

ABSTRACT

This study aims to analyze the effect of TikTok content marketing and brand awareness on purchase intention with customer engagement as a mediating variable among consumers of Asa'an Kopi Dago. The background of this research is based on the low effectiveness of digital marketing, as indicated by low levels of engagement, brand awareness, and purchase intention, which have impacted the decline in the number of visitors and sales. This research employed a quantitative method with descriptive and verificative approaches. The sampling technique used was non-probability sampling with a total of 100 respondents. Data were collected through questionnaires and analyzed using path analysis. The results show that content marketing and brand awareness have a positive and significant effect on customer engagement. Furthermore, customer engagement has a positive and significant effect on purchase intention. Simultaneously, content marketing and brand awareness also influence purchase intention through customer engagement as a mediating variable. These findings indicate that improving the quality of TikTok content and strengthening brand awareness can enhance customer engagement, which in turn increases purchase intention. This study is expected to contribute to the development of digital marketing strategies, particularly for culinary business actors in utilizing TikTok as an effective platform to enhance business competitiveness.

Keywords: *TikTok Content Marketing, Brand Awareness, Customer Engagement, Purchase Intention, Digital Marketing*