

## THE INFLUENCE OF SOCIAL MEDIA MARKETING THROUGH TIKTOK WITH BRAND AWARENESS AND BRAND ATTITUDE AS MEDIATING VARIABLES ON PURCHASE INTENTION ON JINISO BRAND



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### Abstract

Innovations in technology have far-reaching effects on many parts of society, including advertising and public relations. To reach customers and promote their wares, more and more businesses are relying on online media like social networking. Advertising on social media, particularly on TikTok, is efficient due to the platform's massive user base. With 127.5 million users in Indonesia as of April 2024, TikTok is gaining popularity for increasing brand recognition and driving purchasing desire. The primary objective of this research is to identify the elements that local fashion brand consumers consider most important when making a purchasing decision. One hundred and seventy people from Surabaya's TikTok community who have seen Jiniso videos filled out surveys for this quantitative investigation. In this work, PLS-SEM is used to analyze the data. The research found that there is a substantial relationship between purchase intention and social media marketing, brand awareness, and brand attitude. There is a strong mediation effect of brand attitude and brand awareness on the relationship between social media marketing and intent to buy. According to this research, social media marketing on TikTok that is both entertaining and educational may increase customers' interest in buying the advertised product.

**Keywords:** Social Media Marketing, Purchase Intention, Brand Awareness, Brand Attitude, Digital Marketing

## INTRODUCTION

Communication, entertainment, and networking are just a few areas that have been profoundly affected by recent technological advancements. Website-based social media platforms enable users to digitally establish and maintain personal connections while sharing personal information (Musnaini, et al., 2020; Rosyid et al, 2025). Economic and corporate sectors, particularly marketing, are being impacted by the growth of digital technology. More and more, businesses are moving their customer service, product marketing, and supply chain management efforts online, using channels like social media. (Ratu Raniya et al., 2024). Digital marketers find social media sites like Facebook, Instagram, and TikTok to be useful because of the networks' large, fast, and efficient audience reach. Companies may enhance their brand recognition, boost revenue, and forge stronger connections with consumers via social media marketing (Widiyan & Sienatra, 2024). Consumption of engaging social media content may hasten the marketing of products and services. (Nudin & R.A. Nurlinda, 2023). According to the Indonesian Internet Service Providers Association (APJII), 79.5% of Indonesia's population, or 221.6 million people, would have access to the internet by 2024. Male users (50.7%) outnumber female users (48.1%) by a little margin. With 34.4%, Generation Z is in the lead. According to statistics compiled by datareportal.com, the most popular social media app in Indonesia is WhatsApp, with Instagram and TikTok following closely behind. With an average of 38 hours and 26 minutes every month, TikTok is the social media app that users spend the most time on, according to datareportal.com. Opportunities for firms to sell their goods via TikTok are tremendous because of the platform's high use time. Among Indonesians, passing the time is the primary motivation for social media use, followed by keeping up with friends and family, discovering new trends, and finding creative inspiration. To sum up, the majority of Indonesians who use social media do so to pass the time.

In April 2024, there were 127.5 million subscribers in Indonesia on TikTok, a social media platform that is seeing a surge in popularity as a marketing tool. Brand recognition and consumer interest may both be boosted via TikTok. Additionally, Indonesia's fashion industry is booming, with first-quarter 2024 growth of 2.64% in the textile and garment sector and 3.08% in the ready-to-wear market. Instagram, TikTok, and YouTube are just a few examples of the digital platforms and social media that have contributed to the expansion of Indonesia's fashion sector. People are more likely to embrace new styles, including unconventional cuts and bright colors, as a result of their exposure to fashion trends and the clothing styles of influential people. One further benefit of social media is the increased interest and engagement it generates in the newest fashion goods among both customers and companies (Syarifuddin et al, 2024).

For energetic youth, the local company Jiniso makes high-quality jeans that are both comfortable and stylish. This regional label advertises its wares on many social media sites, including Instagram, TikTok, Shopee, and Tokopedia, where it has amassed 3.1 million followers. Jiniso keeps innovating by releasing new shirts, fragrances, hijabs, and accessories, and she also promotes with celebrities like Fuji and Shani JKT48.

## REVIEW OF LITERATURE

### Marketing

According to Kotler in (Karolin & Fauzi, 2022) is a social process in which individuals or groups create and exchange products to meet their needs. Meanwhile,

according to (Misra et al., 2024), Planning, pricing, distributing, and promoting products and services to satisfy customer wants is the marketing process.

### **Digital Marketing**

Digital marketing, according to Kotler in (Ramadian et al., 2024:1) is a digital channel for creating, communicating, and delivering value to customers, with the aim of reaching and interacting more effectively and efficiently. According to Kleindl & Burrow (Ayesha et al., 2022:17), digital marketing involves planning and implementing concepts, ideas, prices, promotions, and distribution, with the aim of building and maintaining mutually beneficial relationships between buyers and producers.

### **AIDA Theory**

AIDA theory, according to Kotler and Keller in (Theodora, 2021) is a message in marketing aims to attract attention, grow interest, arouse desire, and encourage action from the audience. The AIDA model describes the stages from consumers who know the product to deciding to buy, and is a popular hierarchical model in marketing and advertising (Virgioni, 2020). According to E. Clow (2011) in (Virgioni, 2020) the indicators contained in the AIDA model include:

1. Attention: The stage where the company attracts the audience's attention with unique, funny promotions or writing with striking headlines.
2. Interest: The stage to provide information that persuades the audience to be interested in buying the product, with positive reviews from consumers that foster trust.
3. Desire: Changing interest into a desire to buy the product, through comparison and creating an emotional bond with the product.
4. Action: The stage where the audience decides to buy, with a call to action such as visiting the site or placing an order.

### **Social Media Marketing**

Kotler & Keller (2018) in (Sudirjo et al., 2023), Businesses engage in social media marketing when they want to connect with their target audience. The mediums of communication might range from text and images to audio and video. Kim & Ko (2012), Sano (2014) in (Prasetyo & Cokki, 2022) classification into the following categories: entertainment, interaction, trendiness, personalization, perceived risk, and social media marketing.

### **Brand Awareness**

Aaker (2020) in (Wardhana, 2024:165) defines brand awareness as consumers' familiarity with and affinity for a certain brand across several product categories. If you believe Firmansyah (2019) in (Salam & Sukiman, 2021), The capacity for consumers to identify or recall a brand is known as brand awareness. Aaker (2011) in (Wardhana, 2024:168) identifies levels of brand awareness using four indicators: brand unawareness, brand recognition, brand recall, and top of mind.

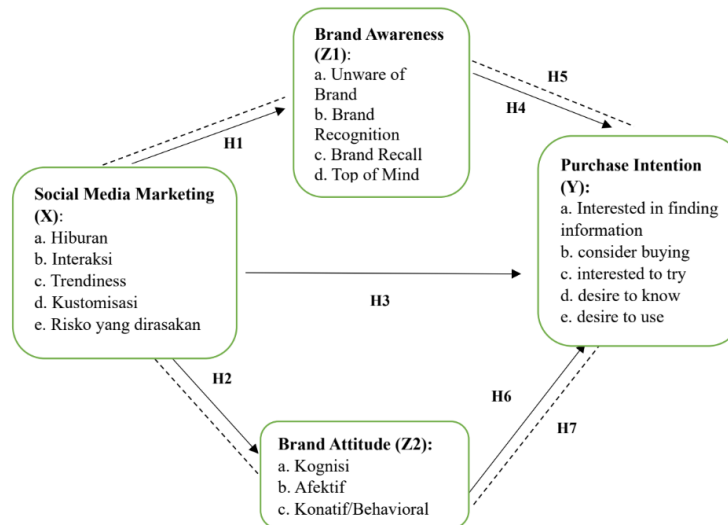
### **Brand Attitude**

Kotler and Keller (2016) in (Rana & Achyar, 2021) The term "brand attitude" refers to the way people feel about a brand, whether they have a good or negative impression of the company's ability to satisfy their requirements. Kotler as well as Keller in (Ananda et al., 2022) imply that a consumer's propensity to use a brand is influenced by their own opinion towards the brand. Mothersbaugh and Hawkins (2010) in (Chandra & Keni, 2021) suggest that a customer's personal feelings about a brand impact their inclination to purchase that brand. As stated by Mothersbaugh and Hawkins (2010) in

## Purchase Intention

Kotler & Keller (2021) in (Nudin & Nurlinda, 2023) describes purchase intention as a behavior shown by consumers who, after considering a product's merits, practicality, and emotional appeal, intend to make a purchase or selection. Consumers' propensity to engage in certain buying activities is referred to as purchase intention. (Liu, 2021). The indicators used to study purchase interest according to (Liu, 2021) are; Interested in Finding Information, Consider Buying, Interested to Try, Desire to Know, Desire to Use.

## Conceptual Framework



The hypotheses taken in this study are:

“H1: Social Media Marketing has a significant direct positive impact on Brand Awareness

H2: Social Media Marketing has a significant direct positive impact on Brand Attitude

H3: Social Media Marketing has a significant direct positive impact on Purchase Intention

H4: Brand Awareness has a significant direct positive impact on Purchase Intention

H5: Brand Awareness mediates the relationship between Social Media Marketing and Purchase Intention

H6: Brand Attitude has a significant direct positive impact on Purchase Intention

H7: Brand Attitude mediates the relationship between Social Media Marketing and Purchase Intention”

## RESEARCH METHOD

The researchers in this quantitative study used Google forms to survey 170 people from the Surabaya community who are TikTok users and have seen Jiniso's videos. A non-probability sampling strategy based on purposeful sampling is used for the sampling process. Using non-probability sampling, the researcher takes into account certain factors when choosing a sample from the population, and not every member of the population has an equal chance of being picked as a sample. (Rahim et al., 2021). Social media marketing is the only independent variable in this research; brand awareness and attitude are the two mediating factors; and purchase intention is the dependent variable. The research draws on both primary and secondary sources of information. The former comes from a survey that asked participants to rate their level of agreement or disagreement on a 5-point Likert scale: (1) very disagree, (2) disagree, (3) neutral, (4) agree, and (5) very agree. Social media was used

to disseminate the study's questionnaire to TikTok users in Surabaya who had seen Jiniso's material. Books, journals, and articles serve as the primary and secondary sources of information for this research. The SmartPLS-SEM approach was used for data analysis. This research describes a model that examines the impact of social media marketing on purchase interest via the mediation of brand awareness and attitude. The goal of utilizing the Smart PLS-SEM application is to evaluate the outcomes of this model.

## RESULTS AND DISCUSSION

### Outer Model Evaluation

Linking latent variables in a predetermined way generates the structural model. The subsequent outer model stage explains the outcomes of the reliability and construct validity testing:

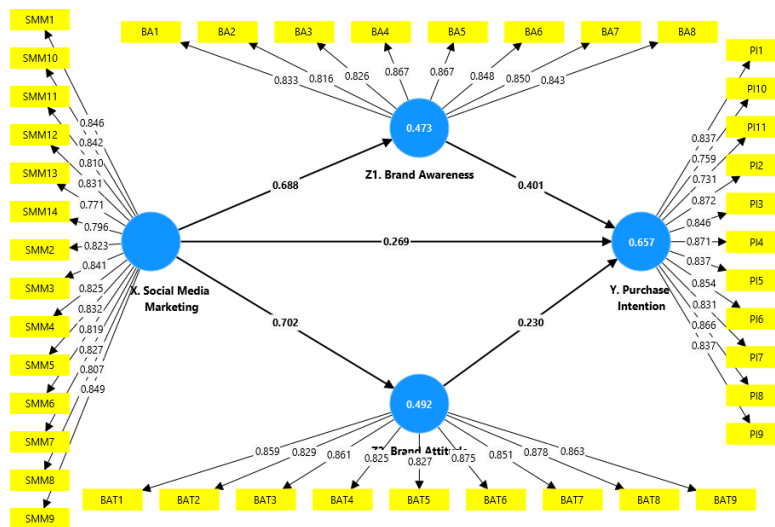


Figure 1  
Results of Measurement Model Evaluation (Outer Model)

## Convergent Validity

**Table 1**  
**Convergent Validity Test Results**

<b>Indicator</b>	<b>Outer Loading Value</b>	<b>Average Variance Extracted (AVE)</b>	<b>Description</b>
<b>Social Media Marketing</b>			
SMM1	0.846	0.678	Valid
SMM2	0.823		Valid
SMM3	0.841		Valid
SMM4	0.825		Valid
SMM5	0.832		Valid
SMM6	0.819		Valid
SMM7	0.827		Valid
SMM8	0.807		Valid
SMM9	0.849		Valid
SMM10	0.842		Valid
SMM11	0.810		Valid
SMM12	0.831		Valid
SMM13	0.771		Valid
SMM14	0.796		Valid

<i>Brand Awareness</i>			
Z1.1	0.833	0.712	Valid
Z1.2	0.816		Valid
Z1.3	0.826		Valid
Z1.4	0.867		Valid
Z1.5	0.867		Valid
Z1.6	0.848		Valid
Z1.7	0.850		Valid
Z1.8	0.843		Valid
<b>Purchase Intention</b>			
Y1	0.837	0.692	Valid
Y2	0.872		Valid
Y3	0.846		Valid
Y4	0.871		Valid
Y5	0.837		Valid
Y6	0.854		Valid
Y7	0.831		Valid
Y8	0.866		Valid
Y9	0.837		Valid
Y10	0.759		Valid
Y11	0.731		Valid
<b>Brand Attitude</b>			
Z2.1	0.859	0.726	Valid
Z2.2	0.829		Valid
Z2.3	0.861		Valid
Z2.4	0.825		Valid
Z2.5	0.827		Valid
Z2.6	0.875		Valid
Z2.7	0.851		Valid
Z2.8	0.878		Valid
Z2.9	0.863		Valid

Every indicator or outer loading value is more than 0.7, and every variable's AVE value is greater than 0.5, as seen in the table above. It follows that all of the variables have high discriminant validity values. In this way, we may conclude that all indicator items are legitimate for further analysis as they have achieved convergent validity.

**Discriminant Validity**

An indicator block's loading score must be higher than the correlation value between latent variables for the cross-loading value to be recognized as discriminant validity. This research hypothesis's Cross Loading value is shown below:

**Table 2**  
**Discriminant Validity Based on Cross-Loading**

<b>Indicator</b>	<b>X. Social Media Marketing</b>	<b>Y. Purchase Intention</b>	<b>Z1. Brand Awareness</b>	<b>Z2. Brand Attitude</b>
BA1	0.584	0.671	0.833	0.646
BA2	0.566	0.558	0.816	0.564
BA3	0.598	0.618	0.826	0.665
BA4	0.565	0.641	0.867	0.629
BA5	0.606	0.704	0.867	0.635
BA6	0.555	0.602	0.848	0.630
BA7	0.608	0.668	0.850	0.614
BA8	0.555	0.621	0.843	0.593
BAT1	0.583	0.570	0.601	0.859
BAT2	0.573	0.598	0.633	0.829
BAT3	0.591	0.631	0.658	0.861
BAT4	0.594	0.616	0.669	0.825
BAT5	0.576	0.573	0.604	0.827
BAT6	0.621	0.626	0.664	0.875
BAT7	0.590	0.599	0.588	0.851
BAT8	0.618	0.612	0.623	0.878
BAT9	0.628	0.646	0.617	0.863
PI1	0.595	0.837	0.642	0.631
PI10	0.540	0.759	0.575	0.532
PI11	0.556	0.731	0.560	0.451

PI2	0.627	0.872	0.663	0.656
PI3	0.602	0.846	0.612	0.619
PI4	0.575	0.871	0.679	0.634
PI5	0.621	0.837	0.647	0.633
PI6	0.592	0.854	0.634	0.602
PI7	0.539	0.831	0.576	0.538
PI8	0.610	0.866	0.667	0.635
PI9	0.597	0.837	0.644	0.578
SMM1	0.846	0.597	0.598	0.605
SMM10	0.842	0.561	0.498	0.491
SMM11	0.810	0.604	0.554	0.627
SMM12	0.831	0.521	0.531	0.529
SMM13	0.771	0.504	0.522	0.544
SMM14	0.796	0.571	0.612	0.587
SMM2	0.823	0.622	0.595	0.620
SMM3	0.841	0.578	0.595	0.665
SMM4	0.825	0.607	0.570	0.550
SMM5	0.832	0.601	0.599	0.619
SMM6	0.819	0.525	0.512	0.455
SMM7	0.827	0.598	0.524	0.540
SMM8	0.807	0.596	0.620	0.586
SMM9	0.849	0.623	0.566	0.618

Each variable's loading factor value exceeds the cross-loading value, as seen in the cross-loading value results. All indications of the four variables included in this study—Social Media Marketing, Brand Awareness, Brand Attitude, and Purchase Intention—are deemed legitimate.

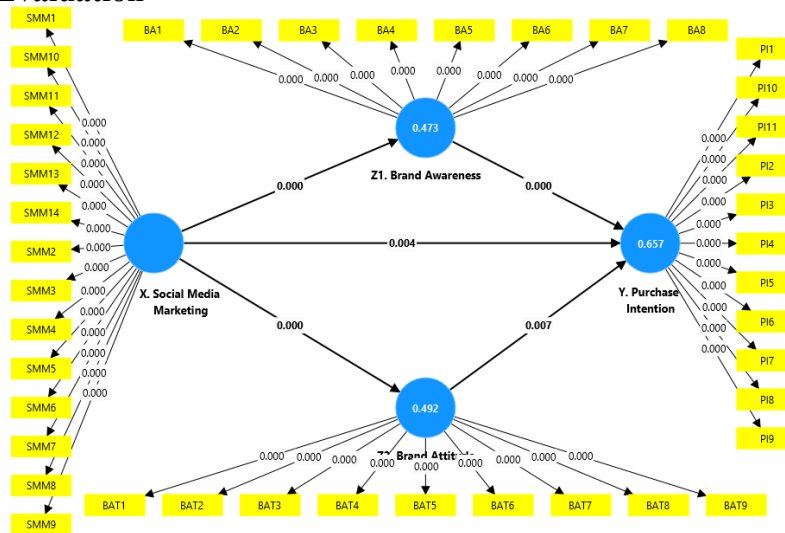
### Composite Reliability and Cronbach's Alpha

**Table 3**  
**Composite Reliability and Cronbach Alpha Tests**

Variable	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Description
X. Social Media Marketing	0.963	0.964	0.967	High Reliability
Y. Purchase Intention	0.955	0.957	0.961	High Reliability
Z1. Brand Awareness	0.942	0.943	0.952	High Reliability
Z2. Brand Attitude	0.953	0.953	0.960	High Reliability

All of the variables have very good reliability, with values more than 0.6, according to the Cronbach Alpha and Composite Reliability tests.

**Inner Model Evaluation**



**Figure 2**  
**Results of Structural Model (Inner Model)**

**Coefficient of Determination (R2)**

You can see the dependent variable's R-squared value from this research model in the table below:

**Table 4**  
**R-Square Value**

Variabel	R-square
Y. Purchase Intention	0.657
Z1. Brand Awareness	0.473
Z2. Brand Attitude	0.492

The Brand Awareness variable's R Square value is 0.473, according to the findings of data processing by SmartPLS 4.0. Using modest criteria, this figure reveals that social media marketing has a power of 0.473 in forecasting brand awareness, which is 47.3%. Additionally, the Brand Attitude variable has a R Squared value of 0.492. Based on these numbers, we can deduce that, under mild conditions, social media marketing has a predictive power of 0.492, or 49.2%, for brand attitude. In contrast, the variable representing intent to buy has an R-squared value of 0.657. The moderate criteria reveal that Social Media Marketing, Brand Awareness, and Brand Attitude have a predictive power of 0.657, or 65.7%, when it comes to purchase intention.

**Q-Square Predictive Relevance (Q2)**

Another metric for model quality is the Q-squared value; a higher value suggests that the structural model fits the data better. The following table displays the results of the study's Q-square test:

**Table 5**  
**Q-Square Value**

Variable	Q <sup>2</sup> predict
Y. Purchase Intention	0.491
Z1. Brand Awareness	0.462
Z2. Brand Attitude	0.485

Brand Awareness, Brand Attitude, and Purchase Intention are two endogenous variables whose combined Q-Square values are greater than zero. Since the Q-squared value is greater than zero, these numbers suggest that the research has a high observational value. The criteria for goodness (model fit) have therefore been satisfied by this study's model.

**Goodness of Fit Index (GoF)**

$$\text{Goodness of Fit Index (GoF)} = \sqrt{\text{AVE} \times \text{R}^2}$$

Description:

AVE = Overall Average Variance Extracted

R<sup>2</sup> = Overall Average R-Square

**GoF calculation as follows:**

Goodness of Fit Index (GoF) =  $\sqrt{\text{AVE} \times \text{R}^2}$

Goodness of Fit Index (GoF) =  $\sqrt{0.702 \times 0.54}$

**Goodness of Fit Index (GoF) = 0.615**

According to the previous computation, the GoF result is 0.615, which is the same as 61.5%. The model can account for 61.5% of the data, whereas errors and other non-model factors account for the remaining 38.5%. The generated model is resilient, according to the GoF calculation, allowing for hypothesis testing to proceed.

**Hypothesis Testing**

**Direct Effect**

**Table 7**  
**Direct Effect Hypothesis Test**

Variable	Original sample (O)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
X. Social Media Marketing -> Y. Purchase Intention	0.269	0.094	2.859	0.004
X. Social Media Marketing -> Z1. Brand Awareness	0.688	0.060	11.420	0.000
X. Social Media Marketing -> Z2. Brand Attitude	0.702	0.053	13.253	0.000
Z1. Brand Awareness -> Y. Purchase Intention	0.401	0.086	4.640	0.000
Z2. Brand Attitude -> Y. Purchase Intention	0.230	0.085	2.709	0.007

Following from the data in the table, we can deduce the following about the correlation between the study variables:

1. “1. The first hypothesis (H1) is accepted. Social Media Marketing has a positive and significant effect on Brand Awareness, with a path coefficient (0.688) and p-value (0.000 <0.05).
2. The second hypothesis (H2) is accepted. Social Media Marketing has a positive and significant effect on Brand Attitude with a path coefficient (0.702) and p-value (0.000 <0.05).
3. The third hypothesis (H3) is accepted. Social Media Marketing has a significant effect on Purchase Intention with a path coefficient (0.269) and p-value (0.004 <0.05).
4. The fourth hypothesis (H4) is accepted. Brand Awareness has a positive and significant effect on Purchase Intention with a path coefficient (0.401) and p-value (0.000 <0.05).
5. The sixth hypothesis (H6) is accepted, that Brand Attitude has a positive and significant effect on Purchase Intention with a path coefficient (0.230) and p-value (0.007 < 0.05).”

**Indirect Effect**

**Table 8**  
**Indirect Effect Hypothesis Test**

Variable	Original sample (O)	Standard deviation (STDEV)	T statistics ((O/STDEV)	P values
X. Social Media Marketing -> Z2. Brand Attitude -> Y. Purchase Intention	0.161	0.060	2.708	0.007
X. Social Media Marketing -> Z1. Brand Awareness -> Y. Purchase Intention	0.276	0.058	4.732	0.000

The following is an explanation of the link between the study variables based on the data in the table:

1. “1. The fifth hypothesis (H5) is accepted, Brand Awareness is able to mediate the influence of Social Media Marketing on Purchase Intention with a path coefficient (0.161) and p-value (0.007 <0.05).
2. The seventh hypothesis (H7) is accepted, Brand Attitude is able to mediate the influence of Social Media Marketing on Purchase Intention with a path coefficient (0.276) and p-value (0.000 <0.05).”

**Social Media Marketing Affects Brand Awareness**

A path coefficient value of 0.688 and a p-value of 0.000 <0.05 were obtained from the assessment of the direct impact of social media marketing factors on brand awareness, indicating that the hypothesis is supported. In keeping with the findings of the study, this research demonstrates that social media marketing has an effect on brand awareness. (Dewi et al., 2022). We may deduce from the results of testing hypothesis 1 that social media marketing using TikTok Jiniso can enhance purchase interest by creating brand awareness.

**Social Media Marketing Affects Brand Attitude**

The hypothesis is accepted based on the findings of assessing the direct effect of social media marketing factors on brand attitude, which provided a path coefficient value of 0.702 and a p-value of 0.000 <0.05. In keeping with previous research, this study confirms

that social media marketing may increase brand recognition (Rita & Ahimsa, 2021). It may be inferred from the results of testing hypothesis 2 that social media marketing using TikTok Jiniso can generate interest in purchase by shaping brand attitudes.

### **Social Media Marketing Affects Purchase Intention**

A path coefficient value of 0.269 and a p-value of 0.004 <0.05 were obtained from the testing of the direct effect of the social media marketing variable on brand attitude, indicating that the hypothesis is supported. Consistent with previous research, this study found that social media marketing has an effect on consumers' intentions to buy (Asnan, 2022). Social media marketing with TikTok Jiniso may generate interest in buying products after viewing content on the Jiniso platform, according to the findings of testing hypothesis 3.

### **Brand Awareness Affects Purchase Intention**

We may accept the hypothesis since the results of assessing the direct impact of the brand awareness variable on purchase intention yielded a path coefficient value (0.401) and a p-value (0.000 <0.05). There is a discrepancy between the findings of the research and the impact of brand awareness on purchase intention. (Emini & Zeqiri, 2021). Testing hypothesis 4 led to the conclusion that consumers might be piqued to buy Jiniso products when they are aware of the brand.

### **Brand Attitude Affects Purchase Intention**

With a path coefficient value of 0.230 and a p-value of 0.007 <0.05, the findings of assessing the direct influence of the brand attitude variable on purchase intention support the hypothesis. Brand attitude on purchase intention does not align with the study's findings. (Rita & Ahimsa, 2021). It can be inferred from the results of testing hypothesis 6 that Jiniso has achieved its goal of fostering a good attitude toward the brand, which in turn may generate interest in purchasing from consumers.

### **Brand Awareness Can Mediate the Effect of Social Media Marketing on Purchase Intention**

The hypothesis is accepted based on the findings of assessing the indirect influence of the brand awareness variable on social media marketing and purchase intention, which achieved a path coefficient value of 0.161 and a p-value of 0.007 <0.05. Consistent with the findings of the study, this research demonstrates that social media marketing via brands has a moderating influence on consumers' intentions to buy. (Mikhael & Susan, 2022) and (Asnan, 2022). Testing hypothesis 5 yielded the conclusion that Jiniso's social media marketing efforts on the Jiniso TikTok platform were successful in raising brand recognition and generating interest from consumers to make a purchase.

### **Brand Attitude can Mediate the Influence of Social Media Marketing on Purchase Intention**

A path coefficient value of 0.276 and a p-value of 0.000 <0.05 were obtained from the testing of the indirect impact of the brand attitude variable on social media marketing and purchase intention, indicating that the hypothesis is supported. Consistent with previous research, this study demonstrates that consumers' attitudes about brands mediate the relationship between social media marketing and their willingness to buy. (Rita & Ahimsa, 2021) and (Rana, 2021). It can be inferred from the results of testing hypothesis 7 that Jiniso has been successful in generating good brand attitudes via its social media marketing efforts on the Jiniso TikTok platform, which in turn generates customer purchase interest.

## CONCLUSION

Social media marketing with TikTok Jiniso significantly and positively affects Surabaya TikTok users' Brand Awareness, Brand Attitude, and Purchase Intention, according to the findings of the hypothesis test. More social media marketing means more people will hear about your brand and have a positive impression of it, which means more people will want to buy from you. There is evidence that both brand awareness and brand attitude contribute to a rise in purchase intention. Furthermore, the impact of social media marketing on purchase intention is moderated by brand attitude and brand awareness. As a result, Jiniso's TikTok marketing campaign has increased customer interest in Surabaya products, as well as brand recognition and favorable impressions.

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