

## **BAB V**

### **PENUTUP**

#### **5.1. Kesimpulan**

Dari hasil analisi dan penelitian tentang TikTok sebagai platform kampanye pemasaran: pengaruh brand Awareness dan brand recall terhadap niat beli generasi Z memaparkan kesimpulan sebagai berikut:

##### **5.1.1. Kesimpulan Profil Responden**

Jumlah responden pada penelitian ini sebanyak 190 orang dan yang di pilih menjadi sampel yaitu sebanyak 183 orang diantaranya, pria sebanyak 99 orang dengan presentase 54,1% dan Wanita sebanyak 84 orang dengan presentase 45,9%. Ada juga kriteria responden berdasarkan usianya yang mayoritas berusia 21 – 26 tahun yang berjumlah 142 orang dengan presentase 77,6%.

##### **5.1.2. Kesimpulan Uji Hipotesis**

**H1:** TikTok berpengaruh terhadap *brand awareness* (Diterima). Hal ini dapat disimpulkan bahwa dengan adanya kampanye pemasaran suatu brand di TikTok makan dapat meningkatkan *brand awareness* generasi Z di Indonesia.

**H2:** TikTok tidak berpengaruh terhadap brand recall (Ditolak) Hal ini dapat disimpulkan bahwa kampanye pemasaran di TikTok tidak mempengaruhi *brand recall* pada generasi Z di Indonesia.

**H3:** *Brand awareness* berpengaruh terhadap *brand recall* (Diterima). Hal ini dapat di simpulkan bahwa semakin sadar generasi Z di Indonesia

terhadap suatu brand maka semakin generasi Z di Indonesia dapat mengingat kembali brand yang dilihat sebelumnya.

**H4:** *Brand awareness* berpengaruh terhadap niat beli generasi Z (Diterima).

Hal ini dapat disimpulkan bahwa semakin generasi Z di Indonesia sadar akan suatu brand maka semakin memiliki niat untuk membeli.

**H5:** *Brand Recall* berpengaruh terhadap niat beli generasi Z (Diterima). Hal

ini dapat disimpulkan bahwa semakin konsumen terutama generasi Z di Indonesia mengingat kembali suatu brand yang dilihat sebelumnya maka semakin memiliki niat beli terhadap brand tersebut.

## 5.2. Implikasi Manajerial

**5.2.1.** Hasil penelitian menunjukkan bahwa TikTok berpengaruh terhadap *brand awareness*. Untuk itu, setiap brand yang melakukan kampanye pemasaran di TikTok harus memaksimalkan promosi, melakukan pengiklanan secara menarik dan berfokus kepada generasi Z yang ada di Indonesia sehingga memastikan bahwa ketika generasi Z mencari apa yang mereka inginkan itu dapat terpenuhi, generasi Z dibuat sadar akan sebuah brand. Meskipun mereka mungkin tidak melakukan pembelian pada saat itu, generasi Z menjadi sadar akan suatu brand tersebut dan kemungkinan akan kembali lagi di masa mendatang untuk membeli.

**5.2.2.** Hasil penelitian menunjukkan bahwa *brand awareness* berpengaruh terhadap *brand recall*. Untuk itu, penting bahwa dengan adanya kesadaran generasi Z di Indonesia terhadap suatu brand maka dapat menimbulkan memori atau ingatan terhadap brand yang ditonton sebelumnya. Dengan memiliki

kesadaran terhadap suatu brand menunjukkan apakah konsumen terutama generasi Z di Indonesia dapat membedakan suatu brand dari apa yang sudah mereka ingat di memorinya dan yang terutama dari brand yang ada di TikTok

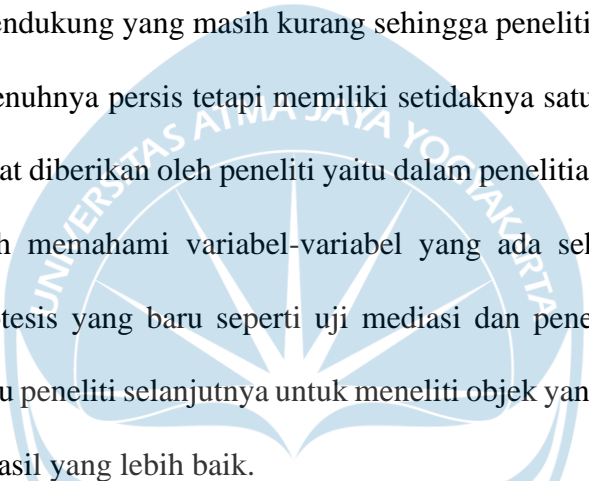
**5.2.3.** Hasil penelitian menunjukkan bahwa *brand awareness* berpengaruh terhadap niat beli generasi Z di Indonesia. Oleh karena itu, penting bagi pelaku usaha atau sebuah brand yang memasarkan prosuk di TikTok untuk memaksimalkan kesadaran terhadap brand dengan menunjukan keunggulan untuk memperkuat brand. Melakukan promosi yang menarik seperti memberi diskon, dengan memberi diskon kepada konsumen terutama generasi Z di Indonesia dapat meningkatkan kesadaran terhadap brand tersebut. Nilai unik sebuah brand menjadi salah satu cara meningkatkan kesadaran konsumen terutama generasi Z di Indonesia sehingga menumbukan niat beli terhadap suatu brand.

**5.2.4.** Hasil penelitian menunjukkan bahwa *brand recall* berpengaruh terhadap niat beli generasi Z di Indonesia. Oleh karena itu, penting juga bagi pelaku usaha atau sebuah brand untuk menumbuhkan ingatan generasi Z terhadap brand yang sudah ditonton di TikTok pada kemudian hari. Dengan mengiklankan brand dalam bentuk naratif atau cerita yang dapat menangkap mereka dan membawanya dalam perjalanan produk sehingga generasi Z memiliki ingatan terhadap brand. Dengan menampilkan persona yang dapat dihubungkan dengan konsumen terutama generasi Z di Indonesia, bukan hanya sebagai perusahaan, dengan itu dapat meningkatkan ingatan terhadap

brand. Sehingga dapat mendorong niat beli generasi Z di Indonesia terhadap brand tersebut.

### **5.3. Keterbatasan Penelitian dan Saran**

Berdasarkan hasil penelitian yang sudah dilakukan, penelitian memiliki beberapa kelemahan yaitu adanya variabel mediasi yang bisa digunakan oleh peneliti tetapi peneliti tidak menggunakannya. Keterbatasan dalam penelitian ini dalam jurnal pendukung yang masih kurang sehingga peneliti menggunakan jurnal yang tidak sepenuhnya persis tetapi memiliki setidaknya satu variabel yang sama. Saran yang dapat diberikan oleh peneliti yaitu dalam penelitian selanjutnya peneliti diharapkan lebih memahami variabel-variabel yang ada sehingga kemungkinan terjadinya hipotesis yang baru seperti uji mediasi dan penelitian ini diharapkan dapat membantu peneliti selanjutnya untuk meneliti objek yang sama sebagai acuan dan memiliki hasil yang lebih baik.



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# LAMPIRAN

## LAMPIRAN I JURNAL UTAMA

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### RESEARCH ARTICLE

#### TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials

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#### ABSTRACT

Modern individuals create social networks to connect. A digital social landscape now exists within the society that enables interactions while providing convenience and efficiency. A social media platform called TikTok consists of comprehensive and diverse videos that empower users to upload and watch content as they desire. The researchers highly considered this feature which led them to explore the deliverance of marketing campaigns created on TikTok. In a more profound sense, since countless brands are scrutinizing TikTok to gather their consumers, the purpose and objectives of this study determined the effect of brand awareness and brand recall on the purchase intention of millennials. This study incorporated the Attention, Interest, Desire, and Action (AIDA) Model and Selective Exposure Theory (SET) to serve as the foundation of the analysis. The study employed descriptive causal analysis. The study surveyed a group of millennials, ranging from 25 to 40 years old, who currently reside in the Philippines' National Capital Region (NCR). The researchers distributed the survey through Google forms and then utilized frequency and percentage distribution, mean and standard deviation, and PLS-SEM to analyze the results. This study determined that marketing campaigns can largely input brand awareness among millennials compared to enhancing their brand recall. Furthermore, marketing campaigns trigger their purchase intention. This study is deemed a resource to business owners, marketing students and professionals, and academic institutions that hope to generate further information on the existence of TikTok and its marketing advantage.

#### KEYWORDS

TikTok, brand awareness, brand recall, purchase intention, millennials

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#### 1. Introduction

Today's world revolves around Social Media—this invention of technology collects diverse information and provides never-ending entertainment and information. As a marketing tool, social media has become one of the top avenues for building brand awareness as marketers and companies can use it to socialize with their potential and existing audience. Nuseir (2016) stated that the Internet and digital media are powerful strategic weapons that target millennials according to their needs. It is not dependent on the location, area, or region and is free from all the temporal restrictions. Numerous individuals expose themselves on social media by performing their roles as consumers in the present times. Consumers display content associated with a brand's product, detailing their experiences and reviews. This has become a gateway for marketers to increase their efforts in utilizing digital marketing channels as an effective tool for brand awareness (Stephen, 2016). In these times, another social media platform consisting of various short video clips became popular. A famous application called TikTok is a video-sharing social network that encourages individuals to upload and watch videos they like since the application is accessible. According to Zhou (2019), "Short videos in social media platforms are reshaping the experience of learning creative skills by providing visually rich instructional materials and communication attributes to question and comment on those materials." According to Janicke (2018), the millennial generation spends around 4 hours and 11 minutes on various social media sites. Millennials engage with online videos rather than online posts that are uploaded on other social media platforms. Bilgin (2018) also elaborates that establishing good brand awareness is

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a critical determinant in a competitive market. It helps consumers distinguish comparable goods and services supplied by different companies and makes them attractive. While the brand reflects the authenticity, value, and commitment of the goods and services introduced to consumers, it serves various functions, including mitigating consumer risks associated with goods and services and building social relationships without expressing their identity. In this regard, firms that have developed brand awareness and recall have been classified differently than other businesses regarding the goods and services they offer in the market.

As there are numerous valuable features in TikTok, the researchers have chosen TikTok as their social media platform to determine the effect of brand awareness and brand recall on the purchase intention of millennials who watch marketing campaigns from the platform. The platform is an environment that can be utilized conveniently to gather more audiences instead of the traditional release of advertisements. (Haenlein et al., 2020) This research would give an understanding of TikTok as a platform for marketing campaigns and the effect of brand awareness and brand recall on the purchase intentions of Millennials. For this study, the researchers will conduct descriptive quantitative research using Google forms as an online survey software for the respondents, particularly individuals of the Millennial Age, ranging from 25 to 40 years old.

**2. Literature review**

**2.1 TikTok as a platform for marketing campaigns**

TikTok appears to be a platform for watching entertaining, usually funny short videos and expressing creativity, based on the application store description. TikTok targets an audience that wants to entertain other audiences by expressing themselves creatively. Yang and Zilberg (2020) describe TikTok as a platform for creative expression. The unfortunate events that happened due to Coronavirus Disease 2019 (COVID-19) pandemic have affected millions worldwide. According to Bates et al. (2020), the remote environment and social restrictions enabled children and adolescents to participate in sports, physical interactions, and community-based organized physical activities. According to Johnson (2020), with the people forced into isolation, people now have to have a different way of interacting with others and entertaining themselves. TikTok is a mobile application that has allowed innumerable users to entertain themselves by creating, watching videos, and promoting businesses through short video content. TikTok has become a social media sensation as publications have noticed and written about the TikTok users connecting over the social media platform. According to Khattab (2019), with the ability to share images and videos of a user's body, each user is put under pressure to perform their body in front of other users and contrast other users' results in other shared images and videos. The body is continuously a central player in an individual's self-representation due to all of these factors. Herrman (2019) states that the phrase "fear of missing out" also describes how social media can make people feel like missing out on something. Constine (2019) refers to TikTok as a "media network that has nothing to do with one's social network" and an "enormous meme factory, compressing the universe into viral pellets and dispensing those pellets until the user completes or falls asleep. In correspondence with the phenomenon of users being hooked on Tiktok, Ma & Hu (2021) defined the application as a video application and a social networking application that encourages users to follow and communicate with each other similar to other standards of social media software. As the interaction among users strengthens the application, TikTok became one of the top emerging social media platforms that marketing professionals adopt to reach and engage with their target audience. As per the functions of Tiktok, Anderson (2020) explained that after creating an account on Tiktok, users would receive an initial interface with a list of different content, including travel, food, sports, comedy, animals, beauty, style, gaming, art, and education. This part may not be required, but it will help the system's algorithm determine which type of content it will provide the users. Unlike other social media applications that present different types of content depending on the type of app, Tiktok helps the users avoid the struggle to preserve time. Tiktok only shows one video at a time, and users can swipe up to see the next one. It will loop unless the user swipes up and down or taps the screen to pause the video. The algorithm-driven "For You" video feed is the application's default, but users can restrict their video feed to only those they follow at the top of the screen.

Concerning TikTok as a platform to target consumers, Anadol et al. (2020) observed that most users on Tiktok are regular individuals who use the platform to either share content with their social circle or manage content produced by others. Numerous individuals expose themselves on social media by performing their roles as consumers in today's modern world. They communicate with others about their experiences regarding a product or service by releasing content. Due to this reason, marketers have begun to increase their use of digital marketing channels (Stephen, 2016). Additionally, marketers, companies, and consumers are willing to extend their communication through a dynamic new social network, where people can exchange information. (Shareef et al., 2017) According to Nikolnakou & King (2018), Marketers increasingly view Social Media as a fertile environment to harvest awareness and engagement and grow their brands. TikTok, being one of the popular social media platforms that individuals use frequently, can be considered a platform for marketing campaigns.

Many advertisers and marketers utilize video-sharing platforms that serve as one of their social media advertising and marketing promotional tools and their functions to promote their products. (Lee, Kim, Ham, and Kim, 2016). It is clear that the objective of

TikTok is to allow users to create free videos with accessible and convenient tools and filters; by having these privileges, users are welcome to do marketing campaigns on TikTok while permitting them to interact and target many potential customers. Although TikTok is a famous avenue for companies to advertise their product, a group of researchers (Haenlein et al., 2020) have elaborated that marketing managers must have an understandable desire to control any form of communication regarding their brands. As TikTok is accessible to everyone, marketers must also understand consumers' skepticism about advertising and target brand extensions. (Hernandez, Wright, and Affonso, 2019) It is precise that every user must post accordingly and abide by the rules of a social environment. In TikTok, the videos that are uploaded are measured and examined. It is witnessed in the application that the moderators remove inappropriate videos.

### **2.2 Brand Awareness**

According to Dedeog'lu et al. (2019), the Internet and Social Media today come to the forefront as two of the most critical communication channels determining customers' brand awareness. Tatar and Erdoğan (2016) stated that the impact of social media on consumers spans a wide range of activities, from informing, sharing ideas and attitudes to gaining awareness and understanding and visualizing post-purchase behavior without purchasing. According to Seo and Park (2018), social media marketing activities in the airline business positively affect the brand awareness and image of the organization. Since many people have already acquired information through these tools and platforms, it is required for marketers to establish marketing campaigns that will raise the awareness of a specific brand. Harker (2020) elaborated that TikTok makes cross-promotion convenient, quickly allowing consumers to gain awareness. It is a type of marketing promotion in which buyers of one product or service are targeted with an advertisement for another connected product. According to Shabbir, M., Khan, A., and Khan, S. (2017), brand awareness plays a prominent role in consumers' decision-making. The more superior the brand awareness, that actual product or brand will become part of the consumer's deliberation set of brands. Brand awareness refers to whether customers will soon recall or acknowledge a brand or just whether or not customers know about a brand. Thus, brand awareness precedes building brand equity. (Amiri & Maroofi, 2016) Furthermore, it is known that once a customer becomes aware of a particular brand, there is a high probability that a customer may consider its intention to purchase. The influence starts from brand awareness, starting with prospective buyers getting to know the brand of each need and things together with the first and second stages of the purchasing decision. (Apriyani, Isdayanti, Usman, 2018)

### **2.3 Brand Recall**

According to Noer et al. (2020), brand recall is one of the two ways for consumers to re-identify a brand from a specific category, which is the ability of consumers to remember a brand through memory when given a product category. It is based on the stored information in the memory of a consumer that can be retrieved. Moreover, the other way is through brand recognition. A brand recall could be aided or unaided. When a consumer is given a brand name, it is called aided recall, although when unbranded is given to the consumer to know the brand's name, it is called unaided recall. It is tested through surveys or interviews by asking relevant questions related to the brand (Fischer, 2019). The brand recall's primary objective (Srivastava & Dorsch, 2019) affirmed that it is to lure more customers to the brand's product and ensure that the customers remain loyal to it as and when the product is finished or deteriorates. In today's modern marketing, the marketing professional's focus is on maximizing profit and building a long-term customer-profitable relationship with its customers. The organization's goal is to make the market knowledgeable about its product and service offerings and boost its purchase intention. As Khurram et al. (2018) described, promotion and advertising make customers recall a brand/ product immediately, leading them towards product purchase. Brand awareness reflected through brand recall has a strong positive impact on the actual purchase.

### **2.4 Purchase Intention**

According to Pousttchi and Wiedmann (2009), purchase intention is a consumer's conscious decision-making to acquire or purchase a brand's product or services. According to Drossos et al. (2007), brand marketing and consumer demographics are widely cited factors that shape or influence consumers' purchase intention in the literature available. Pousttchi and Wiedmann (2009) mentioned that brand incentives and interactivity, also brand advertisements' appeal, could influence consumers' purchase intention in mobile marketing. As concluded in their study (Younus et al., 2015), there is a positive correlation between independent variables: such as brands endorsed by celebrities, consumer's knowledge, the brand's product packaging, and values that consumers attach to the brand; to the dependent variable which is the purchase intention. With the rise of e-commerce, purchase intention shifted heavily from brand marketing to customer demographics in recent years. Surveys are allowed in e-commerce platforms that are a tool for customer segmentation. In their cross-cultural approach study, Pena-García et al. (2020) elaborated that by comparing the precursors of purchase intention and the adoption of e-Commerce in an emerging economy in Colombia, and a developed economy in Spain. They have identified that national culture moderates purchase intention given its relationship with buying impulse; they have determined that the Colombian subsample was significantly more indulgent than the Spanish subsample, which substantially affects online purchase intention. In terms of demographic factors based on age and gender, Madahi and Sukati (2012) demonstrated that younger consumers are susceptible to consumer purchase intention because

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of their "openness to new things." While at the same time, it reduces when they get older. Purchase intention is also more significant to the female gender as their peers and colleagues influence them.

**2.5 Millennials**

According to Naumovska (2017), Generation Y or Millennials are classified as a distinct and influential consumer segment whose behavior, habits, and psychology are frequently studied but not fully understood. Significantly influenced by the technological revolution, the emergence of digital media, and the Internet, this market segment has evolved differently than prior generations, making it an intriguing demographic for advertisers and companies to target. At the moment, Generation Y is the largest market segment, which supports marketers' heightened interest in identifying and understanding Generation Y traits. Kim and Fesenmaier (2015) explained that Millennials, in particular, are avid users and creators of user-generated travel material, owing to their insatiable desire for individuality and innovation. Also intricate that in China, Millennials show unprecedented enthusiasm toward consuming, creating, and sharing travel videos on the short-form video platform TikTok. Qimai (2018) also explained that since the launch of TikTok in 2016, the application has become one of the most popular social media sites in China among millennials. Regarding user demographics, 66.1 percent of TikTok users are female, and over 93 percent are under 30 years old.

**2.6 Effect of Brand awareness and brand recall on purchase intention of millennials**

Marketers are presented with many options to track brand awareness online. In the social environment, the company gains increased exposure to its brand, often in highly relevant contexts, every time a person uses an application created by or related to a company. (İşoraité, 2016) Brand awareness is one of the vital elements that contribute to the purchase intention of individuals. However, in existing literature, the conceptual properties of brand awareness were less tapped in finding their impact on the actual purchase as there are factors that are also needed to consider. (Khurram, Qadeer, and Sheeraz, 2018) One of these factors is the ability of a consumer to gain brand recall.

Brand recall also plays a crucial role in marketing. It helps to communicate with the audience. It also constitutes the success of a brand. A brand that can adequately affect a consumer through its memory has a high probability of influencing its purchase decision. Furthermore, Brand recall relates to consumers' aptitude to identify the brand from memory given the product category, the needs fulfilled by the level, and purchase or use according to the situation. It requires consumers to focus and differentiate the brand from memory when given a relevant cause. Memon, Arif, Aslam (2016) Concerning how brand recall affects the consumer's purchase intention, the brand itself must have an impact and an essential characteristic that will influence consumers to consider purchasing from a particular brand. Additionally, the purchase intention of online consumers is positively affected by their attitude, subjective norms, perception of behavioral control, perception of usefulness, and trust. Lastly, when it comes to purchasing intention, specifically of millennial consumers, it is clear that individuals now live in an era that has high mobility and connection to the Internet, thus impacting their desire to transact and purchase through convenient and accessible online platforms. (Fitri & Wulandari, 2020)

**3. Research Methodology**

The design utilized for this study is descriptive-quantitative research. The researchers will employ a non-probability sampling technique known as convenience sampling. The research has a sample size of three hundred (300) respondents with the identified number of males and females residing in the National Capital Region (NCR), also known as Metro Manila, belonging to the generation of Millennials, aged between 25-40 years old. The research instruments consist of a descriptive type of questionnaire adopted from the article produced by Bilal Ahmed Memon entitled, "Impact of Brand Recall on Customer Purchase Intention." The questionnaire constructed was divided into five (5) parts: the demographic profile of the respondents; perception and usage of the users towards the Tiktok application; effectiveness of the application Tiktok when it comes to brand awareness; effectiveness of the application Tiktok when it comes to brand recall; and lastly, the effectiveness of the application Tiktok when it comes to brand awareness and brand recall that can lead to purchasing intention. For the data gathering procedure, the researchers will create an online google forms survey entitled "Tiktok as a Marketing Platform: The study of brand awareness and brand recall to purchase intention of millennials living in Metro Manila, Philippines." The research has utilized descriptive and inferential statistics to produce data; frequency and percentage distribution to analyze the characteristics of the respondents and the mean and standard deviation to identify the level of agreement regarding their brand awareness and brand recall from the Likert Scale interpretation of data. Lastly, the researchers will also use Partial Least Square-Structural Equation Modeling (PLS-SEM) regarding the significant effect of brand awareness and brand recall on the purchase intentions of consumers.

**3.1 Mechanics**

The researchers selected 300 respondents from the Millennial generation who live in the National Capital Region of the Philippines. The researchers vetted responses by enquiring whether or not they were residents of Metro Manila. They are not qualified to

continue the survey if they answer no to any of the qualifying questions, but if the answer is yes to all of the qualifying questions, they can go to the next step.

All questions were posed in English, the global language. The survey questionnaire comprises five components: a demographic profile, a perception of Tiktok, brand awareness, brand recall, and purchase intention. The first component of the survey questionnaire is used to discover the respondent's demographic information; hence, this section includes questions about the respondent's age, gender, location, and income. The second part contains questions designed to collect information about the respondent's perspectives on TikTok, how they discovered the app, the videos they watch, and their overall feelings about TikTok. The third and fourth part includes questions regarding the effectiveness of TikTok when it comes to brand awareness and brand recall, respectively. And for the fifth and final part is composed of questions that will provide data about the effectiveness of Tiktok on brand awareness and brand recall that can lead to purchasing decisions of the users; hence, the measure of respondent's attitude towards buying a product or availing a service.

The data collected from the participant's responses were processed and analyzed for discussion. Cronbach Alpha was used and validated by the statistician to estimate each set of items' internal consistency and reliability. The researchers utilized descriptive statistics to present quantitative descriptions of the data gathered in a manageable form or describe the basic features shown by the data. To determine the correlation between the independent and dependent variables, the researchers made use of the Path Coefficient with a 0.05 level of significance.

#### 4. Results and Discussion

The researchers gathered Millennials living in the National Capital Region (NCR) of the Philippines as respondents for the survey. The researchers utilized social media platforms to distribute the survey and to acquire three-hundred (300) millennials to participate in the study. These individuals were instructed to give their consent and personal answers through Google Forms. The questionnaires created by the researchers are divided into five (5) parts: *Demographic Characteristics of the Respondents, Perception of TikTok, Brand Awareness, Brand Recall, and Purchase Intention* related to marketing campaigns made through the TikTok application.

##### 4.1 Presentation and Analysis of Data

Demographic	Group	Frequency	Percentage
Gender	Male	155	48.3
	Female	145	51.7
Age	25-27	184	61.3
	28-30	39	13
	31-33	41	13.7
	34-36	15	5
	37-40	21	7
Civil Status	Single	236	78.7
	Married	64	21.3
Occupation	Full-time Employee	114	38
	Part-Time Employee	54	18
	Self-Employed	83	27.7
	Non-Employed	49	16.3
Monthly Income	₱500 - 5000	46	15.3
	₱5001 - 20,000	68	22.7
	₱20,001 - 35,000	80	26.7
	₱35,001 - 50,000	49	16.3
	₱50,001 - 65,000	15	5
	₱65,001 - 80,000	12	4
	₱80,001 and above others: N/A	24 6	8 2

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Are you residing in Metro Manila?	Yes	300	100
	No	0	0
If yes, please specify which location:	Manila	64	21.3
	Quezon City	74	24.7
	Caloocan	25	8.3
	Las Pinas	20	6.7
	Makati	17	5.7
	Malabon	3	1
	Mandaluyong	16	5.3
	Marikina	11	3.7
	Muntinlupa	9	3
	Navotas	2	0.7
	Paranaque	14	4.7
	Pasay	13	4.3
	Pasig	13	4.3
	San Juan	3	1
	Taguig	8	2.7
	Valenzuela	8	2.7

**Table 1.** Demographic profile of the respondents

Based on the results, the majority of the respondents in the study are male, with a total of 51.7% female respondents with a total of 48.3%. Most of the respondents' ages range from 25-27 and 31-33 years old. The civil status of the majority of the respondents is single. Most respondents are full-time employees and self-employed. The monthly income that the majority receive ranges from Php20,001-35,000 and Php5,001- 20,000. On the other hand, the researchers strictly gathered respondents inside Metro Manila, while most of them particularly reside in Quezon City with a total of 24.7%, and Manila with a total of 21.3%.

Questions	Check all that apply	Frequency	Percent
1. Are you familiar with TikTok?	Yes	100	100%
	No	0	0
2. If yes, where did you discover Tiktok?	Advertisements	1	.3%
	Family	7	2.3%
	Family, Advertisements	1	.3%
	Family, musical.ly user, which changed to TikTok (old app user)	1	.3%
	Family, Word-of-Mouth	3	1.0%
	Friends	13	4.3%
	Friends, Family	3	1.0%
	Friends, Family, Word-of-Mouth	1	.3%
	Friends, Family, Word-of-Mouth, Advertisements	1	.3%
	Friends, Word-of-Mouth	2	.7%
	Social Media (Facebook, Instagram, Twitter, etc.)	75	25.0%
	Social Media (Facebook, Instagram, Twitter, etc.), Advertisements	7	2.3%
	Social Media (Facebook, Instagram, Twitter, etc.), Family	12	4.0%
	Social Media (Facebook, Instagram, Twitter, etc.), Family, Word-of-Mouth	2	.7%

	Social Media (Facebook, Instagram, Twitter, etc.), Friends	39	13.0%
	Social Media (Facebook, Instagram, Twitter, etc.), Friends, Advertisements	10	3.3%
	Social Media (Facebook, Instagram, Twitter, etc.), Friends, Family	28	9.3%
	Social Media (Facebook, Instagram, Twitter, etc.), Friends, Family, Advertisements	2	.7%
	Social Media (Facebook, Instagram, Twitter, etc.), Friends, Family, Word-of-Mouth	25	8.3%
	Social Media (Facebook, Instagram, Twitter, etc.), Friends, Family, Word-of-Mouth, Advertisements	23	7.7%
	Social Media (Facebook, Instagram, Twitter, etc.), Friends, Family, Word-of-Mouth, Advertisements,	1	.3%
	Social Media (Facebook, Instagram, Twitter, etc.), Friends, Word-of-Mouth	15	5.0%
	Social Media (Facebook, Instagram, Twitter, etc.), Friends, Word-of-Mouth, Advertisements	18	6.0%
	Social Media (Facebook, Instagram, Twitter, etc.), Word-of-Mouth	3	1.0%
	Social Media (Facebook, Instagram, Twitter, etc.), Word-of-Mouth, Advertisements	4	1.3%
	Word-of-Mouth	1	.3%
	Word-of-Mouth, Advertisements	2	.7%
3. Do you use Tiktok?	No	34	11.3%
	Yes	266	88.7%



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4. Where else do you see TikTok videos aside from the application? (Check all that apply)	Facebook	90	30.0%
	Facebook, Instagram	97	32.3%
	Facebook, Instagram, I don't see any TikTok videos on other social media platforms.	1	.3%
	Facebook, Instagram, Twitter		
	Facebook, Instagram, Twitter, YouTube shorts	75	25%
	Facebook, Instagram, Youtube	1	.3%
	Facebook, Instagram, YT (Shorts)	2	.7%
	Facebook, Sent and shared through messenger	1	.3%
	Facebook, Twitter	1	.3%
	Facebook, Twitter, I don't see any TikTok videos on other social media platforms.	13	4.3%
	Facebook, Using my husband's TikTok account.	1	.3%
	I don't see any TikTok videos on other social media platforms.	1	.3%
	Instagram		
	Instagram, I don't see any TikTok videos on other social media platforms.	7	2.3%
	Instagram, Reddit	2	.7%
	Instagram, Twitter		
	Instagram, Twitter, YouTube	1	.3%
	Twitter	3	1.0%
	Twitter	1	.3%
	Twitter	2	.7%
5. Why do you watch videos from TikTok? (Check all that apply)	Entertainment	40	13.3%
	Entertainment, Famous application	7	2.3%
	Entertainment, Famous applications, Past time	6	2.0%
	Entertainment, Following trends	18	6.0%
	Entertainment, Following trends, Famous application	11	3.7%
	Entertainment, Following trends, Famous application, Past time	7	2.3%
	Entertainment, Following trends, Gathering information	19	6.3%
	Entertainment, Following trends, Gathering information, Famous application	12	4.0%
	Entertainment, Following trends, Gathering information, Famous application, Past time	35	11.7%
	Entertainment, Following trends, Gathering information, Famous application, Past time, mga sumasayaw	1	.3%
	Entertainment, Following trends, Gathering information, Past time		
	Entertainment, Following trends, Past time	15	5.0%
	Entertainment, Gathering information		
	Entertainment, Gathering information, Famous application	18	6.0%
	Entertainment, Gathering information, Famous application, Past time	13	4.3%
	Entertainment, Gathering information, Past	2	.7%

time	4	1.3%
Entertainment, Gathering information, Past time, Educational content	18	6.0%
Entertainment, Past time		
Famous application	1	.3%
Famous application, Past time		
Following trends	49	16.3%
Following trends, Gathering information	1	.3%
Following trends, Gathering information, Famous application	1	.3%
Following trends, Gathering information, Past time	3	1%
Gathering information	2	.7%
Gathering information, Famous application	1	.3%
Gathering information, Famous application, Past time	1	.3%
Gathering information, Past time	3	1%
I don't watch them.	2	.7%
Past time		
Shared by a family member	1	.3%
	1	.3%
	1	.3%
	6	2.1%
	1	.3%

**Table 2. Perception on TikTok platform**

The researchers aimed to identify the respondents' perceptions through TikTok (Table 2). The researchers observed that all respondents were familiar with the TikTok platform. These individuals discovered the application mainly through social media, e.g., Facebook, Instagram, Twitter, friends, and family. These factors led to their utilization of the platform. TikTok videos can be seen elsewhere other than the application itself. Some of the respondents gathered are TikTok users (88.7%), while some do not use TikTok (11.3%) to watch videos. The respondents could watch videos on different social media platforms such as Facebook, Instagram, and Twitter. The respondents also answered that they primarily watch TikTok videos for *entertainment and past-time purposes*. Some also watch TikTok videos to *gather information and follow trends*.

	Mean	SD	Verbal Interpretation
I am aware of TikTok.	5.433	1.100	Strongly Agree
I can distinguish TikTok from other social media platforms. (Facebook, Instagram, and Twitter)	5.250	1.125	Strongly Agree
I watch TikTok videos on other social media platforms (Facebook, Instagram, and Twitter)	5.047	1.179	Agree
TikTok can give me enough information regarding a brand.	4.813	1.218	Agree
TikTok is a platform that is easy, accessible, and convenient to use.	5.117	1.120	Agree
TikTok is a platform wherein marketers and companies can promote their brands.	5.210	1.106	Strongly Agree
Overall	5.145	1.141	Agree

**Table 2.1. Perceptions on TikTok**

The researchers provided another part to thoroughly observe the respondents' perception of TikTok (Table 2.1). The results revealed that the respondents strongly agree that "they are aware of TikTok" (Mean = 5.433, SD = 1.100) and "they can distinguish TikTok from other social media platforms, such as Facebook, Instagram, and Twitter" (Mean = 5.250, SD = 1.125). In addition, results revealed that respondents agree that "TikTok can give them enough information regarding a brand" (Mean = 4.813, SD = 1.218).

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This indicates that the respondents are well-informed on the use and purpose of the TikTok platform, which means that for advertisers and marketers, the AIDA Path to purchase will be smooth from Awareness to Action. Since the sample users were found to have been well-informed on using the platform, brands can develop ways to slide into sales efficiently. Furthermore, the selective exposure theory can relate to this situation as consumers continue to use TikTok and watch content that they are personally interested in. The application, in particular, will show the same content that will keep the consumers entertained.

	Mean	SD	Verbal Interpretation
I have seen numerous brands use TikTok.	5.130	1.094	Agree
I have seen popular brands use TikTok to promote their product.	4.983	1.164	Agree
I know all the brands I have seen on Tiktok.	4.483	1.299	Agree
A brand can easily catch my attention if it uses TikTok.	4.717	1.247	Agree
I am familiar with the brands I watch from TikTok.	4.627	1.246	Agree
Because of Tiktok, I became aware of brands I was not aware of.	4.823	1.207	Agree
I decide whether to purchase a brand after being aware of it through TikTok.	4.553	1.311	Agree
TikTok is a platform that can help brands raise awareness	5.080	1.103	Agree
Overall	4.800	1.209	Agree

**Table 3. Brand awareness**

Based on the results showed the respondents' perception of how TikTok affects the respondent's brand awareness. Results revealed that respondents agree that "they have seen numerous brands use TikTok" (Mean = 5.130, SD = 1.094) and "TikTok is a platform that can help brands raise awareness" (Mean = 5.080, SD = 1.103). Moreover, results showed that they agree that "they know all the brands they have seen on TikTok" (Mean = 4.483, SD = 1.299). This indicates that brand awareness using the TikTok platform aligns with the selective exposure theory on consumers being presented by a series of similar content on different brands that consumers are watching via TikTok. Marketers can efficiently utilize TikTok as a platform for marketing campaigns since users gain awareness after seeing a brand being promoted via TikTok.

	Mean	SD	Verbal Interpretation
Because of TikTok, I can easily recall a particular brand after watching it.	4.823	1.176	Agree
After many days, I can still remember the brand I have watched on TikTok.	4.627	1.241	Agree
I decide whether to purchase a brand after I recall it from TikTok.	4.573	1.245	Agree
TikTok is a platform that can help establish brand recall.	4.873	1.081	Agree
I can easily recall a brand name that is promoted in Tiktok.	4.753	1.159	Agree
I can still recall a brand, although its name is not shown in a Tiktok promotional content.	4.567	1.199	Agree
I have difficulty recalling the brand I watched on Tiktok.	4.123	1.477	Slightly Agree
I have difficulty recalling the brand I considered buying that I discovered from Tiktok.	4.077	1.458	Slightly Agree
Overall	4.552	1.254	Agree

**Table 4. Brand recall**

Based on the yielded results, the respondents' perception of how TikTok affects their brand recall reveals that "TikTok is a platform that can help establish brand recall" (Mean = 4.873, SD = 1.081) and "because of TikTok, they can easily recall a particular brand after watching it" (Mean = 4.823, SD = 1.176). In addition, results show that respondents slightly agree that "they have difficulty recalling the brand they considered buying that they discovered from TikTok" (Mean = 4.077, SD = 1.458). Based on these yielded

results, marketers can plan out campaigns on TikTok and add more triggers on other social media platforms, i.e., since an initial nudge could be activated on TikTok. The results concluded that users could easily recall a particular brand after watching or seeing it in their feed.

	Mean	SD	Verbal Interpretation
I believe TikTok positively affects my purchase intention toward a brand.	4.810	1.211	Agree
I believe TikTok negatively affects my purchase intention toward a brand.	4.020	1.532	Slightly Agree
I am more than willing to purchase a brand due to its attractive campaigns on TikTok.	4.670	1.110	Agree
I am more than willing to purchase a brand due to its memorable campaigns on TikTok.	4.723	1.139	Agree
I decide whether to purchase the brand I watched from TikTok.	4.730	1.111	Agree
After watching a video from Tiktok, it led me to purchase a brand.	4.463	1.342	Agree
I purchase the brands that have established a strong awareness in my mind.	4.827	1.087	Agree
I purchase the brands that have established a strong memory/recall in my mind.	4.807	1.098	Agree
I do not consider TikTok when I decide whether I will purchase a brand.	4.230	1.411	Slightly Agree
TikTok can influence consumers regarding their purchase intentions.	5.000	1.022	Agree
TikTok is a platform that can be used for brands to raise awareness and establish brand recall to influence a consumer's purchase intention.	5.060	0.973	Agree
Overall	4.667	1.185	<b>Agree</b>

**Table 5.** Purchase Intention

According to the results, the respondents agreed that "TikTok is a platform that can be used for a brand to raise awareness and establish brand recall to influence a consumer's purchase intention" (Mean = 5.060, SD = 0.973). In lieu of the first statement, "TikTok can influence consumers regarding their purchase intention" (Mean = 5.000, SD = 1.022). The results also indicated that "I believe TikTok negatively affects my purchase intention towards a brand" (Mean = 4.020, SD = 1.532). Based on the data interpreted, it indicates that marketing campaigns played a part in triggering the purchase intention of respondents. This concludes that Tiktok can be highly effective in contributing to a brand's sales revenue. The results strengthened the AIDA model, particularly the Action part.

#### 4.1.1 Evaluation of Measurement Model and Structural Model

Prior to the hypothesis testing, the measurement model of the study was evaluated. According to Hair et al. (2010), the measurement model's convergent validity, construct reliability, and discriminant validity was validated using confirmatory factor analysis.

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Construct	Items	Factor Loading	P-value	Cronbach's Alpha	Composite reliability	Ave. Variances Extracted
Marketing Campaigns on	TikTok 1	0.901	< 0.001	0.938	0.951	0.765
	TikTok 2	0.899	< 0.001			
	TikTok 3	0.846	< 0.001			
	TikTok 4	0.757	< 0.001			
	TikTok 5	0.923	< 0.001			
	TikTok 6	0.912	< 0.001			
Brand Awareness	Brand Aware 1	0.819	< 0.001	0.939	0.949	0.700
	Brand Aware 2	0.813	< 0.001			
	Brand Aware 3	0.804	< 0.001			
	Brand Aware 4	0.876	< 0.001			
	Brand Aware 5	0.864	< 0.001			
	Brand Aware 6	0.850	< 0.001			
	Brand Aware 7	0.828	< 0.001			
	Brand Aware 8	0.839	< 0.001			
Brand Recall	Factor 1	0.526	< 0.001	0.932	0.9585	0.932
	Factor 2	0.905	< 0.001			
Purchase Intention	Pur Intention 1	0.621	< 0.001	0.936	0.946	0.564
	Pur Intention 3	0.678	< 0.001			
	Pur Intention 4	0.693	< 0.001			
	Pur Intention 5	0.678	< 0.001			
	Pur Intention 6	0.665	< 0.001			

	Pur Intention 7	0.722	< 0.001			
	Pur Intention 8	0.704	< 0.001			
	Pur Intention 10	0.687	< 0.001			
	Pur Intention 11	0.661	< 0.001			

**Table 6.** Latent variable coefficients

The coefficients presented in Table 6 were used to assess the construct reliability, internal consistency, and convergent validity of the sets of indicators. Composite reliability and Cronbach's alpha are commonly used in evaluating construct reliability (Roldan & Sanchez-Franco, 2012; Kock, 2017). The values of the composite reliability (CR) and Cronbach's Alpha (CA) must be at least 0.7 to indicate good reliability and internal consistency (Nunnally, 1978; Fornell & Larcker, 1981; Nunnally & Bernstein, 1994). Based on Table 6, the results revealed that Cronbach Alpha for marketing campaigns on TikTok (.938), brand awareness (.939), brand recall (.932), and purchase intention (.936) satisfied the criterion for reliability. Similarly, the value of composite reliability for marketing campaigns on TikTok (.938), brand awareness (.939), brand recall (.932), and purchase intention (.936) fit the criterion for internal consistency of the research instrument.

Moreover, convergent validity evaluates the quality of a research instrument's set of items or question statements. Convergent validity indicates that the participants understand the items or question-statements in each construct in the same manner as they were intended by the designers of the items or question statements (Kock, 2017). Item loading is the correlation between items and constructs (Amora, Ochoco, & Anicete, 2016; Kock, 2017). It also measures the convergent validity. If the values of item loadings are at least 0.5 and its p-values are less than .05, convergent validity is achieved (Hair, Anderson, & Tatham, 1987; Hair, Black, Babin, & Anderson, 2009; Kock, 2017). Similarly, the average variance extracted (AVE) determines the amount of variance of each construct from the items relative to the number due to measurement error (Chin, 1998; Amora et al., 2016). Hair, Ringle, and Sarstedt (2011) stated that the construct has acceptable validity if the average variance extracted (AVEs) are higher than the threshold value of 0.50. In Table 8, results revealed that the item loadings of all indicators are statistically significant (Range = .526 - .923,  $p < .001$ ), and the range of average variance extracted values (.564 - .932) met the required value, which indicates that the research instrument has convergent and acceptable validity.

Latent Variables	Marketing Campaigns on Tiktok	Brand Awareness	Brand Recall	Purchase Intention
Marketing Campaigns on Tiktok	0.875			
Brand Awareness	0.700	0.837		
Brand Recall	0.499	0.676	0.874	
Purchase Intention	0.517	0.720	0.617	0.814

**Table 7.** Square Roots of AVE coefficients and correlation coefficients

*Diagonal values are the square roots of AVE, and off-diagonals are inter-construct squared correlations*

Table 7 shows the latent variable correlations with square roots of AVE coefficients to measure the discriminant validity of the instrument. Discriminant validity tests if the statements associated with each latent variable are not confusing when respondents answer the questionnaire given to them. Moreover, it tests whether the statements related to one variable, for instance, are not confusing with the statements connected with other variables (Kock, 2017). For each variable, the square root of the AVEs should be greater than any of the correlations involving the said variable. If the values at the main diagonal are higher than off-diagonal elements, the latent variables have acceptable discriminant validity (Fornell & Larcker, 1981). Results showed that the research instrument has a discriminant validity, guided by the central diagonal values. This indicates that the measures used in the study have discriminant validity.

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**4.1.2 Structural Model and Hypotheses**

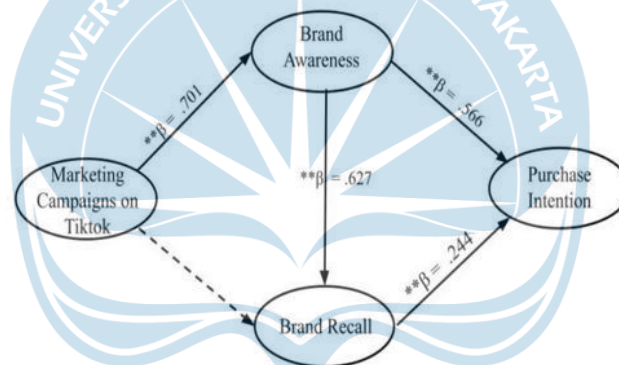
Model Fit Measures

Measure	Estimate	Threshold	Interpretation
Average Path Coefficient (APC)	0.442, $p < .001$	$p < .05$	Acceptable
Average R-squared (ARS)	0.507, $p < .001$	$p < .05$	Acceptable
Average Full Collinearity VIF (AFVIF)	2.387	$\leq 3.3$	Ideally
Tenenhaus Goodness of Fit (GoF)	0.645	$\geq .36$	Large

**Table 8.** Model fit indices of the emerging model

Table 8 shows the overall model fit measures of the proposed model. Several global fit indices were used to verify the acceptability of the model and establish the acceptability of the emerging structural model. Generally, the main evaluation criteria for the structural model are the level of significance of the Average Path Coefficients ( $p$ -value of APC) and the level of significance of the Average R-squared ( $p$ -value of ARS). Remarkably, the Average Path Coefficient ( $APC = .442, p < .001$ ) and Average R-squared ( $0.507, p < .001$ ) are better than the acceptable range ( $p < .05$ ). This connotes that the emerging model has a good fit.

**4.1.3 Emerging Model**



**Figure 2.** The emerging model

The study was intended to test the hypothesized model that shows the causal relationship of marketing campaigns on TikTok to brand awareness and brand recall which will lead to Purchase Intention, as shown in Figure 2. Structural Equation analysis of the hypothesized model revealed that Marketing Campaigns on TikTok were significantly influencing the Brand Awareness ( $\beta = 0.701, p < 0.001$ ) of millennials (H1). However, the emerging model showed that Marketing Campaigns did not influence Brand Recall ( $\beta = 0.072, p = 0.106$ ) on TikTok (H2). Likewise, Brand Recall was significantly influenced positively by Brand Awareness ( $\beta = 0.627, p < 0.001$ ) (H3). This indicates that the more aware the millennials are, the better their recall of certain brands will be. Moreover, the emerging model showed that Purchase Intention was significantly influenced by Brand Awareness ( $\beta = 0.566, < 0.001$ ) (H2, and Brand Recall ( $\beta = 0.244, p < 0.001$ ). Thus, the emerging model supported 4 out of 5 hypotheses of the study.

Table 9. Result of the Hypotheses Test

Path	Path Coefficients ( $\beta$ )	P-values	Effect Sizes ( $f^2$ )	Effect Size Interpretation (Cohen, 1988)**	Description	Decision
H1: Marketing Campaigns on Tiktok $\rightarrow$ Brand Awareness	0.701	< 0.001	0.492	Large	Significant	Accept H1
H2: Marketing Campaigns on Tiktok $\rightarrow$ Brand Recall	0.072	0.106	0.036	Small	Not Significant	Reject H2
H3: Brand Awareness $\rightarrow$ Brand Recall	0.627	< 0.001	0.424	Large	Significant	Accept H3
H4: Brand Awareness $\rightarrow$ Purchase Intention	0.566	< 0.001	0.415	Large	Significant	Accept H4
H5: Brand Recall $\rightarrow$ Purchase Intention	0.244	< 0.001	0.154	Medium	Significant	Accept H5

Note: 0.02 – small, 0.15 – medium, 0.36 - large

Table 9 shows the path coefficients (total effect) and the p-values of the emerging model. The path coefficients and p-values results revealed that the marketing campaigns on TikTok ( $\beta = .701$ ,  $p < 0.001$ ) positively influenced the "Brand Awareness" of millennials, this leads to the acceptance of *H1: Marketing Campaigns on Tiktok affect the brand awareness of the millennials*. Furthermore, the effect size based on the scale of Cohen (1998) showed that marketing campaigns on TikTok ( $f^2 = 0.492$ ) had a large effect size on respondents' brand awareness. Meanwhile, the results for marketing campaigns on TikTok ( $\beta = 0.072$  and  $p = 0.106$ ) negatively influence "brand recall" among millennials as it only has a small effect size ( $f^2 = 0.036$ ) which led to the rejection of *H2: Marketing Campaigns on Tiktok affect the brand recall of the millennials*. Contrastingly, 'brand awareness' has a positive effect on 'brand recall' towards millennials ( $\beta = 0.627$ ,  $p < 0.001$ ) with a large effect size ( $f^2 = 0.424$ ). This leads to the acceptance of *H3: Brand awareness affects the brand recall of millennials*. Moreover, based on the results ( $\beta = 0.566$ ,  $p < 0.001$ ), brand awareness significantly affects the purchase intention of millennials, as it also has a large effect size ( $f^2 = 0.415$ ) which leads to the acceptance of *H4: Brand awareness affects the purchase intention of millennials*. Lastly, it can be seen that the brand recall significantly affects the purchase intention of consumers ( $\beta = 0.244$ ,  $p < 0.001$ ), which is directed to the acceptance of *H5: Brand Recall affects the purchase intention of the Millennials*.

#### 4.2 Discussions

Based on the data findings, it is observed that both males and females dominate TikTok. Most respondents are from ages 25 to 27 (61.3%), confirming that TikTok is efficient for the millennial category (Qimai, 2018). As Johnson (2020) mentioned, it is noticeable that the application is not limited to entertainment but can be used to promote businesses. The researchers' respondents are full-time employees and self-employed individuals (114 = 38% and 83 = 27.7%). Since most of the respondents reside in Manila and Quezon City (64 = 21.3% and 74 = 24.7%), the researchers perceived that these cities have a higher number of TikTok users compared to other cities within Metro Manila.

The results clearly stated that the respondents are aware of the TikTok application and were able to distinguish it from the other leading social media platforms ( $M = 5.433$  and  $M = 5.250$ ). Harker (2020) mentioned that TikTok makes cross-promotion convenient, quickly allowing consumers to gain awareness of the brand or product. Having known that the respondents know the purpose of TikTok, it is evident that numerous brands use the TikTok application for their marketing purposes ( $M = 5.130$  and  $M = 5.080$ ). Being aware of the brand affects how the respondents recall a particular brand, as the results revealed that the respondents agreed that TikTok could help establish a brand recall. As Khurram et al. (2018) describe, promotion and advertising make customers recall a brand or a product immediately, leading them towards product purchase. However, in contrast, respondents had difficulty recalling the brand they considered buying that they discovered from TikTok ( $M = 4.873$  and  $M = 0.777$ ). According to Khurram et al. (2018), brand awareness reflected through brand recall has a strong positive impact on consumers' actual purchases. TikTok is believed as a platform that can raise brand awareness and establish brand recall to influence a consumer's purchase intention. Also, TikTok can negatively connotate a brand that can affect the consumers' purchase intention. To sum it up, the theoretical framework, the AIDA model, was reflected in the results of this study.



**TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials**

*H1: Marketing Campaigns on Tiktok affect the brand awareness of the Millennials.*

The first hypothesis states that the researchers proposed is accepted because it has a significant effect on the study since it proves that marketing campaigns on TikTok can boost brand awareness among millennials as it helps boost businesses. Stephen (2016) affirms that marketers utilize digital marketing channels to provide awareness among consumers effectively. Moreover, this hypothesis applies to a statement mentioned by Harker (2020) that TikTok makes cross-promotion convenient. The following statements indicate that TikTok is helpful for marketers and brands to establish their identity on the platform.

*H2: Marketing Campaigns on TikTok affect the brand recall of the millennials.*

According to the results, only a few millennials can recall a brand through marketing campaigns created on TikTok. A brand recall helps a consumer re-identify a brand (Noer et al., 2020). However, since the hypothesis has only a negligible effect on millennials, it is assumed that their ability to remember a brand through memory is low. As described by Khurram et al., 2018, promotion and advertising effectively enable a customer to recall a brand or product immediately. Although the size effect of this hypothesis is small, it is still preferable for marketers and businesses to continue creating marketing campaigns on TikTok, but they must add unique and impactful features.

*H3: Brand awareness affects the brand recall of the millennials.*

Since this statement is accepted due to its large effect size, it has proven the researchers' hypothesis that when 'brand awareness' is developed, it can affect the 'brand recall' of the millennials. Khurram, Qadeer, and Sheeraz (2018) stated that other factors need to be considered aside from brand awareness. The researchers believe that brand recall is essential because it shows whether the consumer can differentiate the brand from memory (Memon et al., 2016), especially compared to other brands.

*H4: Brand awareness affects the purchase intention of millennials.*

This hypothesis proves that when 'brand awareness' is established, it can affect the 'purchase intention' of the millennials. According to Pandjaitan (2018), purchase intention is the concept that represents consumers who have the possibility, will, plan, or are willing to buy a product or service in the future. The researchers believe that purchase intention is connected to brand awareness. Khrisnanda and Dirgantara (2021) affirm that the purchase intention possibility for consumers would be higher if more people knew about the product brand's existence.

*H5: Brand recall affects the purchase intention of millennials.*

Brand recall plays a crucial yet vital role in marketing. It helps to communicate with the audience. It also constitutes the success of a brand. Based on the study findings, the brand recall affects the purchase intention of millennials since individuals now live in an era that has high mobility and connection to ICT-based infrastructures, thus influencing their desire to transact and purchase through convenient and accessible online platforms (Fitri & Wulandari, 2020).

**5. Conclusion**

This research study determined the effect of brand awareness and recall on the buying intentions of Millennials on the marketing campaigns they see on TikTok. The rise of this fast-paced, fast-moving social media platform has opened a whole new world of opportunities for businesses to market themselves. Based on the results of the study, according to the data that was interpreted, though Marketing Campaigns on TikTok have a significant impact on the brand awareness of Millennials, it does not have a significant effect on the Brand Recall of the Millennials. Nonetheless, Brand Awareness still affects the Brand Recall of the Millennials, which follows with the acceptance of the hypothesis that Brand Awareness and Brand Recall do affect the purchase intention of the Millennials.

Additionally, the majority of the respondents stated that they could recall the brand after seeing it on TikTok. Regardless, some indicated that they could recollect it after many days. However, findings suggest that not everyone sees well-known businesses that utilize the platform to market their products regarding brand identification. Many respondents have seen companies on TikTok. The study is significant and contributes to the lack of study on TikTok. It will help future researchers, marketing professionals, and other related individuals in formulating their own studies or planning their campaigns. The research limitation is that the researchers have focused only with only one demographic profile, which is Millennials; the researchers of the study also wanted to analyze more on the effects of the people that have significantly influenced their purchase intention will seeing a marketing campaign on TikTok.

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## LAMPIRAN II PERTANYAAN KUESIONER BAHASA INGGRIS

Presempsi terhadap tiktok	<i>Brand awareness</i>
<ol style="list-style-type: none"> <li>1. I am aware of TikTok.</li> <li>2. I can distinguish TikTok from other social media platforms. (Facebook, Instagram, and Twitter)</li> <li>3. I watch TikTok videos on other social media platforms (Facebook, Instagram, and Twitter)</li> <li>4. TikTok can give me enough information regarding a brand.</li> <li>5. TikTok is a platform that is easy, accessible, and convenient to use.</li> <li>6. TikTok is a platform wherein marketers and companies can promote their brands.</li> </ol>	<ol style="list-style-type: none"> <li>1. I have seen numerous brands use TikTok.</li> <li>2. I have seen popular brands use TikTok to promote their product</li> <li>3. I know all the brands I have seen on Tiktok.</li> <li>4. A brand can easily catch my attention if it uses TikTok.</li> <li>5. I am familiar with the brands I watch from TikTok.</li> <li>6. Because of Tiktok, I became aware of brands I was not aware of</li> <li>7. I decide whether to purchase a brand after being aware of it through TikTok.</li> <li>8. TikTok is a platform that can help brands raise awareness</li> </ol>
<i>Brand recall</i>	Niat beli
<ol style="list-style-type: none"> <li>1. Because of TikTok, I can easily recall a particular brand after watching it.</li> <li>2. After many days, I can still remember the brand I have watched on TikTok.</li> <li>3. I decide whether to purchase a brand after I recall it from TikTok.</li> <li>4. TikTok is a platform that can help establish brand recall.</li> <li>5. I can easily recall a brand name that is promoted in Tiktok</li> <li>6. I can still recall a brand, although its name is not shown in a Tiktok promotional content.</li> <li>7. I have difficulty recalling the brand I watched on Tiktok.</li> <li>8. I have difficulty recalling the brand I considered buying that I discovered from Tiktok.</li> </ol>	<ol style="list-style-type: none"> <li>1. I believe TikTok positively affects my purchase intention toward a brand.</li> <li>2. I believe TikTok negatively affects my purchase intention toward a brand.</li> <li>3. I am more than willing to purchase a brand due to its attractive campaigns on TikTok.</li> <li>4. I am more than willing to purchase a brand due to its memorable campaigns on TikTok.</li> <li>5. I decide whether to purchase the brand I watched from TikTok</li> <li>6. After watching a video from Tiktok, it led me to purchase a brand.</li> <li>7. I purchase the brands that have established a strong awareness in my mind.</li> <li>8. I purchase the brands that have established a strong memory/recall in my mind.</li> </ol>

	<p>9. I do not consider TikTok when I decide whether I will purchase a brand.</p> <p>10. TikTok can influence consumers regarding their purchase intentions.</p> <p>11. TikTok is a platform that can be used for brands to raise awareness and establish brand recall to influence a consumer's purchase intention</p>
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**LAMPIRAN III PERTANYAAN KUESIONER****TIKTOK  
SEBAGAI  
PLATFORM  
KAMPANYE  
PEMASARAN:  
PENGARUH  
KESADARAN  
MEREK DAN  
*BRAND RECALL*  
TERHADAP  
GENERASI Z**

Kepada responden yang saya hormati, izinkan saya untuk memperkenalkan diri serta memberikan maksud dan tujuan dari kuesioner yang saya bagikan.

Perkenalkan nama saya Diki Damelson dan sekarang sedang menempuh studi di Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Tujuan saya membagikan kuesioner kepada Anda adalah untuk memenuhi kebutuhan skripsi yang sedang saya lakukan, dengan judul "**TIKTOK SEBAGAI PLATFORM KAMPANYE PEMASARAN: PENGARUH KESADARAN MEREK DAN *BRAND RECALL* TERHADAP GENERASI Z**". Oleh karena itu, dengan kerendahan hati saya meminta bantuan dari Anda untuk

mengisi kuesioner berikut dengan sejujur-jujurnya.

Atas bantuan dan kerendahan hati Anda, saya mengucapkan terima kasih yang sebesar-besarnya

*\* Menunjukkan pertanyaan yang wajib diisi \**

1. Jenis Kelamin \*

*Tandai satu oval saja.*

- Pria  
 Wanita

2. Usia \*

*Tandai satu oval saja.*

- 11 - 15 Tahun  
 16 - 20 Tahun  
 21 - 26 Tahun

3. Apakah anda familiar dengan Tiktok ? \*

*Tandai satu oval saja.*

- Ya  
 Tidak



4. Apakah anda menggunakan Tiktok ? \*

*Tandai satu oval saja.*

- Ya  
 Tidak

5. Apakah anda melihat video yang berasal dari tiktok namun di aplikasi lainnya? Jika iya sebutkan aplikasinya? Misal Instagram, Facebook, Youtube, Twitter dll. \*

### 1. Presepsi Terhadap Tiktok

Petunjuk Pengisian Kuesioner  
Saudara dimohon untuk memberikan tanggapan yang sesuai dengan mengklik jawaban pernyataan yang dipilih.

6. Saya mengetahui aplikasi TikTok. \*

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

7. Saya bisa membedakan TikTok dengan platform media sosial lainnya. Misalnya Facebook, Instagram dan Twitter \*

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

8. Saya menonton video TikTok di platform media sosial lainnya. Misalnya Facebook, Instagram dan Twitter \*

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju



9. TikTok bisa memberikan saya informasi yang cukup mengenai suatu brand. \*

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

10. TikTok adalah platform yang mudah diakses dan nyaman digunakan. \*

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

11. TikTok adalah platform dimana pemasar dan perusahaan dapat mempromosikan brand mereka. \*

*Tandai satu oval saja.*

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

## 2. Brand Awareness

*brand awareness* atau kesadaran merek merupakan kemampuan konsumen untuk mengidentifikasi merek dalam kondisi berbeda, seperti tercermin oleh pengenalan merek mereka atau prestasi pengingatan (Kotler dan Keller, 2016: 346)

12. Saya telah melihat banyak brand yang sudah menggunakan TikTok. \*

*Tandai satu oval saja.*

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

13. Saya pernah melihat brand populer \*  
menggunakan TikTok untuk  
mempromosikan produk mereka.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

14. Saya mengetahui semua brand \*  
yang pernah saya lihat di TikTok.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju



15. Sebuah brand dapat dengan mudah menarik perhatian saya jika brand tersebut menggunakan TikTok. \*

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

16. Saya familiar dengan brand yang saya tonton dari TikTok. \*

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju



17. Saya jadi mengetahui brand yang \*  
tidak saya ketahui sebelumnya  
karena saya menggunakan Tiktok.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

18. Saya memutuskan untuk membeli \*  
suatu brand setelah  
mengetahuinya melalui TikTok.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju



19. TikTok adalah platform yang dapat \*  
membantu meningkatkan  
kesadaran terhadap brand.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

### 3. Brand Recall

Menurut Noer dkk. (2020) *brand recall* merupakan salah satu dari dua cara yang dilakukan konsumen untuk mengidentifikasi kembali suatu merek dari kategori tertentu, yaitu kemampuan konsumen untuk mengingat suatu merek melalui memori ketika diberikan suatu kategori produk



20. Saya dapat dengan mudah \*  
mengingat brand tertentu setelah  
menontonnya di tiktok.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

21. Saya masih dapat mengingat \*  
brand yang saya tonton di TikTok  
setelah beberapa hari.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju



22. Saya memutuskan untuk membeli \*  
suatu brand setelah saya  
mengingatnya dari TikTok

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

23. TikTok adalah platform yang dapat \*  
membantu membangun ingatan  
terhadap nama brand dari yang  
sudah di dengar berdasarkan  
kategori produk. Misalnya jika  
konsumen mendengar kata  
"Jagonya Ayam" ia langsung dapat  
memikirkan beberapa nama brand  
tertentu.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

24. Saya dapat dengan mudah \*  
mengingat nama brand yang  
dipromosikan di TikTok.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

25. Saya masih dapat mengingat \*  
sebuah brand meskipun nama  
brand tersebut tidak ditampilkan  
dalam konten promosi TikTok.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

26. Saya kesulitan mengingat brand yang saya tonton di TikTok. \*

Tandai satu oval saja.

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

27. Saya kesulitan mengingat brand yang saya temukan dari Tiktok dan sudah saya pertimbangkan untuk membeli. \*

Tandai satu oval saja.

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

#### 4. Niat Beli

Menurut Akhter et al., (2014) *Purchase Intention* atau niat beli adalah kumpulan interaksi dari persepsi, sikap, dan kebutuhan pelanggan terhadap suatu produk dan brand-nya yang mempengaruhi kemungkinan untuk membeli produk tersebut.

28. Saya percaya bahwa TikTok secara \*  
positif mempengaruhi niat beli saya  
terhadap suatu merek.

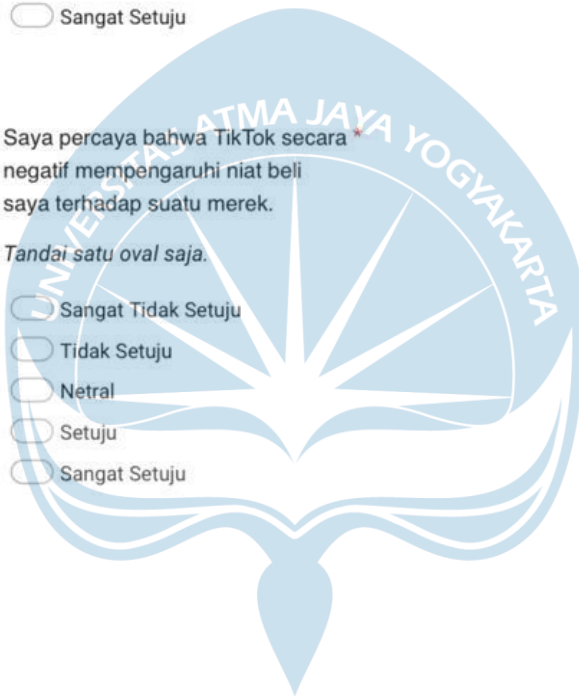
*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

29. Saya percaya bahwa TikTok secara \*  
negatif mempengaruhi niat beli  
saya terhadap suatu merek.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju



30. Saya menjadi sangat ingin \*  
membeli sebuah brand karena  
kampanyenya yang menarik di  
TikTok.

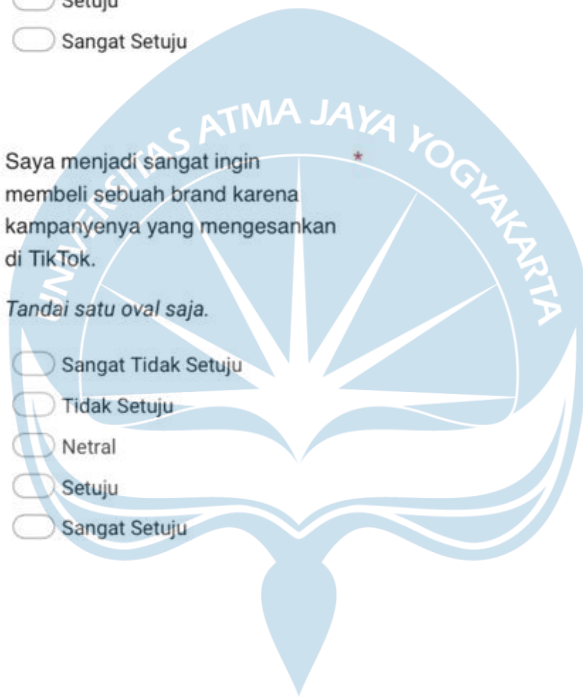
*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

31. Saya menjadi sangat ingin \*  
membeli sebuah brand karena  
kampanyenya yang mengesankan  
di TikTok.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju



32. Saya memutuskan untuk membeli \*  
sebuah brand yang saya tonton  
dari TikTok.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

33. Setelah menonton video dari \*  
TikTok, itu membuat saya membeli  
suatu brand.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju



34. Saya membeli sebuah brand yang \*  
telah membangun kesadaran yang  
kuat dalam pikiran saya.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

35. Saya membeli sebuah brand yang \*  
telah membangun memori/ingatan  
yang kuat dalam pikiran saya.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju





36. Saya tidak mempertimbangkan \*  
TikTok ketika saya memutuskan  
apakah saya akan membeli suatu  
brand.

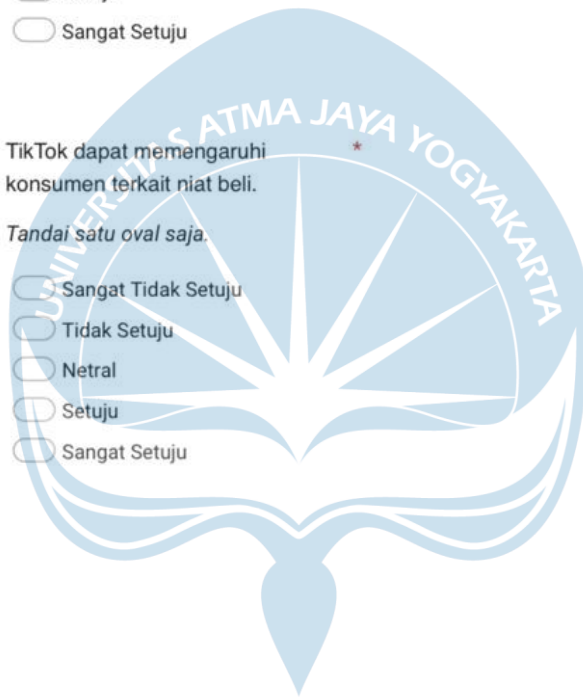
*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

37. TikTok dapat memengaruhi \*  
konsumen terkait niat beli.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju



38. TikTok adalah platform yang dapat \*  
digunakan oleh brand untuk  
meningkatkan brand awareness  
dan membangun brand recall untuk  
memengaruhi niat beli konsumen.

*Tandai satu oval saja.*

- Sangat Tidak Setuju  
 Tidak Setuju  
 Netral  
 Setuju  
 Sangat Setuju

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### LAMPIRAN IV HASIL KUESIONER

	C	D	E	F
1				
2		Apakah anda familiar	Apakah anda menggunakan	Apakah anda melihat video yang berasal dari tiktok namun di aplikasi
3	Usia	dengan Tiktok ?	Tiktok ?	lainnya? Jika iya sebutkan aplikasinya? Misal Instagram, Facebook,
4				Youtube, Twitter dll.
5	21 - 26 Tahun	Ya	Ya	Instagram
6	16 - 20 Tahun	Ya	Ya	Instagram, YouTube, Twitter
7	21 - 26 Tahun	Ya	Ya	youtube
8	21 - 26 Tahun	Ya	Ya	Instagram
9	21 - 26 Tahun	Ya	Ya	Instagram
10	21 - 26 Tahun	Ya	Ya	Instagram, youtube, twitter
11	21 - 26 Tahun	Ya	Ya	Instagram, twitter, facebook
12	16 - 20 Tahun	Ya	Ya	instagram
13	21 - 26 Tahun	Ya	Ya	Twitter
14	21 - 26 Tahun	Ya	Ya	youtube, instagram
15	21 - 26 Tahun	Ya	Ya	Youtube
16	21 - 26 Tahun	Ya	Ya	Instagram dan facebook
17	21 - 26 Tahun	Ya	Ya	Twitter, instagram
18	21 - 26 Tahun	Ya	Ya	Instagram
19	21 - 26 Tahun	Ya	Ya	Instagram
20	21 - 26 Tahun	Ya	Ya	Instagram
21	21 - 26 Tahun	Ya	Ya	Instagram
22	16 - 20 Tahun	Ya	Ya	Instagram, Fcebook, Twitter, Youtube
23	21 - 26 Tahun	Ya	Ya	Instagram
24	16 - 20 Tahun	Ya	Ya	instagram, youtube, twitter

	C	D	E	F
1				
24	16 - 20 Tahun	Ya	Ya	instagram, youtube, twitter
25	21 - 26 Tahun	Ya	Ya	instagram
26	21 - 26 Tahun	Ya	Ya	YouTube
27	21 - 26 Tahun	Ya	Ya	Instagram
28	21 - 26 Tahun	Ya	Ya	Instagram, Twitter, Youtube, Facebook
29	21 - 26 Tahun	Ya	Ya	Instagram
30	21 - 26 Tahun	Ya	Ya	Instagram
31	21 - 26 Tahun	Ya	Ya	Instagram
32	21 - 26 Tahun	Ya	Ya	Instagram
33	21 - 26 Tahun	Ya	Ya	Instagram
34	21 - 26 Tahun	Ya	Ya	Instagram, facebook, youtube
35	21 - 26 Tahun	Ya	Ya	Instagram
36	16 - 20 Tahun	Ya	Ya	Instagram
37	21 - 26 Tahun	Ya	Ya	Instagram
38	21 - 26 Tahun	Ya	Ya	twitter
39	16 - 20 Tahun	Ya	Ya	Instagram
40	21 - 26 Tahun	Ya	Ya	Instagram
41	21 - 26 Tahun	Ya	Ya	Instagram
42	21 - 26 Tahun	Ya	Ya	Instagram
43	21 - 26 Tahun	Ya	Ya	Instagram
44	21 - 26 Tahun	Ya	Ya	Instagram dan Youtube
45	21 - 26 Tahun	Ya	Ya	Instagram
46	21 - 26 Tahun	Ya	Ya	Instagram

	C	D	E	F
1				
46	21 - 26 Tahun	Ya	Ya	Instagram
47	21 - 26 Tahun	Ya	Ya	Twitter
48	21 - 26 Tahun	Ya	Ya	Instagram, Twitter, Youtube, Facebook
49	21 - 26 Tahun	Ya	Ya	Instagram, Twitter, Youtube, Facebook
50	21 - 26 Tahun	Ya	Ya	Instagram
51	21 - 26 Tahun	Ya	Ya	Twitter dan Instagram
52	21 - 26 Tahun	Ya	Ya	Instagram, Twitter, Youtube, Facebook
53	21 - 26 Tahun	Ya	Ya	Instagram
54	16 - 20 Tahun	Ya	Ya	Instagram
55	21 - 26 Tahun	Ya	Ya	Instagram
56	21 - 26 Tahun	Ya	Ya	youtube Instagram
57	21 - 26 Tahun	Ya	Ya	Instagram
58	21 - 26 Tahun	Ya	Ya	intagram
59	21 - 26 Tahun	Ya	Ya	Facebook
60	21 - 26 Tahun	Ya	Ya	Instagram
61	16 - 20 Tahun	Ya	Ya	Instagram
62	21 - 26 Tahun	Ya	Ya	Youtube
63	21 - 26 Tahun	Ya	Ya	Instagram
64	21 - 26 Tahun	Ya	Ya	Instagram
65	21 - 26 Tahun	Ya	Ya	Youtube
66	16 - 20 Tahun	Ya	Ya	Twitter
67	21 - 26 Tahun	Ya	Ya	Instagram
68	21 - 26 Tahun	Ya	Ya	Facebook

	C	D	E	F
1				
67	21 - 26 Tahun	Ya	Ya	Instagram
68	21 - 26 Tahun	Ya	Ya	Facebook
69	21 - 26 Tahun	Ya	Ya	Instagram
70	21 - 26 Tahun	Ya	Ya	Youtube
71	21 - 26 Tahun	Ya	Ya	Youtube
72	21 - 26 Tahun	Ya	Ya	Youtube
73	21 - 26 Tahun	Ya	Ya	Instagram
74	16 - 20 Tahun	Ya	Ya	Facebook dan instagram
75	21 - 26 Tahun	Ya	Ya	Instagram
76	21 - 26 Tahun	Ya	Ya	Instagram
77	21 - 26 Tahun	Ya	Ya	Instagram
78	21 - 26 Tahun	Ya	Ya	Youtube
79	21 - 26 Tahun	Ya	Ya	Instagram, Youtube
80	21 - 26 Tahun	Ya	Ya	Instagram
81	21 - 26 Tahun	Ya	Ya	Instagram
82	21 - 26 Tahun	Ya	Ya	Instagram
83	21 - 26 Tahun	Ya	Ya	Twitter
84	16 - 20 Tahun	Ya	Ya	You Tube
85	21 - 26 Tahun	Ya	Ya	Instagram
86	16 - 20 Tahun	Ya	Ya	Instagram
87	21 - 26 Tahun	Ya	Ya	Instagram
88	21 - 26 Tahun	Ya	Ya	Instagram
89	21 - 26 Tahun	Ya	Ya	YouTube

	C	D	E	F
1				
89	21 - 26 Tahun	Ya	Ya	YouTube
90	21 - 26 Tahun	Ya	Ya	Instagram
91	21 - 26 Tahun	Ya	Ya	YouTube
92	16 - 20 Tahun	Ya	Ya	Facebook
93	16 - 20 Tahun	Ya	Ya	Youtube
94	16 - 20 Tahun	Ya	Ya	Instagram
95	21 - 26 Tahun	Ya	Ya	instagram
96	21 - 26 Tahun	Ya	Ya	Youtube
97	21 - 26 Tahun	Ya	Ya	Facebook
98	21 - 26 Tahun	Ya	Ya	Instagram
99	21 - 26 Tahun	Ya	Ya	Youtubr
100	21 - 26 Tahun	Ya	Ya	Facebook
101	21 - 26 Tahun	Ya	Ya	Instagram
102	16 - 20 Tahun	Ya	Ya	Facebook dan instagram
103	21 - 26 Tahun	Ya	Ya	Instagram
104	16 - 20 Tahun	Ya	Ya	Instagram, Twitter, Youtube, Facebook
105	21 - 26 Tahun	Ya	Ya	Instagram
106	21 - 26 Tahun	Ya	Ya	Instagram
107	21 - 26 Tahun	Ya	Ya	Instagram
108	16 - 20 Tahun	Ya	Ya	Instagram
109	16 - 20 Tahun	Ya	Ya	Facebook
110	21 - 26 Tahun	Ya	Ya	Instagram dan youtube
111	16 - 20 Tahun	Ya	Ya	Instagram

	C	D	E	F
1				
111	16 - 20 Tahun	Ya	Ya	Instagram
112	21 - 26 Tahun	Ya	Ya	Instagram dan Twitter
113	16 - 20 Tahun	Ya	Ya	Instagram
114	16 - 20 Tahun	Ya	Ya	Instagram dan twitter
115	21 - 26 Tahun	Ya	Ya	Instagram
116	16 - 20 Tahun	Ya	Ya	Instagram
117	21 - 26 Tahun	Ya	Ya	Youtube dan Instagram
118	21 - 26 Tahun	Ya	Ya	Instagram dan Twitter
119	16 - 20 Tahun	Ya	Ya	Youtube
120	21 - 26 Tahun	Ya	Ya	Facebook
121	11 - 15 Tahun	Ya	Ya	Facebook
122	21 - 26 Tahun	Ya	Ya	Instagram dan youtube
123	21 - 26 Tahun	Ya	Ya	Instagram
124	21 - 26 Tahun	Ya	Ya	Instagram
125	16 - 20 Tahun	Ya	Ya	Facebook, Instagram
126	21 - 26 Tahun	Ya	Ya	Instagram
127	21 - 26 Tahun	Ya	Ya	Youtube
128	21 - 26 Tahun	Ya	Ya	Instagram
129	21 - 26 Tahun	Ya	Ya	Twiter
130	21 - 26 Tahun	Ya	Ya	Instagram
131	21 - 26 Tahun	Ya	Ya	Instagram, Fcebook, Twitter, Youtube
132	21 - 26 Tahun	Ya	Ya	Instagram, Twitter
133	21 - 26 Tahun	Ya	Ya	Youtube

	C	D	E	
1				
133	21 - 26 Tahun	Ya	Ya	Youtube
134	21 - 26 Tahun	Ya	Ya	instagram
135	16 - 20 Tahun	Ya	Ya	Facebook
136	21 - 26 Tahun	Ya	Ya	Instagram dan youtube
137	21 - 26 Tahun	Ya	Ya	Instagram dan twitter
138	21 - 26 Tahun	Ya	Ya	Instagram
139	21 - 26 Tahun	Ya	Ya	Instagram
140	21 - 26 Tahun	Ya	Ya	Instagram
141	21 - 26 Tahun	Ya	Ya	Youtube dan instagram
142	16 - 20 Tahun	Ya	Ya	Instagram
143	21 - 26 Tahun	Ya	Ya	Instagram
144	16 - 20 Tahun	Ya	Ya	Twitter
145	21 - 26 Tahun	Ya	Ya	Instagram, capcut
146	21 - 26 Tahun	Ya	Ya	Facebook Youtube
147	21 - 26 Tahun	Ya	Ya	Instagram
148	21 - 26 Tahun	Ya	Ya	Instagram
149	21 - 26 Tahun	Ya	Ya	Instagram, YouTube
150	21 - 26 Tahun	Ya	Ya	Instagram
151	21 - 26 Tahun	Ya	Ya	Youtube
152	21 - 26 Tahun	Ya	Ya	Instagram
153	16 - 20 Tahun	Ya	Ya	Facebook
154	21 - 26 Tahun	Ya	Ya	Instagram
155	21 - 26 Tahun	Ya	Ya	Facebook

	C	D	E	
1				
155	21 - 26 Tahun	Ya	Ya	Facebook
156	21 - 26 Tahun	Ya	Ya	Instagram
157	21 - 26 Tahun	Ya	Ya	Instagram
158	21 - 26 Tahun	Ya	Ya	Instagram
159	21 - 26 Tahun	Ya	Ya	Instagram
160	21 - 26 Tahun	Ya	Ya	Youtube
161	21 - 26 Tahun	Ya	Ya	Instagram
162	21 - 26 Tahun	Ya	Ya	Instagram
163	21 - 26 Tahun	Ya	Ya	Youtube
164	16 - 20 Tahun	Ya	Ya	Facebook
165	21 - 26 Tahun	Ya	Ya	Instagram
166	21 - 26 Tahun	Ya	Ya	Facebook dan Instagram
167	21 - 26 Tahun	Ya	Ya	Facebook
168	16 - 20 Tahun	Ya	Ya	Youtube
169	21 - 26 Tahun	Ya	Ya	Instagram
170	21 - 26 Tahun	Ya	Ya	Instagram
171	21 - 26 Tahun	Ya	Ya	Facebook
172	16 - 20 Tahun	Ya	Ya	Instagram dan Youtube
173	21 - 26 Tahun	Ya	Ya	Instagram dan youtube
174	21 - 26 Tahun	Ya	Ya	Youtube
175	21 - 26 Tahun	Ya	Ya	Youtube
176	21 - 26 Tahun	Ya	Ya	Twitter
177	21 - 26 Tahun	Ya	Ya	Instagram

	C	D	E	
1				
176	21 - 26 Tahun	Ya	Ya	Twitter
177	21 - 26 Tahun	Ya	Ya	Instagram
178	16 - 20 Tahun	Ya	Ya	Twitter
179	21 - 26 Tahun	Ya	Ya	Facebook dan Youtube
180	16 - 20 Tahun	Ya	Ya	Instagram dan Twitter
181	21 - 26 Tahun	Ya	Ya	Youtube dan Twitter
182	16 - 20 Tahun	Ya	Ya	Instagram
183	16 - 20 Tahun	Ya	Ya	Facebook dan Twitter
184	16 - 20 Tahun	Ya	Ya	Instagram dan youtube
185	21 - 26 Tahun	Ya	Ya	Youtube dan twitter
186	16 - 20 Tahun	Ya	Ya	Facebook
187	21 - 26 Tahun	Ya	Ya	Facebook





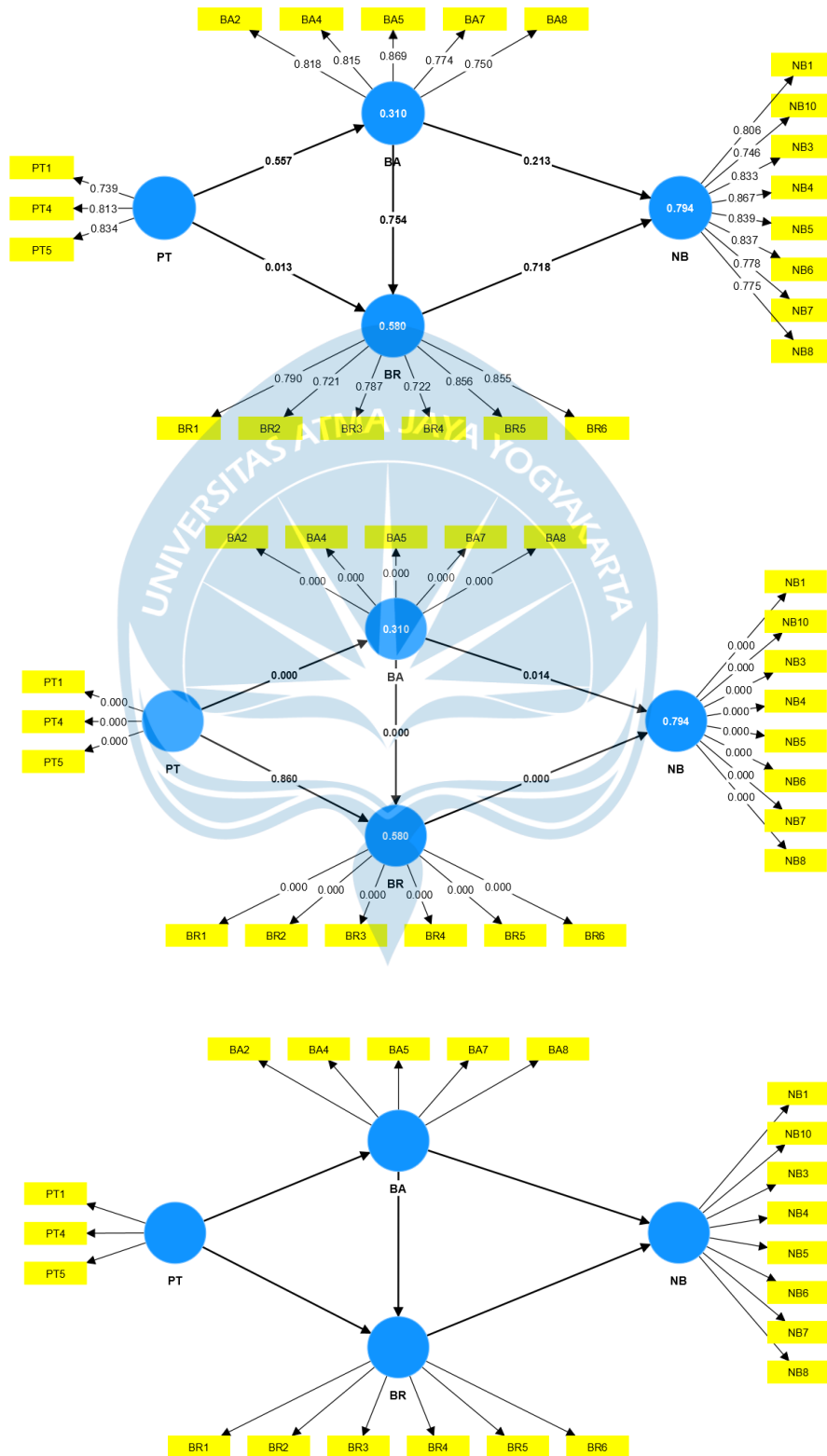








LAMPIRAN V HASIL ANALISIS DATA



Outer loadings - Matrix

	BA	BR	NB	PT
BA2	0.818			
BA4	0.815			
BA5	0.869			
BA7	0.774			
BA8	0.750			
BR1		0.790		
BR2		0.721		
BR3		0.787		
BR4		0.722		
BR5		0.856		
BR6		0.855		
NB1			0.806	
NB10			0.746	
NB3			0.833	
NB4			0.867	
NB5			0.839	
NB6			0.837	
NB7			0.778	
NB8			0.775	
PT1				0.739
PT4				0.813
PT5				0.834

Discriminant validity - Cross loadings

	BA	BR	NB	PT
BA2	0.818	0.584	0.573	0.418
BA4	0.815	0.707	0.683	0.447
BA5	0.869	0.637	0.639	0.472
BA7	0.774	0.585	0.577	0.449
BA8	0.750	0.542	0.579	0.460
BR1	0.660	0.790	0.711	0.470
BR2	0.493	0.721	0.573	0.238
BR3	0.638	0.787	0.705	0.373
BR4	0.535	0.722	0.635	0.313
BR5	0.607	0.856	0.734	0.309
BR6	0.655	0.855	0.790	0.331
NB1	0.609	0.703	0.806	0.405
NB10	0.593	0.631	0.746	0.375
NB3	0.623	0.718	0.833	0.291
NB4	0.671	0.768	0.867	0.369
NB5	0.665	0.747	0.839	0.354
NB6	0.652	0.739	0.837	0.349
NB7	0.564	0.700	0.778	0.272
NB8	0.545	0.698	0.775	0.270
PT1	0.328	0.275	0.298	0.739
PT4	0.487	0.349	0.341	0.813
PT5	0.489	0.395	0.347	0.834

## Discriminant validity - Fornell-Larcker criterion

	BA	BR	NB	PT
BA	0.807			
BR	0.761	0.790		
NB	0.760	0.880	0.811	
PT	0.557	0.433	0.414	0.797

## R-square Overview

	R-square	R-square adjusted
BA	0.310	0.306
BR	0.580	0.575
NB	0.794	0.792

## Construct reliability and validity - Overview

Zoom (100%)

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	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BA	0.865	0.868	0.903	0.651
BR	0.879	0.885	0.909	0.625
NB	0.925	0.927	0.939	0.658
PT	0.716	0.735	0.839	0.635

## Path coefficients - Mean, STDEV, T values, p values

Zoom (100%)

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	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O /STDEV)	P values
BA → BR	0.754	0.753	0.058	13.102	0.000
BA → NB	0.213	0.214	0.087	2.452	0.014
BR → NB	0.718	0.717	0.073	9.859	0.000
PT → BA	0.557	0.566	0.063	8.837	0.000
PT → BR	0.013	0.016	0.074	0.177	0.860

