

THE INFLUENCE OF TIKTOK CONTENT AND ADVERTISING ON PURCHASE DECISIONS MEDIATED BY BRAND AWARENESS ON FASHION BRAND POLOSSURABAYA

Titan Ardyansyah Akasadewa, Wiwik Handayani
Universitas Pembangunan Nasional “Veteran”, Indonesia
Email: akasadewatan@gmail.com

ABSTRACT

This study aims to examine the effect of TikTok content and advertising on purchasing decisions mediated by brand awareness in the Polossurabaya fashion brand. In the digital era, content and advertising on social media platforms such as TikTok have great potential to influence consumer behavior. This study aims to prove the effect of TikTok content and advertisements on purchasing decisions and understand the mediating role of brand awareness in this context. This research uses a quantitative approach with the Structural Equation Modeling method and Partial Least Square path analysis (SEM-PLS). The study population was all followers of the TikTok Polossurabaya account, with a sample of 338 respondents selected using the Simple Random Sampling technique. The results showed that TikTok content has a significant effect on brand awareness, but does not directly affect purchasing decisions. Conversely, TikTok advertising also has a significant effect on brand awareness and, through the mediation of brand awareness, affects purchasing decisions. Brand awareness proved to be a strong mediating factor between TikTok content and advertising on purchasing decisions. This study provides practical implications for Polossurabaya's marketing management to improve the quality of content and advertising on TikTok to strengthen brand awareness and drive purchasing decisions. The findings also emphasize the importance of an integrated digital marketing strategy to achieve optimal results in influencing consumer behavior on social media.

KEYWORDS Content, Advertising, Tiktok, Brand Awareness



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INTRODUCTION

TikTok has had a significant impact on the business world, especially in marketing and branding. TikTok has become a digital marketing tool because besides being easy to use, it is also attractive to many users. TikTok is a social media platform that is famous for its creative and entertaining short video format.

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Apart from being a popular platform among its users, especially the productive age group, TikTok has become an attractive destination for marketers to develop social media marketing strategies. TikTok is one of the social media marketing that can support marketing, which contains several components, namely communicators (merchants), marketed materials or products, marketing support media, communicators (buyers), and marketing communication objectives (Veronika, 2022).

The potential for advertising on Tiktok comes from several things, including which content contains information that you want to convey to the audience, what kind of content, and how they respond to the content. Content is any form of information presented by marketers in the form of text, images, audio, video, or a combination as a whole with the aim of entertaining, conveying information, and educating consumers. If marketers are able to present creative content in digital marketing that is carried out. These creative contents are also advertisements for marketers (Ekaputri et al., 2021).



Figure 1. polosurabaya TikTok content

Figure 1 is some Tiktok polosurabaya content that has been viewed and has an attachment to consumers. In this case, it is shown that the viewers on the TikTok polosurabaya account have an audience of one hundred to thousands of viewers for each content post uploaded by the polosurabaya fashion brand account.

Advertising on social media such as TikTok often occurs unintentionally by marketers, because it is intentionally desired by consumer actions that determine

the nature and duration of exposure (Gómez-Suárez et al., 2017). The level of audience interaction with the ad is the best measure of the effectiveness of an ad on social media. Ads on social media often encourage direct interaction from the audience, whether in the form of comments, likes, or sharing content (Khalifa, 2014).

The TikTok application has been developing in Indonesia since 2020 although it has been introduced to people around the world since 2018. At the beginning of its appearance, TikTok was blocked by the Ministry of Communication and Information Technology (Kominfo) because the application had a negative impact on children. But after this incident, TikTok made many changes, where the content presented was of higher quality and more creative, even now TikTok is developing several features, including short videos, special effects (face filters), video editing, duet features, live shopping, social commerce (TikTok Shop). These features make TikTok an attractive platform for creating, interacting, and sharing content with other users (Dewa & Safitri, 2021).

One of the MSMEs that uses TikTok as an advertising medium is Polossurabaya, which is an agent for plain T-shirts, shirts and jackets.



Figure 2. polossurabaya product collection

Figure 2 is a photo of some of the products sold by the polossurabaya fashion brand. It can be seen that the brand has a large selection of colors and models. Not only t-shirts but also additional accessories such as hats with various color choices.

Polossurabaya itself has been established since 2017 and currently has 2,158 followers on TikTok with sales reaching hundreds of pieces every month.

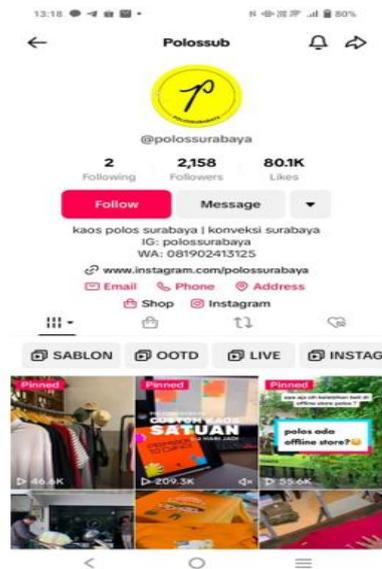


Figure 3. TikTok Polossurabaya account

Source: TikTok @polossurabaya

Currently, Polossurabaya has been marketing through several social media and marketplaces, such as TikTok, Instagram, Shopee, and Tokopedia. However, TikTok social media is more interesting to study considering that TikTok is not only present as social media but also as a marketing medium that helps Polossurabaya to build brand awareness among consumers. Brand Awareness is the level of understanding, knowledge, and concern of potential consumers to recognize or recall about a brand based on its logo, name, slogan, and other characteristics so that it describes the brand's presence in the minds of consumers, because the higher the brand awareness that consumers have, the higher the consumer's interest in buying the brand (Ameliawaty & Halilah, 2017).

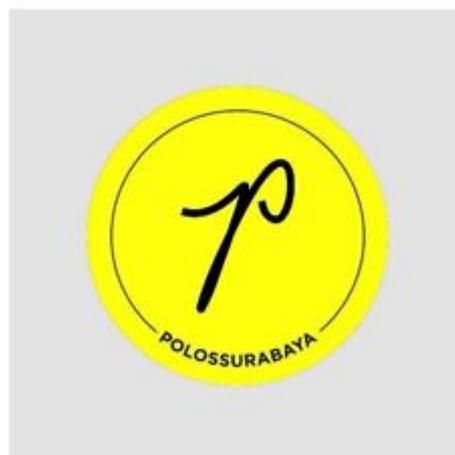


Figure 4. Polossurabaya logo

When viewed again, the Polossurabaya logo is a form of brand awareness, where the yellow color symbolizes energy, joy, optimism, creativity, and splendor considering that Polossurabaya sells plain t-shirts in various colors, then the Latin "P" logo shows sustainability and always shines. As for the name "Polossurabaya" because this MSME business was started by selling plain t-shirts domiciled in Surabaya City. The better the logo, name, slogan, and other characteristics created by Polossurabaya, the higher the brand awareness that consumers have so that the higher the consumer's interest in buying the brand (Ameliawaty & Halilah, 2017). The form of interest in buying Polossurabaya products is the purchase decision.

Purchase Decision is consumer behavior in making a decision to buy a product with the process of evaluating the product beforehand. The evaluation carried out can be in the form of product benefits, product content, price, and product recommendations from consumers who have used it (Suharto, 2019). Purchase decisions made by consumers are reflected in the number of Polossurabaya sales, especially in 2023.



Figure 5. Total Sales of Polossurabaya Products in 2023

Source: Internal Polossurabaya

The graph shows that Polossurabaya's sales have not been consistent because there was a significant increase to 87.86% in April 2023, but a sharp decline again in May 2023 to reach 67.52%. This decrease shows a low consumer purchase decision caused by a decrease in viewers of Content and Ads on TikTok, resulting in a decrease in consumer brand awareness. Therefore, through this research, it is hoped that it can produce improvements in both TikTok Polosurabaya Content and Ads so that consumer brand awareness and purchase decisions increase (Alzaanin, 2020).

Several previous researchers who also studied Content, Advertising, Brand Awareness, and Purchase Decision are research gaps in this study, where the first research gap belongs to Khalifa (2014) who obtained research results that although electronic advertising is considered a revolution in terms of commercial communication, there are still many questions raised about its effectiveness. Many conditions

must be satisfied. The advantages of this new form of communication are numerous including mainly time and money advantages and interactivity with customers (Johan et al., 2021). However, the Internet can be considered a double-edged weapon. Advantages should not obscure disadvantages especially in cases of falsification or rumors. Due to the speed of information circulation, advantages can turn into disadvantages.

Furthermore, the second research gap belongs to Mafael et al. (2021) who obtained research results that uniqueness and consistency are important aspects of creativity that lead to buzz, but they also suggested that creating buzz-generating ads is more complex than simply balancing the tradeoffs of running ads that have high uniqueness compared to other ads, yet are consistent from year to year.

Then the second research gap belonging to Ameliawaty & Halilah (2017) obtained research results that the influence of brand awareness on making purchasing decisions is very large. Consumers do not make a product their choice in terms of brands if their brand awareness is not said to be good, as evidenced by people who prefer more well-known brands. Therefore, based on the three research gaps, further research will be carried out by raising the title "The Effect of Tiktok Content and Advertising on Purchase Decision Mediated by Brand Awareness at Fashion Brand Polossurabaya".

RESEARCH METHOD

This research is a type of quantitative research. This study is designed to prove the truth of the hypothesis of the influence of TikTok Content and Ads on purchase decisions mediated by brand awareness of the Polossurabaya fashion brand by using SmartPLS statistical tools to prove many relationships between variables (multivariate) as described in the conceptual framework (Priadana & Sunarsi, 2021). This study uses a population of all followers of the TikTok fashion brand Polossurabaya account of 2,158 followers. The research sample was selected using the Simple Random Sampling technique, which is a random sampling technique without certain criteria. The research sample was calculated using the Slovin formula from a population of 2,158 followers so that a minimum sample calculation of 338 respondents was obtained (Gümüş, 2018). In accordance with the conceptual framework, the analysis technique used in this research is Structural Equation Modeling with Partial Least Square (SEM-PLS) path analysis. The data analysis techniques used in this study are outer model, inner model and hypothesis testing.

RESULT AND DISCUSSION

In accordance with the conceptual framework, the analysis technique used in this research is Structural Equation Modeling with Partial Least Square path analysis (SEM-PLS), which is a statistical method used to model and test complex

relationships between variables in a model (Hamid & Anwar, 2019). In SEM-PLS there are several analysis procedures including:

Convergent Validity

Table 1. Loading Factors Convergent Validity

Indicator	Content (X1)	Advertising (X2)	Brand Awareness (Z)	Purchase Decision (Y)
X1.1	0.698			
X1.2	0.680			
X1.3	0.750			
X1.4	0.684			
X2.1		0.726		
X2.2		0.721		
X2.3		0.767		
X2.4		0.711		
X2.5		0.711		
Y.1				0.731
Y.2				0.714
Y.3				0.743
Y.4				0.748
Y.5				0.748
Y.6				0.746
Y.7				0.743
Z.1			0.734	
Z.2			0.731	
Z.3			0.785	
Z.4			0.770	

Source: SmartPLS Data Processing, 2024

Convergent Validity is the initial stage to ensure that all data is valid or valid by looking at the Loading Factors value. Data is said to be valid or valid, if the Loading Factors value is greater than 0.6. When viewed from table 4.10, all indicators have met the validity requirements because they have a value of more than 0.6, it can be concluded that all indicators are valid.

Discriminant Validity**Table 2. Loading Factors Convergent Validity**

Indicator	Content (X1)	Advertisin g (X2)	Brand Awareness (Z)	Purchase Decision (Y)
X1.1	0.698	0.378	0.236	0.247
X1.2	0.680	0.378	0.304	0.162
X1.3	0.750	0.469	0.266	0.162
X1.4	0.684	0.421	0.281	0.227
X2.1	0.501	0.726	0.281	0.226
X2.2	0.399	0.721	0.325	0.264
X2.3	0.458	0.767	0.403	0.255
X2.4	0.388	0.711	0.337	0.185
X2.5	0.390	0.711	0.374	0.256
Z.1	0.277	0.385	0.734	0.360
Z.2	0.292	0.348	0.731	0.323
Z.3	0.290	0.371	0.785	0.421
Z.4	0.313	0.343	0.770	0.474
Y.1	0.186	0.250	0.428	0.731
Y.2	0.167	0.223	0.443	0.714
Y.3	0.207	0.292	0.370	0.743
Y.4	0.239	0.274	0.373	0.748
Y.5	0.221	0.271	0.347	0.748
Y.6	0.188	0.163	0.357	0.746
Y.7	0.277	0.225	0.389	0.743

Source: SmartPLS Data Processing, 2024

Discriminant Validity is the second stage to ensure that all data is valid or valid by looking at the Cross Loading value. Data is said to be valid or valid, if the Cross Loading value is greater than 0.6. When viewed from table 2, all indicators have met the validity requirements because they have a value of more than 0.6, it can be concluded that all indicators are valid.

Composite Reliability**Table 3. Composite Reliability**

	Cronbach's Alpha	Composite Reliability
Content (X1)	0.660	0.797
Advertising (X2)	0.778	0.849
<i>Brand Awareness (Z)</i>	0.750	0.842
<i>Purchase Decision (Y)</i>	0.862	0.894

Source: SmartPLS Data Processing, 2024

Composite Reliability is the third stage to ensure that all data is reliable or feasible by looking at the Cronbach's Alpha and Composite Reliability values. Data is said to be reliable or feasible, if the Cronbach's Alpha and Composite Reliability values are greater than 0.6 (Hair & Alamer, 2022). When viewed from table 4.12, all indicators have met the reliability requirements because they have a value of more than 0.6, it can be concluded that all indicators are reliable.

R-Square

Table 4. R-Square

Variables	R Square	R Square Adjusted
Brand Awareness (Z)	0.246	0.242
Purchase Decision (Y)	0.288	0.282

Source: SmartPLS Data Processing, 2024

R-Square is a stage to determine the amount of correlation formed between the independent variable with the mediating variable and the dependent variable. If the percentage obtained exceeds 50%, the correlation formed is large (Hamid & Anwar, 2019).

When viewed from table 4 Brand Awareness (Z) has an R-Square of 0.246, meaning that the variables Content (X1) and Advertising (X2) only have a correlation of 24.6% with Brand Awareness (Z). While the remaining 75.4% is influenced by other variables not used in this study such as Product Quality and Brand Image.

Then the Adjusted R-Square is 0.242, meaning that the Content (X1) and Advertising (X2) variables are able to explain their relationship with Brand Awareness (Z) only by 24.2%.

Furthermore, Purchase Decision (Y) has an R-Square of 0.288, meaning that the variables Content (X1) and Advertising (X2) only have a correlation of 28.8% to Purchase Decision (Y). While the remaining 71.2% is influenced by other variables not used in this study such as Product Quality and Brand Image.

Then the Adjusted R-Square is 0.282, meaning that the variables Content (X1) and Advertising (X2) are able to explain their relationship with Purchase Decision (Y) only 28.2%.

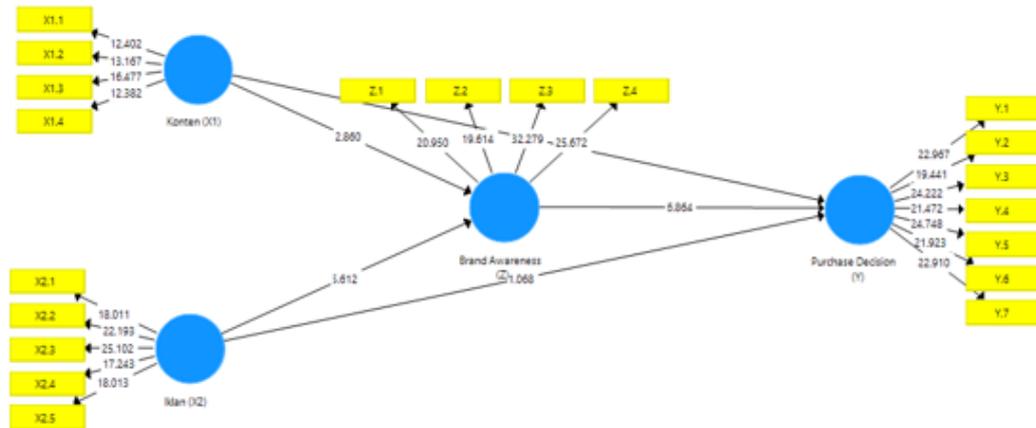


Figure 1. SEM-PLS Framework
Source: SmartPLS Data Processing, 2024

Path Coefficient

Table 5. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Awareness (Z) -> Purchase Decision (Y)	0.470	0.471	0.066	7.132	0.000
Advertising (X2) -> Brand Awareness (Z)	0.381	0.380	0.068	5.567	0.000
Advertising (X2) -> Purchase Decision (Y)	0.066	0.067	0.061	1.080	0.280
Content (X1) -> Brand Awareness (Z)	0.165	0.169	0.057	2.891	0.004
Content (X1) -> Purchase Decision (Y)	0.065	0.070	0.063	1.026	0.305

Source: SmartPLS Data Processing, 2024

Path Coefficient is a stage to prove the truth of the hypothesis directly without going through the mediating variable. If the p-value is smaller than 0.05, the hypothesis is accepted. Based on table 4.14, the following analysis can be done:

1. The first hypothesis on the effect of TikTok content on purchase decision obtained a p-value of 0.305 which is greater than 0.05, so the first hypothesis is rejected, meaning that TikTok content does not have a significant effect on purchase decisions on the Polossurabaya fashion brand.
2. The second hypothesis for the effect of TikTok advertisements on purchase decisions obtained a p-value of 0.280 which is greater than 0.05, so the second

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hypothesis is rejected, meaning that TikTok advertisements do not have a significant effect on purchase decisions in the Polossurabaya fashion brand.

3. The third hypothesis of the effect of TikTok content on brand awareness obtained a p-value of 0.004 which is smaller than 0.05, so the third hypothesis is accepted, meaning that TikTok content has a positive and significant effect on brand awareness of the Polossurabaya fashion brand.
4. The fourth hypothesis of the effect of TikTok advertising on brand awareness obtained a p-value of 0.000 which is smaller than 0.05, so the fourth hypothesis is accepted, meaning that TikTok advertising has a positive and significant effect on brand awareness of the Polossurabaya fashion brand.
5. The fifth hypothesis for the effect of brand awareness on purchase decisions obtained a p-value of 0.000 which is smaller than 0.05, so the fifth hypothesis is accepted, meaning that brand awareness has a positive and significant effect on purchase decisions in the Polossurabaya fashion brand.

Specific Indirect Effect

Table 6. Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Advertising (X2) -> Brand Awareness (Z) -> Purchase Decision (Y)	0.179	0.178	0.038	4.706	0.000
Content (X1) -> Brand Awareness (Z) -> Purchase Decision (Y)	0.078	0.080	0.030	2.579	0.010

Source: SmartPLS Data Processing, 2024

Specific Indirect Effect is a stage to prove the truth of the hypothesis indirectly or through mediating variables. If the p-value is smaller than 0.05, the hypothesis is accepted. Based on table 4.15, the following analysis can be done:

- 1) The sixth hypothesis of the effect of TikTok content on purchase decisions mediated by brand awareness obtained a p-value of 0.010 which is smaller than 0.05, so the sixth hypothesis is accepted, meaning that TikTok content has a positive and significant effect on purchase decisions mediated by brand awareness in the Polossurabaya fashion brand.
- 2) The seventh hypothesis of the effect of TikTok advertising on purchase decisions mediated by brand awareness obtained a p-value of 0.000 which is smaller than 0.05, so the seventh hypothesis is accepted, meaning that TikTok advertising has

a positive and significant effect on purchase decisions mediated by brand awareness on the Polossurabaya fashion brand.

Discussion

The influence of TikTok content on purchase decisions for the fashion brand Polossurabaya.

Based on the results of the path coefficient analysis, it is found that TikTok content does not have a significant effect on purchase decisions on the Polossurabaya fashion brand because it has a p-value of 0.305 which is greater than 0.05. The results of this analysis contradict the research by Li et al. (2022) which explains that content has a positive effect on purchase decisions.

Content in Digital Marketing is a form of marketing strategy development because content is a form of interactive marketing designed to enable consumer engagement both directly and indirectly so as to generate brand awareness, brand image, and sales (Silaban, 2023). Interesting content supported by digital speed will provide valuable information for consumers while providing a larger audience reach, so that a close relationship between consumers and brands can continue to be created through the content delivered. Quality and informative digital marketing content can help build trust between brands and consumers. When consumers feel that the brand can provide honest and useful information, consumer confidence in the brand increases so that they choose to buy the product or service (Li et al., 2022).

The results of this study contradict this statement because Purchase Decision (Y) has an R-Square of 0.288, meaning that the Content variable (X1) only has a 28.8% correlation with Purchase Decision (Y). This small correlation shows that TikTok Polossurabaya content has not been able to influence the purchase decision of followers on the TikTok Polossurabaya account so that content improvements need to be made so that consumer decisions to buy Polossurabaya products continue to increase. In this case, TikTok content does not provide the right information regarding the product to encourage buyers to make purchasing decisions, the quality of TikTok content is less attractive than competitors so that buyers are not directly interested in purchasing decisions and TikTok content has no direct interaction to invite buyers to buy products in making purchasing decisions.

The influence of TikTok advertising on purchase decisions for the fashion brand Polossurabaya

Based on the results of the path coefficient analysis, it is found that TikTok advertising does not have a significant effect on purchase decisions on the Polossurabaya fashion brand because it has a p-value of 0.280 which is greater than 0.05. The results of this analysis contradict the research of Mafael et al. (2021) which explains that advertising has a positive effect on purchase decisions.

Measuring creativity is important in advertising but it is important to understand that many companies are skeptical of advertising creativity, as there is limited research on the impact of creativity on brand advertising results. However, creative ads tend to stand out and attract consumers' attention. When consumers are attracted to the creative ad, they are more likely to pay attention to the brand and its products. This makes it possible to create a positive initial impression and influence the decision-making process in purchasing the advertised product or service.

The results of this study contradict this statement because Purchase Decision (Y) has an R-Square of 0.288, meaning that the Advertising variable (X2) only has a 28.8% correlation with Purchase Decision (Y). This small correlation shows that TikTok Polossurabaya advertisements have not been able to influence purchase decisions on followers on the TikTok Polossurabaya account so that it is necessary to improve the advertisements or promos offered so that consumer decisions to buy Polossurabaya products continue to increase. In this case, advertising has no effect on purchasing decisions because TikTok advertisements do not have a call to action to click on an advertisement to make a purchase decision, TikTok advertisements are not easy to remember and make buyers not make purchasing decisions directly when TikTok advertisements are displayed, and the large number of TikTok advertisements circulating makes the level of buyer interest not make purchasing decisions at the polossurabaya fashion brand.

The influence of TikTok content on brand awareness of the Polossurabaya fashion brand.

Based on the results of the path coefficient analysis, it is found that TikTok content has a positive and significant effect on brand awareness in the Polossurabaya fashion brand because it has a p-value of 0.004 which is smaller than 0.05. The results of this analysis are in line with the research of Ekaputri et al. (2021) which explains that content has a positive effect on brand awareness.

Content is any form of information presented by marketers in the form of text, images, audio, video, or a combination as a whole with the aim of entertaining, conveying information, and educating consumers. If marketers are able to present creative content in digital marketing, it will result in an increase in brand awareness of the brand. Digital content presented by marketers can add new value to consumers to introduce quality content so that it can meet their needs and brand awareness (Ekaputri et al., 2021).

The results of this study are in line with this statement because TikTok Polossurabaya content has been able to create brand awareness in followers on the TikTok Polossurabaya account but not optimally, so it is necessary to improve the content in order to create brand awareness in the minds of consumers, if you want to buy a plain t-shirt, the quality brand is Polossurabaya.

The effect of TikTok advertising on brand awareness of the Polossurabaya fashion brand.

Based on the results of the path coefficient analysis, it is found that TikTok advertising has a positive and significant effect on brand awareness in the Polossurabaya fashion brand because it has a p-value of 0.000 which is smaller than 0.05. The results of this analysis are in line with the research of Setiawan & Rabuani (2019) which explains that advertising has a positive effect on brand awareness.

Advertising on social media often occurs unintentionally by marketers, because it is intentionally desired by consumer actions that determine the nature and duration of exposure. The level of audience interaction with the ad is the best measure of the effectiveness of an ad on social media. Ads on social media often encourage direct interaction from the audience, whether in the form of comments, likes, or sharing content. These interactions can help strengthen brand awareness because the audience will be more engaged with the brand and more likely to remember it in the future (Setiawan & Rabuani, 2019).

The results of this study are in line with this statement because TikTok Polossurabaya advertisements have been able to create brand awareness in followers on the TikTok Polossurabaya account, so it needs to be maintained so that Polossurabaya's positioning in the minds of consumers is maintained.

The effect of brand awareness on purchase decisions on the Polossurabaya fashion brand.

Based on the results of the path coefficient analysis, it is found that brand awareness has a positive and significant effect on purchase decisions on the Polossurabaya fashion brand because it has a p-value of 0.000 which is smaller than 0.05. The results of this analysis are in line with the research of Ameliawaty & Halilah (2017) which explains that brand awareness has a positive effect on purchase decisions.

Brand Awareness is the level of understanding, knowledge, and concern of potential consumers to recognize or recall about a brand based on logos, names, slogans, and other characteristics so that describes the existence of the brand in the minds of consumers, because the higher the brand awareness that consumers have, the higher the consumer's interest in buying the brand (Azad & Roshan, 2014).

The results of this study are in line with this statement because the brand awareness created by Polossurabaya has been able to generate purchase decisions in followers on the Polossurabaya TikTok account, so it needs to be maintained to help increase the number of Polossurabaya sales, especially in plain t-shirt products.

The effect of TikTok content on purchase decisions mediated by brand awareness in the Polossurabaya fashion brand.

Based on the results of the specific indirect effect analysis, it is found that TikTok content has a positive and significant effect on purchase decisions mediated by brand awareness on the Polossurabaya fashion brand because it has a p-value of 0.000 which is smaller than 0.05. The results of this analysis are in line with the research of Ekaputri et al. (2021) and Ameliawaty & Halilah (2017) which explain that content has a positive effect on purchase decisions mediated by brand awareness.

Content is any form of information presented by marketers in the form of text, images, audio, video, or a combination as a whole with the aim of entertaining, conveying information, and educating consumers. If marketers are able to present creative content in digital marketing, it will result in an increase in brand awareness of the brand. Digital content presented by marketers can add new value to consumers to introduce quality content so that it can meet their needs and brand awareness (Rancati & Gordini, 2014). Brand Awareness is the level of understanding, knowledge, and concern of potential consumers to recognize or recall about a brand based on logos, names, slogans, and other characteristics so that it describes the brand's presence in the minds of consumers, because the higher the brand awareness that consumers have, the higher the consumer's interest in buying the brand (Ameliawaty & Halilah, 2017).

The results of this study are in line with this statement because content is able to produce an increase in purchase decisions which is also influenced by an increase in brand awareness in the minds of TikTok Polossurabaya followers, meaning that the brand awareness created by Polossurabaya through TikTok content has been able to generate purchase decisions in followers, so it needs to be maintained to help increase the number of Polossurabaya sales, especially in plain t-shirt products.

The effect of TikTok advertising on purchase decisions mediated by brand awareness on the Polossurabaya fashion brand.

Based on the results of the specific indirect effect analysis, it is found that TikTok advertising has a positive and significant effect on purchase decisions mediated by brand awareness on the Polossurabaya fashion brand because it has a p-value of 0.000 which is smaller than 0.05. The results of this analysis are in line with the research of Setiawan & Rabuani (2019) and Ameliawaty & Halilah (2017) who explain that advertising has a positive effect on purchase decisions mediated by brand awareness.

Advertising on social media often occurs unintentionally by marketers, because it is intentionally desired by consumer actions that determine the nature and duration of exposure. The level of audience interaction with the ad is the best

measure of the effectiveness of an ad on social media. Ads on social media often encourage direct interaction from the audience, whether in the form of comments, likes, or sharing content. Such interaction can help strengthen brand awareness because the audience will be more engaged with the brand and more likely to remember it in the future (Khalifa, 2014). Brand Awareness is the level of understanding, knowledge, and concern of potential consumers to recognize or recall about a brand based on logos, names, slogans, and other characteristics so that it describes the brand's presence in the minds of consumers, because the higher the brand awareness that consumers have, the higher the consumer's interest in buying the brand (Ame-liawaty & Halilah, 2017).

The results of this study are in line with this statement because advertising is able to produce an increase in purchase decisions which is also influenced by an increase in brand awareness in the minds of TikTok Polossurabaya followers, meaning that the brand awareness created by Polossurabaya through TikTok advertising has been able to generate purchase decisions in followers, so it needs to be maintained to help increase the number of Polossurabaya sales, especially in plain t-shirt products.

CONCLUSION

Based on the research results, several conclusions can be drawn to answer the problems in this study. The results show that TikTok content and advertisements from Polossurabaya have not been able to make a significant contribution to purchase decisions even though they have created brand awareness among followers. To increase purchasing decisions, it is necessary to make improvements to content and advertisements to make them more attractive and effective. Brand awareness is proven to have a significant influence on purchasing decisions, indicating that existing brand awareness can support increased sales if maintained and improved. In addition, TikTok content and advertisements mediated by brand awareness are able to make a significant contribution to purchasing decisions, indicating the importance of synergy between brand awareness and digital marketing strategies to maximize their impact on sales of Polossurabaya t-shirt products. Efforts to improve this content and advertising strategy need to be continued so that brand positioning remains strong and relevant in the minds of consumers.

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