

The Effect of TikTok Marketing Activities on the Brand Image of a Culture-Themed Café: A Study on Sabaai Coffee Bogor

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Abstract

This research is motivated by the increasingly intense competition among cafés in Bogor and the growing use of TikTok as a digital marketing medium. Sabaai Coffee Bogor, a Thai-styled café, utilizes TikTok to showcase its café atmosphere, menu, visitor experiences, promotions, and visual uniqueness capable of shaping consumer perceptions. This study aims to determine and analyze the effect of TikTok Marketing Activities on the Brand Image of Sabaai Coffee Bogor. The research employs a quantitative approach with an ex post facto design. The sample consists of 385 respondents who are TikTok users and have been exposed to Sabaai Coffee Bogor's TikTok content. The sampling technique used is purposive sampling, while data were collected through an online questionnaire with a Likert scale. Data analysis was conducted using validity testing, reliability testing, classical assumption tests, and simple linear regression analysis. The results show that TikTok Marketing Activities have a positive and significant effect on the Brand Image of Sabaai Coffee Bogor. The regression coefficient of 0.542 indicates that an increase in TikTok Marketing activities can enhance Brand Image. The R-squared value of 0.287 demonstrates that TikTok Marketing Activities can explain 28.7% of Brand Image, while the remainder is influenced by other factors beyond this study. These findings indicate that TikTok content which is entertaining, interactive, trend-following, encourages electronic word of mouth, is relevant to audience interests, features attractive promotions, and possesses good visual quality can strengthen the brand image of Sabaai Coffee Bogor.

Introduction

The food and beverage service industry in Indonesia is growing rapidly while becoming increasingly crowded. Statistics Indonesia (BPS) recorded 5.28 million business units in 2024, an increase of 8.71% from the previous year, with food and beverage outlets accounting for approximately one-third of these (BPS Indonesia, 2025). Bogor City is one of the most densely concentrated areas, with 11,459 coffee shops as of December 2025. At this level of density, competition shifts from product attributes to the differentiation of experience and brand perception in consumers' minds (Putra & Hajar, 2023; Gu & Li, 2023; Park & Chang, 2022; Gu & Tayi, 2023; Ye et al., 2025).

Sabaai Coffee Bogor responds to these conditions through differentiation based on a cultural theme. Instead of adopting common concepts such as industrial or minimalist, this café builds a visual identity and atmosphere that represent a Thai nuance, thereby positioning itself not merely as a place of consumption, but as an experiential space with specific symbolic and aesthetic value (Parawati et al., 2025; Kumar & Thankachan, 2025). This identity is consistently communicated through short video content and live broadcasts on TikTok, and has gained wide exposure; cross-platform content about Sabaai Coffee has garnered hundreds of thousands of views, accompanied by interactions in the form of likes, comments, and shares that potentially shape particular associations with this café.

However, high digital exposure does not automatically guarantee the formation of a brand image aligned with the positioning pursued (Qi et al., 2024; Potgieter, 2026; Parris & Guzmán, 2023; Cuomo & Foroudi, 2023). Social media marketing literature generally assumes a unidirectional relationship between the intensity of marketing activities and the strengthening of brand equity (Peng et al., 2024; Laradi et al., 2023; Wei et al., 2023). This assumption becomes problematic on algorithm-driven entertainment platforms, where content can spread widely due to entertainment value or alignment with fleeting trends, while the associations embedded in the audience's mind may not necessarily reflect a specific and consistent brand identity (Vázquez-Herrero et al., 2022; Nagi, 2025). This tension is crucial for thematic cafés like Sabaai Coffee, because the success of culture-based differentiation depends on the extent to which the Thai-styled identity is truly embedded as brand image, rather than merely serving as a temporary visual appeal. In other words, the question that needs to be answered is not whether Sabaai Coffee's content is viewed by many people, but whether its marketing activities build a brand or merely generate temporary popularity.

Brand Image refers to consumers' perception of a brand formed through various associations stored in memory (Ellitan et al., 2022; Kotler & Keller, 2016; Parris & Guzmán, 2023; Rastogi et al., 2024). In cafés as experience-based products, these associations encompass atmosphere, style, character of the place, and thematic consistency not limited to product quality. What makes the digital context different is that consumers can form brand perceptions solely from exposure to social media content, even before making a physical visit (Omeish et al., 2024; Pellegrino, 2024; Ausat, 2023). Among various platforms, TikTok occupies a special position because the For You Page algorithm allows content to reach a wide audience without relying on a follower base, so reach is determined by content appeal rather than pre-existing brand-audience relationships (DataReportal, 2026). To map marketing activities on this platform, the concept of Social Media Marketing Activities (SMMA) provides a relevant framework, with the dimensions of entertainment, interaction, trendiness, customization, and word of mouth (Kim & Ko, 2012; Alghamdi & Wahid, 2024; Ho et al., 2024; Banerji & Singh, 2024). A number of studies show that the entertainment and word-of-mouth dimensions play a significant role in influencing consumer perceptions, trust, and behavioral responses (Bilgin & Kethüda, 2022; Kim & Ko, 2010; Mansour, 2025; Huang et al., 2025).

The research gap lies in two respects. First, previous studies generally treat social media as a single category and focus on search goods such as fashion or skincare, so TikTok's distributive characteristic algorithmic dissemination independent of a follower base has not been accounted for as a condition that can separate virality from brand association formation. Second, the existing SMMA framework was developed in the era of network-based social media and does not yet fully capture marketing activities on short-video platforms (Yin et al., 2024; Shi et al., 2023; Apasrawirote et al., 2022). Therefore, this study modifies the SMMA construct by adding the dimensions of digital advertising and content quality, adapted from Stephen (2016), as a conceptual contribution and an effort to adjust the instrument to the characteristics of TikTok. Based on the foregoing, this study aims to empirically examine the effect of TikTok Marketing Activities, operationalized as a composite construct comprising seven dimensions: entertainment, interaction, trendiness, electronic word of mouth, customization, digital advertising, and content quality on the Brand Image of Sabaai Coffee Bogor as a Thai-styled café. The proposed hypothesis is that TikTok Marketing Activities have a positive and significant effect on Brand Image.

Method

Research Design

This study employs a quantitative approach with a cross-sectional survey design that is explanatory in nature. TikTok marketing activities of Sabaai Coffee Bogor had been occurring naturally before measurement was conducted and were not manipulated by the researcher; thus, the claim of “effect” in this study is positioned as a statistical inference grounded in theoretical logic, not as experimental causality (Sappaile, 2010).

Population and Sample

The research population consists of TikTok users who follow or have viewed the content of the @SabaaiCoffeeBogor account. Since the exact number of users actually exposed to the content cannot be determined with certainty, the population is treated as an infinite population. The minimum sample size was determined using Cochran’s formula for proportion estimation with a 95% confidence level ($Z = 1.96$), maximum proportion ($p = q = 0.5$), and a 5% margin of error, yielding 385 respondents.

Sampling was conducted purposively with the following inclusion criteria: (1) active TikTok user; (2) follows the @SabaaiCoffeeBogor account or has viewed its content; (3) has watched at least one piece of content in the last three months; and (4) has visited or purchased products from Sabaai Coffee Bogor in the last six months. Screening was carried out through screening questions at the beginning of the questionnaire. The questionnaire was distributed online via Google Form over two weeks in May 2026, and 385 respondents who met all criteria were obtained.

Measurement

All variables were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The independent variable, TikTok Marketing Activities (X), is defined as respondents’ perception of Sabaai Coffee Bogor’s marketing activities on TikTok. This construct is a modification of Social Media Marketing Activities (Kim & Ko, 2012) with the addition of digital advertising and content quality dimensions from Stephen (2016), thus comprising seven dimensions, each measured with one statement item. The dependent variable, Brand Image (Y), was measured with six items referring to Aprilia & Tukidi (2021), covering prior experience, purchase motive, brand trust, product knowledge, product acceptance, and repurchase intention. The total instrument consists of 13 items.

Validity dan Reliability

Instrument testing was conducted on 30 preliminary respondents. Validity was tested through Pearson item-total correlation with the criterion of $r\text{-calculated} > r\text{-table}$ (0.361 ; $\alpha = 0.05$). All items were declared valid, with correlation coefficients ranging from 0.533 to 0.805 for variable X and 0.868 to 0.947 for variable Y. Reliability was tested using Cronbach’s Alpha, yielding a value of 0.848 for TikTok Marketing Activities and 0.957 for Brand Image. Both values exceed the 0.70 threshold, indicating good internal consistency of the instrument. The alpha value for variable X also supports aggregating the seven-dimension items into a single composite score.

Analysis Technique

Descriptive analysis was used to present respondent characteristics and response tendencies for each dimension. Hypothesis testing was performed using simple linear regression analysis with

the equation $Y = \beta X + e$, where β is the path coefficient indicating the direction and magnitude of the effect of TikTok Marketing Activities on Brand Image. Prior to testing, prerequisite tests were conducted, including normality test (Kolmogorov-Smirnov), linearity test (deviation from linearity), and heteroscedasticity test (Glejser). All analyses were performed using SPSS.

Result and Discussion

Research Object Overview

The object of this study is Sabaai Coffee Bogor, a café business that adopts a Thai-styled concept or distinctive Thai nuance as its main attraction. This concept is presented through the venue's atmosphere, visual design, menu, and the experience offered to visitors. The uniqueness of this concept constitutes a form of differentiation that sets Sabaai Coffee Bogor apart from other cafés, particularly amid the increasingly growing culinary and café business competition. Sabaai Coffee Bogor not only offers food and beverage products but also provides a visiting experience that carries distinct visual value and ambiance. This is important because today's café consumers consider not only taste or price, but also the place's atmosphere, concept uniqueness, comfort, and visual appeal that can be shared via social media. By adopting a Thai-styled concept, Sabaai Coffee Bogor strives to build a distinctive brand identity so that it is more easily recognized by consumers.

In support of its marketing activities, Sabaai Coffee Bogor utilizes social media, one of which is TikTok. TikTok is used as a medium to showcase various content related to the café atmosphere, the menu offered, visitor experiences, promotions, and engaging visual content. Through such content, Sabaai Coffee Bogor can reach a wider audience, especially TikTok users who have an interest in cafés, culinary experiences, and places with unique concepts. The use of TikTok is relevant because this platform is characterized by short video content that readily captures audience attention. Content that is entertaining, trend-following, interactive, and possesses good visual quality can help shape consumer perceptions of a brand. In this regard, the TikTok Marketing activities carried out by Sabaai Coffee Bogor may serve as one of the factors influencing the formation of brand image in consumers' minds.

The brand image of Sabaai Coffee Bogor is formed through various consumer perceptions, whether based on prior experience, product knowledge, brand trust, or repurchase intention. The better the TikTok content presented, the greater the likelihood of consumers forming a positive perception of Sabaai Coffee Bogor. Therefore, Sabaai Coffee Bogor was selected as the research object because it possesses characteristics aligned with the study's focus, namely the use of TikTok Marketing Activities in shaping Brand Image in a café business with a thematic concept.

Respondent Characteristics

The questionnaire was distributed online and obtained 385 respondents who met the screening criteria. This number corresponds to the minimum sample size determined through Cochran's formula at a 95% confidence level with a 5% margin of error. The respondent profile is briefly presented in Table 1.

Table 1. Respondent Characteristics (n = 385)

Characteristic	Category	Percentage
Gender	Female	60%
	Male	40%
Age	< 17 years	5%
	17–20 years	24%

	21–25 years	47%
	26–30 years	17%
	> 30 years	7%
Occupation	Student	48%
	Private sector employee	28%
	Entrepreneur	11%
	Civil servant/Government employee	6%
	Housewife	2%
	Others	5%
Intensity of TikTok usage	Every day	63%
	4–6 times per week	21%
	1–3 times per week	12%
	Rarely	4%
Content exposure	Following the account	55%
	Have seen, not following	45%
Visit frequency	Have never visited	33%
	Once	26%
	2–3 times	27%
	More than 3 times	14%
Initial information source	TikTok	48%
	Instagram	20%
	Friends/Family	17%
	Google Maps	9%
	Saw the location directly	4%
	Others	2%
Most appealing content	Café atmosphere/Venue	36%
	Food and beverage menu	24%
	Promotions or discounts	14%
	Visitor reviews	12%
	Trend/Entertainment content	11%
	Others	3%

Source: Processed primary data, 2026

The composition of respondents shows a predominance of females (60%) and young age groups, with the 21–25-year-old range as the largest group (47%), followed by the 17–20-year-old group (24%). In line with this age distribution, nearly half of the respondents are students (48%). This demographic profile is consistent with the characteristics of TikTok’s user base in Indonesia and confirms that the respondents belong to a segment that is routinely exposed to short video content. In addition, the respondents’ level of engagement with the platform is relatively high. A total of 63% of respondents access TikTok every day, and only 4% stated they rarely use it. Thus, respondents’ assessments of Sabaai Coffee Bogor’s marketing activities on TikTok are based on adequate platform usage experience, not on sporadic exposure.

The following three characteristics have direct relevance to the research framework. First, in terms of exposure, 55% of respondents follow the @SabaaiCoffeeBogor account, while the remaining 45% have seen its content without following the account. This proportion provides

empirical evidence that TikTok content distribution reaches audiences beyond the follower base a mechanism not found in network-based platforms and one of the premises of this research. Second, TikTok is the primary source of information for respondents in getting to know Sabaai Coffee Bogor (48%), far exceeding Instagram (20%) and recommendations from friends and family (17%). This finding positions TikTok not merely as a supporting channel, but as the first point of contact between the brand and consumers. Third, the type of content considered most attention-grabbing is content showcasing the café atmosphere and venue (36%) as well as the food and beverage menu (24%). In contrast, trend- and entertainment-themed content, conventionally associated with TikTok virality, was chosen by only 11% of respondents. This pattern indicates that the appeal of Sabaai Coffee Bogor's content relies on thematic representation and atmosphere, rather than on participation in fleeting trends.

It should be noted that 33% of respondents have never visited a Sabaai Coffee Bogor outlet. This group is still included in the analysis because this study conceptually focuses on the formation of brand perception that occurs through exposure to digital content, including before a physical visit takes place (Omeish et al., 2024).

Descriptive analysis

Descriptive analysis was conducted to map the tendency of respondents' answers on each instrument item. Score interpretation refers to a class interval of 0.8, obtained from the difference between the maximum and minimum scores divided by the number of categories (Sugiyono, 2020). Based on this division, the range of 3.41–4.20 is categorized as high, and the range of 4.21–5.00 is categorized as very high. The complete results are presented in Table 2.

Table 2. Average Score per Item (n = 385)

Code	Dimension / Indicator	Mean	Category
TikTok Marketing Activities (X)			
X1	Entertainment	4,08	High
X2	Interaction	4,08	High
X3	Trendiness	4,08	High
X4	Electronic word of mouth	4,03	High
X5	Customization	4,01	High
X6	Digital advertising	4,05	High
X7	Content quality	4,06	High
	Variabel X mean	4,06	High
Brand Image (Y)			
Y1	Prior experience	3,97	High
Y2	Purchase motive	4,03	High
Y3	Brand trust	4,07	High
Y4	Product knowledge	4,09	High
Y5	Product acceptance	4,02	High
Y6	Repurchase intention	3,98	High
	Variabel Y mean	4,03	High

Source: Processed primary data, 2026

The TikTok Marketing Activities variable obtained an average score of 4.06 and falls into the high category. All dimensions are in the same category, with a very narrow score distribution, namely between 4.01 and 4.08. The dimensions of entertainment, interaction, and trendiness obtained the highest scores (4.08), while customization obtained the lowest score (4.01). The lower score of customization relative to other dimensions is understandable given that TikTok content is algorithmically distributed to a broad audience, so perceptions regarding the suitability of content to personal interests tend to be more varied than perceptions of its entertainment value or visual quality. The Brand Image variable obtained an average score of 4.03 and also falls into the high category. The highest scores are found in the indicators of product knowledge (4.09) and brand trust (4.07), while the lowest scores are found in the indicators of prior experience (3.97) and repurchase intention (3.98). This pattern is consistent with the respondent composition: one-third of them have never visited, so assessments of indicators that require direct experience are naturally lower than indicators that can be assessed based solely on exposure to information.

Overall, the distribution of answers for both variables does not show any items that deviate from the general tendency. No items were found below the high category, and the proportion of “strongly disagree” answers is nearly zero for all items. This condition indicates that respondents consistently assessed both TikTok marketing activities and the brand image of Sabaai Coffee Bogor positively.

Prerequisite Tests

Before hypothesis testing, the regression model was tested for the assumptions of normality, homoscedasticity, and linearity. A summary of the results is presented in Table 3.

Table 3. Results of Prerequisite Tests

Test	Method	Criteria	Sig.	Decision
Normality	Kolmogorov-Smirnov	$p > 0,05$	0,070	Normal
Heteroscedasticity	Glejser	$p > 0,05$	0,373	Not present
Linearity	Deviation from Linearity	$p > 0,05$	0,279	Linear

Source: Processed primary data, 2026

The One-Sample Kolmogorov-Smirnov test yielded a significance value of 0.070, which is greater than 0.05; thus, the model residuals are declared to be normally distributed. The Glejser test produced a significance value of 0.373 for the TikTok Marketing Activities variable, indicating that the residual variance is constant and there is no indication of heteroscedasticity. The linearity test shows a significance value for Deviation from Linearity of 0.279; therefore, the relationship between the two variables is declared linear. A multicollinearity test was not performed because the model involves only one independent variable. With all these assumptions satisfied, the simple linear regression analysis can proceed without requiring data transformation or standard error correction.

Hypothesis testing

Hypothesis testing was carried out through simple linear regression analysis with the composite score of TikTok Marketing Activities as the predictor and the composite score of Brand Image as the dependent variable. The test results are presented in Table 4.

Table 4. Results of Simple Linear Regression Analysis

Predictor	<i>B</i>	SE	β	<i>t</i>	<i>p</i>
(Constant)	8,803	—	—	—	—
TikTok Marketing Activities	0,542	0,044	0,536	12,43	< 0,001

Source: Processed primary data, 2026

The model fit test yielded an F value of 154.39 with a significance value below 0.001; therefore, the regression model is declared fit for use. The regression coefficient of TikTok Marketing Activities is positive and significant ($B = 0.542$; $\beta = 0.536$; $t = 12.43$; $p < 0.001$). Accordingly, the research hypothesis stating that TikTok Marketing Activities have a positive and significant effect on the Brand Image of Sabaai Coffee Bogor is accepted. The resulting regression equation is $Y = 8.803 + 0.542X$. The coefficient of 0.542 indicates that every one-unit increase in the composite score of TikTok Marketing Activities is followed by a 0.542-unit increase in the composite score of Brand Image, assuming other factors remain constant. The positive direction of the relationship confirms that the better the marketing activities carried out through TikTok are perceived by the audience, the more positive the brand image formed.

The coefficient of determination value ($R^2 = 0.287$) indicates that TikTok Marketing Activities explain 28.7% of the variance in Brand Image, while the remaining 71.3% is determined by factors outside this research model. This figure demands careful reading. Respondents consistently rated Sabaai Coffee Bogor's TikTok activities as high across all dimensions (mean 4.06), and TikTok serves as the first point of contact for nearly half of the respondents. Nevertheless, its contribution to the formation of brand image does not exceed one-third of the variance. This finding indicates that the intensity and quality of digital marketing activities perceived as high do not automatically translate proportionally into the formation of brand equity, and that the majority of Sabaai Coffee Bogor's brand image is formed through channels beyond TikTok such as direct experience at the outlet, product and service quality, servicescape, and interpersonal conversations.

Direction of Effect: Confirmation of the SMMA Framework

The positive and significant effect found ($\beta = 0.536$; $p < 0.001$) is consistent with the fundamental proposition of the Social Media Marketing Activities framework, namely that marketing activities perceived as high-quality by the audience will settle into brand associations (Kim & Ko, 2012). For experience-based products such as cafés, this mechanism operates through visual representation: short video content transfers attributes that were originally only accessible through physical presence atmosphere, spatial layout, menu presentation, service rhythm into a form that can be consumed before a visit occurs. The finding that 48% of respondents first became aware of Sabaai Coffee Bogor through TikTok, and that 33% of them had never visited at all yet still formed brand assessments, provides empirical support for Omeish et al.'s (2024) argument that brand perceptions in the digital era can be formed entirely through content exposure.

This confirmation aligns with a number of previous studies in different contexts. Viona and Rusdi (2024) found a positive effect of TikTok content on brand image for skincare products; Lestari and Gunawan (2021)) reported similar results for electronic word of mouth on TikTok; Agustina and Sari (2021) demonstrated a significant effect of TikTok influencer marketing on brand image; while Dewi and Ekayanthi (2023) obtained similar findings for general TikTok use. This convergence across product categories indicates that the relationship between TikTok marketing activities and brand image is quite robust and not limited to a particular product

category. In other words, the confirmation of the direction of effect in this study adds very little to what is already known. The value of this study lies in the magnitude of the effect.

Magnitude of Effect: Virality Not Directly Proportional to Brand Image

The coefficient of determination of 0.287 means that TikTok Marketing Activities explain 28.7% of the variance in Brand Image. This figure is often treated as a model weakness. In the context of this study, however, it constitutes the principal finding, and its interpretation becomes sharpened when juxtaposed with the descriptive data. Respondents consistently rated Sabaai Coffee Bogor's TikTok activities as high across all dimensions, with a score distribution almost devoid of variation (4.01–4.08; mean 4.06). TikTok is the first point of contact for nearly half of the respondents. Its content reaches audiences far beyond the follower base—45% of respondents watched the content without following the account. In other words, the marketing activities examined are not mediocre activities, but rather activities that are rated favorably by their own audience and proven to have wide reach. Nevertheless, their contribution to the formation of brand image does not exceed one-third of the variance.

This finding provides quantitative support for the conceptual concern raised by Vázquez-Herrero et al. (2022), that content dissemination on algorithm-driven entertainment platforms can occur through mechanisms unrelated to brand identity. Wide exposure and content perceived as high-quality evidently do not proportionally solidify into brand equity. The majority of Sabaai Coffee Bogor's brand image is formed elsewhere—through direct experience at the outlet, product and service quality, servicescape, price, location, reviews on other platforms, and interpersonal conversations. The implication is corrective for the literature: the SMMA model, which has thus far treated the intensity and quality of marketing activities as the primary predictor of brand image, appears to overstate the role of digital channels for experience-based products, where brand consumption ultimately takes place physically.

The data on content type reinforce this reading from a different angle. The content that most attracted respondents' attention was content showcasing the café's atmosphere and venue (36%) and menu (24%), while trend- and entertainment-themed content, conventionally associated with TikTok's virality mechanism, was chosen by only 11% of respondents. This pattern indicates that what adheres to the audience's mind is thematic representation and atmosphere, not participation in fleeting trends. For a café building differentiation based on a cultural theme, this finding suggests that trend-chasing strategies may potentially broaden reach without strengthening brand identity.

Conceptual Contribution: Modification of the SMMA Construct

This study modifies the SMMA framework by adding the dimensions of digital advertising and content quality, adapted from Stephen (2016), on the basis that the original framework was developed in the era of network-based social media and does not yet capture the characteristics of short-video platforms. The modified construct demonstrates adequate internal consistency (Cronbach's Alpha = 0.848), and the two additional dimensions obtained scores equivalent to those of the five original dimensions (digital advertising = 4.05; content quality = 4.06). These results support the viability of the seven-dimension construct as an instrument for measuring TikTok marketing activities.

Nevertheless, it must be emphasized that this study operationalizes TikTok Marketing Activities as a single composite construct, and therefore cannot estimate the relative weight of each dimension on Brand Image. Claims that a particular dimension for instance, trendiness or interaction plays a greater role than others cannot be drawn from this model. The descriptive

scores per item merely indicate respondents' assessment of the quality of activities, not their contribution to the dependent variable. Testing the weight of each dimension requires a multiple regression model or structural equation modeling with multi-item instruments for each dimension.

Implications

Theoretically, this study suggests that social media marketing literature should distinguish between two outcomes that have often been conflated: content reach and the formation of brand associations. On platforms that distribute content algorithmically, these two can move independently. The SMMA framework remains relevant as a measure of marketing activity quality, but expectations regarding its explanatory power over brand image need to be recalibrated, particularly for product categories where consumption takes place physically.

Practically, these findings have two implications for thematic café managers. First, marketing resource allocation should not be entirely directed toward increasing content volume or frequency. Sabaai Coffee Bogor's TikTok activities are already perceived favorably by its audience, so further improvement on the same dimensions is likely to yield diminishing returns. Investment in the outlet experience theme consistency, product quality, and service scape potentially contributes more to brand image. Second, content composition should emphasize atmospheric representation and thematic identity more than participation in trends, given the audience preferences recorded in this study. Trend-based content can serve as an attention acquisition channel, but atmospheric content is what converts that attention into brand associations.

Conclusion

This study provides empirical evidence that TikTok Marketing Activities have a positive and significant effect on the Brand Image of Sabaai Coffee Bogor. Based on data from 385 respondents, simple linear regression analysis demonstrates a significant positive effect ($\beta = 0.536$; $p < 0.001$), with a coefficient of determination (R^2) of 0.287, indicating that TikTok Marketing Activities explain 28.7% of the variance in Brand Image. Therefore, the proposed hypothesis is supported. Although respondents generally perceived Sabaai Coffee Bogor's TikTok marketing activities positively across the measured dimensions, the remaining 71.3% suggests that brand image formation is also influenced by other factors beyond social media marketing. Theoretically, these findings reinforce the relevance of Social Media Marketing Activities in explaining brand image formation through short-video platforms, while demonstrating that digital marketing alone is insufficient to fully explain consumers' brand perceptions, particularly for experience-based businesses such as cafés. From a managerial perspective, café managers should integrate TikTok marketing with improvements in product quality, service quality, outlet atmosphere, and distinctive thematic identity. Rather than prioritizing content volume or temporary trends, TikTok should be utilized to communicate authentic, consistent, and recognizable brand characteristics. This study has several limitations, including the use of a generic Brand Image instrument that may not fully capture associations with the café's Thai-themed identity, single-item measurement that limits the assessment of individual dimensions, and a cross-sectional design focusing on a single café, which restricts generalizability. Future research should employ multi-item measurement instruments, incorporate additional variables such as product quality, service quality, customer experience, and perceived authenticity, and compare multiple cafés with similar thematic concepts to further validate and extend these findings.

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