprehensive conclusions. It is advisable to incorporate additional variables, such as testimonials from buyers' marketing content, in order to have a deeper understanding of the elements that may impact purchase intention and purchase decision.

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