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The Influence of Influencer Marketing and Social Media Marketing on Purchase Decisions with Brand Awareness as an Intervening Variable for TikTok Shop in Generation Z

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Abstract: This study examines the effect of influencer and social media marketing on purchase decisions among Generation Z, mediated by brand awareness, within the TikTok Shop platform. The study addresses the digital marketing shift, where social media is crucial in increasing brand engagement and consumer purchasing behavior. Using quantitative methods, data were collected from 112 Generation Z consumers in Yogyakarta who had experience shopping at TikTok Shop. The analysis employed the PLS-SEM method using SmartPLS 3.0. Results indicate that while social media marketing significantly influences brand awareness and purchase decisions, influencer marketing only positively impacts brand awareness. Furthermore, brand awareness mediated the relationship between social media marketing and purchase decisions but not between influencer marketing and purchase decisions. This highlights the critical role of social media marketing over influencer marketing in driving consumer purchasing decisions on TikTok Shop, especially through brand awareness. The findings suggest marketers should prioritize strategies that enhance social media engagement to strengthen brand presence and drive consumer decisions.

Keyword: Influencer Marketing, Social Media Marketing, Brand Awareness, Purchase Decision.

INTRODUCTION

The development of the digital era has significantly impacted the marketing sector, transforming promotional methods from conventional advertising to more specific and targeted digital marketing. Internet and virtual technology have changed how producers meet consumer expectations, prompting companies to design appropriate strategies to face increasingly competitive business challenges. One effective approach is utilizing technology to enhance purchase decisions (Prasetya et al., 2021). A purchase decision is when consumers buy goods or services the market (Ansari et al., 2019). This decision is influenced by internal factors such as beliefs, attitudes, knowledge, and lifestyle and external factors like culture and social class

(Hanaysha, 2022). This process is complex, involving evaluating and selecting products or services based on perceived needs or desires.

Companies often use social media to increase Brand Awareness, which refers to a customer's ability to remember or identify a brand (Ardiansyah & Sarwoko, 2020; Suharto et al., 2021). According to Raharjo & Samuel (2018), Brand Awareness encompasses consumers' ability to recognize or recall that a brand is part of a specific product category. Brand Awareness helps consumers choose products when it is difficult to distinguish between products due to similar quality (Nurhayati & Hendar, 2020). A brand classifies levels of Brand Awareness into several categories to develop tailored advertising strategies for each stage, namely Brand recognition, Brand recall, Top-of-Mind awareness, and Brand dominance (Nguyen et al., 2024; Pizam & Godovych, 2022).

Social Media Marketing is essential in increasing market share and consumer repurchase behavior (Ansari et al., 2019). Social Media Marketing is a strategy involving using social media sites to interact with consumers to build brand awareness, increase sales, and drive website traffic (Nguyen et al., 2024). Social Media Marketing is a form of online advertising that utilizes the cultural context of social communities for communication purposes (Mileva, 2018). It involves using various social media platforms to promote products or services (Bui & Khoa, 2022; Tuten & Solomon, 2018). Conventional marketing strategies and social media marketing are two distinct concepts. In the realm of online advertising, Social Media Marketing is a specialized field (Godey et al., 2016). "Social Media Marketing" is defined differently depending on the researcher (Khoa & Huynh, 2023). Therefore, there is no universally accepted definition of Social Media Marketing.

Data from Statista shows that social media users in Indonesia reached 268.86 million in 2024 and are expected to continue increasing (Degenhard, 2024). Since 2021, social media usage in Indonesia has strengthened Influencer Marketing strategies, which involve using influential individuals to promote products or services (Agustin & Amron, 2022; Hariyanti & Wirapraja, 2018). Influencer Marketing is designed to increase brand awareness and influence consumer purchase decisions (Apriliani & Ekowati, 2023). An influencer aims to shape and convey promotional messages designed to influence one's views, thereby creating Brand Awareness, which can encourage purchase decisions (Guptaa, 2021; Lou & Yuan, 2019). According to Veirman et al. (2017), Influencer Marketing involves identifying and targeting influential individuals and encouraging them to endorse a brand or product through their social media activities.

The market value of Influencer Marketing is estimated to reach \$24 billion by the end of 2024 (Geyser, 2024). A survey by Cube Asia in 2023 showed that 87% of respondents in Indonesia make purchase decisions based on influencer recommendations (Purnama, 2023). This indicates that Influencer Marketing significantly influences purchase decisions and can be utilized as an effective marketing strategy. Internet technology, such as Social Media Marketing and Influencer Marketing, can be applied through E-commerce. Platforms like TikTok have developed TikTok Shop features to facilitate buying and selling transactions (Agustin & Amron, 2022). The We Are Social report in January 2024 shows that TikTok has a very high advertising reach in Indonesia, making it a potential marketing platform (Kemp, 2024). However, the TikTok Shop feature was temporarily removed due to violations of e-commerce regulations in Indonesia (Erliyani & Afiaf, 2023). Later, on March 27, 2024, TikTok and Tokopedia officially merged into Shop | Tokopedia (Septiani, 2024). This collaboration between Tokopedia and TikTok could positively impact MSMEs in Indonesia (Hidayat, 2024).

This study aims to answer how TikTok Shop Brand Awareness mediates the influence of Influencer Marketing and Social Media Marketing on purchase decisions among Generation Z. Generation Z is known as individuals who are innovative, pragmatic, and tech-savvy (DiMattio & Hudacek, 2020). Data shows that Generation Z is most TikTok users worldwide (Renaldo et al., 2020). This research was conducted in the Yogyakarta Special Region with a

sample of Generation Z who have been TikTok Shop consumers to measure the impact of these marketing strategies on purchase decisions. Previous studies on Influencer Marketing have been conducted (Arief et al., 2023; Mahmud et al., 2023; Wilis & Faik, 2022) and show that Influencer Marketing positively impacts Purchase Decisions. This means that the higher the use of influencers in marketing, the more it encourages customers to buy. However, findings from several other studies (Nugroho, 2021; Satiawan et al., 2023; Wahyudi, 2022) indicate that Influencer Marketing does not affect Purchase Decisions, resulting in a research gap. Therefore, researchers are re-examining the influence of Influencer Marketing on Purchase Decisions.

The researchers adopt the stimulus-organism-response (S-O-R) theory to address this gap. This theory considers communication as an action that triggers a response from others (Hovland et al., 1953). According to this theory, mass media powerfully influences message recipients. In this study, influencer marketing and social media marketing are used as stimuli to trigger consumer interest, impact brand awareness (organism), and ultimately drive purchase decisions (response). To achieve this goal, a conceptual framework and hypotheses are developed to predict outcomes of the proposed problem (See Figure 1). At the end of the study, this model will be tested using the PLS-SEM technique, processed through SmartPLS 3.0. The statistical results will be discussed and concluded.

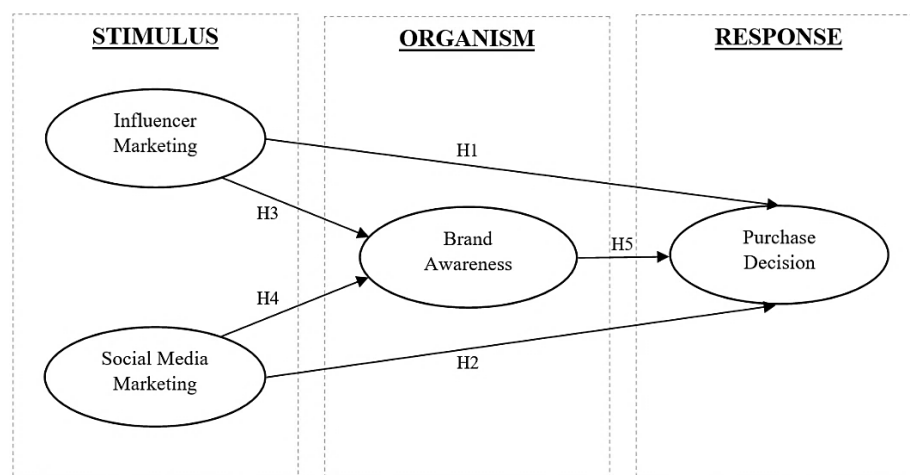


Figure 1. Conceptual Framework

METHOD

This study employed a quantitative method with an "explanatory research" design, aiming to examine relationships between various variables or to understand how one variable affects another. The research was conducted in the Special Region of Yogyakarta from June 8, 2024, to June 13, 2024. A non-probability sampling method with purposive sampling was used for sample selection. The study population consisted of 125 million active TikTok Shop users in Indonesia, with a sample size of 112 respondents determined using Hair et al. (1998) guidelines, which recommend a minimum sample size of 5 to 10 times the number of indicators used in the study. The sampling criteria targeted Generation Z consumers who had previously made purchases on TikTok Shop within the Special Region of Yogyakarta. Once the respondents were selected, a Google Forms online questionnaire was distributed for data collection.

The questionnaire was structured into two sections: general questions and research topic-specific questions. General questions focused on exploring respondents' characteristics, including gender, age, occupation, last educational level, and purchasing frequency on TikTok Shop (see Table 1). For topic-specific questions, 32 items were asked to test the impact of the observed variables on purchasing decisions. Each question was measured using a Likert scale

to capture respondents' attitudes, opinions, and perceptions regarding the research variables, ranging from 1, indicating "strongly disagree," to 5, indicating "strongly agree." Data analysis was performed using descriptive statistics and the Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique with the aid of SmartPLS 3.0 to test the relationships between variables. The analysis stages included evaluation of the Outer Model and the Inner Model. The Outer Model aimed to assess internal validity and reliability, while the Inner Model was used to predict causal relationships between the tested variables. The inner model (structural model) was evaluated by examining the Q-square predictive relevance value in the SmartPLS output of the constructed model. This Q-square value indicates the extent to which the model and parameter estimates produce accurate observations. Additionally, the indicators used to measure each variable in this study are presented in Table 2.

Table 1. Profile of Respondent (N= 112)

Description	Frequency	Percentage (%)
Age		
18 – 22	100	89,3
23 – 26	11	9,8
27 – 29	1	0,9
Gender		
Male	45	40,2
Female	67	59,8
Education		
High School	78	69,6
Diploma	3	2,7
Bachelor's Degree	28	25,0
Master's Degree	2	1,8
Doctorate	1	0,9
Occupation		
Student	99	88,4
Military/Police	1	0,9
Private Sector Employee	5	4,5
Entrepreneur	1	0,9
Other	6	5,4
Expenditure		
< Rp50.000	16	14,3
Rp50.000 – Rp100.000	44	39,3
> Rp100.000	52	46,4

Source: Primary Data, Processed 2024

Table 2. Variable Measurement

Variable	Indicator	Reference
Influencer Marketing	Trustworthiness, Expertiseness, Attractiveness, and Similarity	(Adrianto, 2021; Alalwan et al., 2021; Lou & Yuan, 2019; Martensen et al., 2018; Schouten et al., 2020; Vrontis et al., 2021)
Social Media Marketing	Interactivity, Entertainment, Informativeness and Perceived Relevance	(Alalwan, 2018; Hanaysha, 2022; Khoa & Huynh, 2023; Li et al., 2021; Shareef et al., 2019)
Brand Awareness	Brand recognition, Brand recall, Top-of-Mind and Word of Mouth	(Ali, 2019; Fajariah et al., 2016; Nguyen et al., 2024; Setiawan & Rabuani, 2019; Sürücü et al., 2019)
Purchase Decision	Need recognition, Information search, Alternative evaluation and Payment method	(Ali et al., 2022; Diventy et al., 2020; Fernando et al., 2023; Frimayasa & Nasution, 2022; Harahap & Amanah, 2018; Khatib, 2016; Michelle & Susilo, 2021)

Source: Secondary Data, Processed 2024

RESULTS AND DISCUSSION

Results

The initial results reveal the correlation coefficients among variables and the descriptive statistics for each variable (see Table 3). The correlation coefficients are as follows: 0.287 for Influencer Marketing and Brand Awareness, 0.198 for Influencer Marketing and Purchase Decision, 0.581 for Social Media Marketing and Brand Awareness, 0.402 for Social Media Marketing and Purchase Decision, and 0.342 for Brand Awareness and Purchase Decision. These correlation coefficients are significant at the 95% confidence level or a P Value of 0.05 (Sugiyono, 2018). Based on the correlation coefficients, the strongest relationship is between Social Media Marketing and Brand Awareness, followed by Social Media Marketing and Purchase Decision, while the weakest relationship is between Influencer Marketing and Purchase Decision. Additionally, the descriptive statistics indicate that the lowest score for each variable is one, and the highest score is 5. All mean scores fall into the high category, indicating that respondents/consumers have a favorable perception of TikTok Shop.

Table 3. The Results of Correlation Coefficients and Descriptive Statistics

Variables	(X1)	(X2)	(Z)	(Y)
Influencer Marketing (X1)		-	0,287	0,198
Social Media Marketing (X2)			0,581	0,402
Brand Awareness (Z)			-	0,342
Purchase Decision (Y)				-
Minimum	1	1	1	1
Maximum	5	5	5	5
Mean	3,78	3,89	4,09	4,10

Source: Primary Data, Processed 2024

After presenting the descriptive statistics, the researcher analyzed the outer model to test validity and reliability. Based on the results of the convergent validity test, it was found that of the 32 statements used in this study, 26 were declared valid. These statements are presented in Table 4, as they meet the criteria for convergent validity, requiring a loading factor value greater than 0.70. The highest loading factor was found on item Z1.7, with a value of 0.852, while the lowest was observed on item X1.7, with a value of 0.611. To achieve a good AVE value, steps were taken to eliminate outliers in several indicators so that these indicators could accurately reflect the intended latent variables. This process involved removing one or more indicators that showed a weak correlation with the corresponding latent variable. However, item X1.3 was retained because its loading factor (0.693) was close to 0.70. In this study, the construct indicators that were removed included Y1.1 from the Purchase Decision variable, X2.1 from the Social Media Marketing variable, and X1.6, X1.7, and X1.8 from the Influencer Marketing variable, with items X1.7 and X1.8 being part of the similarity indicators. This suggests that similarity indicators and other low-correlation indicators should be removed, as their values are the lowest in representing the latent variable and do not meet the AVE-based evaluation criteria.

Table 4. The result of the Loading Factor

Construct/Items	Outer Loadings	Results
Influencer Marketing (X1)		
X1.1 Influencers on TikTok Shop provide honest product reviews	0,789	Valid
X1.2 Influencers on TikTok Shop can be trusted to recommend products	0,717	Valid
X1.3 Influencers on TikTok Shop have good knowledge about the products	0,693	Invalid
X1.4 Influencers on TikTok Shop have good speaking skills	0,716	Valid

Construct/Items	Outer Loadings	Results
X1.5 The content of influencers on TikTok Shop is entertaining to watch	0,749	Valid
X1.6 The appearance of influencers on TikTok Shop is pleasant to look at	0,647	Invalid
X1.7 I easily interact with influencers on TikTok Shop due to our similar tastes	0,611	Invalid
X1.8 Influencers on TikTok Shop have the same product preferences as me	0,661	Invalid
Social Media Marketing (X2)		
X2.1 I can communicate with sellers on TikTok Shop	0,633	Invalid
X2.2 I can easily provide feedback to sellers on the TikTok Shop	0,722	Valid
X2.3 I find the content on TikTok Shop interesting to follow	0,793	Valid
X2.4 I enjoy watching product videos on TikTok Shop	0,779	Valid
X2.5 TikTok Shop provides explanations about products	0,763	Valid
X2.6 TikTok Shop gives updates about products	0,767	Valid
X2.7 The content on TikTok Shop aligns with my interests	0,762	Valid
X2.8 The content on TikTok Shop matches my needs	0,763	Valid
Brand Awareness (Z)		
Z1.1 I know about TikTok Shop	0,767	Valid
Z1.2 I can recognize the TikTok Shop logo	0,751	Valid
Z1.3 When thinking about online shopping, TikTok Shop has crossed my mind	0,782	Valid
Z1.4 I can mention TikTok Shop as an online shopping place when asked	0,840	Valid
Z1.5 TikTok Shop is one of my choices when I want to shop online	0,731	Valid
Z1.6 TikTok Shop is one of my choices when I want to look for discounts	0,746	Valid
Z1.7 Positive reviews from others make me interested in shopping at TikTok Shop	0,852	Valid
Z1.8 I have heard others talk about their shopping experiences at TikTok Shop	0,844	Valid
Purchase Decision (Y)		
Y1.1 TikTok Shop helps me find the products I want	0,646	Invalid
Y1.2 I buy products according to my needs on TikTok Shop	0,731	Valid
Y1.3 Before shopping on TikTok Shop, I look for product explanations first	0,793	Valid
Y1.4 The product descriptions on TikTok Shop help me choose items	0,802	Valid
Y1.5 I compare products on TikTok Shop with other platforms before buying	0,799	Valid
Y1.6 TikTok Shop provides many product options to facilitate purchases	0,843	Valid
Y1.7 TikTok Shop offers convenient payment options	0,813	Valid
Y1.8 I feel comfortable with the payment system on TikTok Shop	0,832	Valid

Source: Primary Data, Processed 2024

The subsequent evaluation of the outer model includes Composite Reliability (CR), Cronbach's Alpha (CA), and Average Variance Extracted (AVE). The criteria for Composite Reliability and Cronbach's alpha should exceed 0.7, and AVE should be above 0.05 (Hair et al., 2021). Based on the data presented in Table 5, the results indicate that the data are reliable.

Table 5. The Results of Reliability Tests

Construct	CA	CR	AVE	Results
Influencer Marketing	0,831	0,879	0,592	Reliable
Social Media Marketing	0,884	0,910	0,591	Reliable
Brand Awareness	0,914	0,930	0,625	Reliable
Purchase Decision	0,911	0,929	0,652	Reliable

Source: Primary Data, Processed 2024

The final outer model test is discriminant validity. Discriminant validity tests the extent to which a construct is truly different from other constructs by comparing each construct's square root value of the Average Variance Extracted (AVE) with the correlation between

constructs in the model. By comparing the square root value of each construct's Average Variance Extracted (AVE) with the correlation between constructs in the model. The test results in Table 6 show the square root value of AVE, while the value below is the correlation between constructs. Because the square root value of AVE is higher than the correlation value, it can be concluded that the indicators used in this research have met good discriminant validity in forming each variable (Fornell & Larcker, 1981).

Table 6. The Results of Discriminant Validity

Construct/Items	X1	X2	Z	Y	Results
Influencer Marketing (X1)					
X1.1	0,807	0,445	0,467	0,523	Valid
X1.2	0,753	0,286	0,371	0,397	Valid
X1.3	0,744	0,376	0,437	0,377	Valid
X1.4	0,767	0,559	0,527	0,580	Valid
X1.5	0,775	0,622	0,607	0,595	Valid
Social Media Marketing (X2)					
X2.2	0,393	0,692	0,449	0,540	Valid
X2.3	0,542	0,813	0,620	0,681	Valid
X2.4	0,567	0,804	0,663	0,693	Valid
X2.5	0,483	0,770	0,635	0,540	Valid
X2.6	0,363	0,761	0,580	0,564	Valid
X2.7	0,395	0,771	0,528	0,557	Valid
X2.8	0,551	0,765	0,634	0,653	Valid
Brand Awareness (Z)					
Z1.1	0,506	0,554	0,766	0,543	Valid
Z1.2	0,500	0,585	0,750	0,581	Valid
Z1.3	0,498	0,555	0,782	0,479	Valid
Z1.4	0,575	0,603	0,841	0,661	Valid
Z1.5	0,472	0,585	0,731	0,593	Valid
Z1.6	0,466	0,594	0,746	0,575	Valid
Z1.7	0,488	0,682	0,852	0,654	Valid
Z1.8	0,550	0,688	0,844	0,731	Valid
Purchase Decision (Y)					
Y1.2	0,498	0,539	0,549	0,717	Valid
Y1.3	0,529	0,613	0,650	0,777	Valid
Y1.4	0,524	0,686	0,582	0,827	Valid
Y1.5	0,544	0,620	0,567	0,800	Valid
Y1.6	0,549	0,628	0,613	0,849	Valid
Y1.7	0,543	0,688	0,716	0,825	Valid
Y1.8	0,548	0,683	0,651	0,850	Valid

Source: Primary Data, Processed 2024

After testing the validity and reliability of the measurement model (outer model), the next step is to analyze the relationships between latent variables, referred to as the structural model (inner model). The inner model in this study is evaluated using Predictive Relevance (Q^2). The model's strength depends on the Predictive Relevance (Q^2) value, which indicates the model's predictive power.

Table 7. The Results of Predictive Relevance (Q^2)

Construct	Q-Square
Brand Awareness (Z)	0,389
Purchase Decision (Y)	0,450

Source: Primary Data, Processed 2024

Using the output generated by SmartPLS with the Blindfolding technique, the Predictive Relevance (Q^2) value can be observed in Table 7. It shows that the Predictive Relevance (Q^2) value for the Brand Awareness (Z) variable is $0.389 > 0$, and for Purchase Decision (Y) it is $0.450 > 0$. Therefore, it can be concluded that the structural model in this study has good predictive relevance, as the Q^2 values are greater than 0 (Chin, 1998), allowing for further hypothesis testing.

Table 8. The Results of Path coefficients

Hypothesis	T Statistics	P Values	Decision
H1 Influencer Marketing → Purchase Decision	1,688	0,092	Rejected
H2 Social Media Marketing → Purchase Decision	3,606	0,000	Accepted
H3 Influencer Marketing → Brand Awareness	4,072	0,000	Accepted
H4 Social Media Marketing → Brand Awareness	7,662	0,000	Accepted
H5 Brand Awareness → Purchase Decision	2,384	0,017	Accepted

Source: Primary Data, Processed 2024

According to Table 8, the statistical test results show that the influence of Influencer Marketing on Purchase Decisions has a T-Statistic value of $1.71 < 1.96$ and a P-value of $0.09 > 0.05$, indicating that Influencer Marketing does not have a significant influence on Purchases Decisions on TikTok Shop among Generation Z. Based on these findings, H1 cannot be accepted. Conversely, the influence of Social Media Marketing on Purchase Decisions shows a T-statistic value of $3.61 > 1.96$ and a P-value of $0.00 < 0.05$. This demonstrates that Social Media Marketing positively influences Purchase Decisions in TikTok Shop among Generation Z. Based on these findings, H2 is accepted.

The influence of Influencer Marketing on Brand Awareness shows a T-Statistic value of $4.26 > 1.96$ and a P Value of $0.00 < 0.05$. This demonstrates that influencer marketing positively influences brand awareness of TikTok Shop among Generation Z. Based on these results, H3 is accepted. Additionally, the influence of Social Media Marketing on Brand Awareness shows a T-statistic value of $8.44 > 1.96$ and a P Value of $0.00 < 0.05$. This proves that Social Media Marketing positively influences Brand Awareness in TikTok Shop among Generation Z. Based on these findings, H4 is accepted. Finally, the influence of Brand Awareness on Purchase Decisions shows a T-statistic value of $2.41 > 1.96$ and a P-value of $0.02 < 0.05$. This demonstrates that brand awareness positively influences purchase decisions in TikTok Shop among Generation Z. Based on these findings, H5 is accepted.

Table 9. The Results of Indirect Effect

Hypothesis	T Statistics	P Values	Decision
Influencer Marketing → Brand Awareness → Purchase Decision	1,827	0,068	Rejected
Social Media Marketing → Brand Awareness → Purchase Decision	2,372	0,018	Accepted

Source: Primary Data, Processed 2024

The indirect test results of Influencer Marketing (X1) on Purchase Decision (Y) through Brand Awareness (Z) show a T-statistic value of $1.87 < 1.96$ and a P-value of $0.06 > 0.05$, which means there is no indirect influence. Overall, Influencer Marketing (X1) does not affect Purchase Decisions (Y) (H1) and has no indirect influence through Brand Awareness (Z). Therefore, Brand Awareness (Z) does not mediate the relationship between Influencer Marketing (X1) and Purchase Decision (Y). In conclusion, Brand Awareness (Z) is not proven to be a mediating variable, and brand awareness of TikTok Shop among Generation Z is not influenced by either Influencer Marketing (X1) or Purchase Decision (Y).

Meanwhile, the test results of the indirect influence of Social Media Marketing (X2) on Purchase Decision (Y) through Brand Awareness (Z) show a T-statistic value of $2.30 > 1.96$ and a P-Value of $0.02 < 0.05$, indicating an indirect influence. Overall, Social Media Marketing (X2) has a direct influence on Purchase Decision (Y) (H2) and an indirect influence through Brand Awareness (Z) (H7). Thus, Social Media Marketing (X2) affects Purchase Decisions (Y) both directly and indirectly by enhancing Brand Awareness (Z). This means that brand awareness (Z) mediates the relationship between social media marketing (X2) and purchase decision (Y) in TikTok shops among Generation Z.

Discussion

Based on an analysis involving 112 respondents who shopped at TikTok Shop in Yogyakarta, this study focuses on Influencer Marketing (X1) and Social Media Marketing (X2) as exogenous variables, Purchase Decision (Y) as the endogenous variable, and Brand Awareness (Z) as the intervening variable. Outer model testing revealed that certain variable indicators did not meet discriminant validity measured by Average Variance Extracted (AVE). Consequently, the study removed three items from Influencer Marketing (X1), one item from Social Media Marketing (X2), and one item from Purchase Decision (Y) to ensure an accurate representation of the latent variables. Hypothesis testing indicates that the proposed conceptual model does not fully impact Purchase Decision (Y). Further analysis is outlined as follows:

The Influence of Influencer Marketing on Purchase Decision

Hypothesis testing reveals no significant influence of Influencer Marketing (X1) on Purchase Decision (Y) on TikTok Shop. Consumers perceive influencers as lacking similarity in taste and product preference, as evidenced by a low loading factor for Attractiveness (X1.6), specifically in "The influencer's appearance on TikTok Shop is appealing." This suggests that influencer recommendations are less effective due to a lack of consumer resonance. Additionally, influencers' visual appeal does not sufficiently capture consumer interest in the promoted product. These findings align with Nugroho (2021), who found that influencers are not a primary factor in product purchase decisions. This study is consistent with findings by (Fadhilah et al., 2023; Satiawan et al., 2023; Wahyudi, 2022), which show no significant effect of Influencer Marketing (X1) on Purchase Decision (Y). However, it contrasts with studies by (Apriliani & Ekowati, 2023; Arief et al., 2023; Crystrie & Sartika, 2022), which found a positive influence.

The Influence of Social Media Marketing on Purchase Decision

Hypothesis testing indicates that Social Media Marketing (X2) positively influences Purchase Decision (Y) on TikTok Shop, with a T-statistic of $3.61 > 1.96$. Consumer purchase decisions are influenced by Interactivity, Entertainment, Informativeness, and Perceived Relevance. However, the Interactivity item (X2.1) was eliminated due to not meeting the AVE criteria. This suggests that TikTok Shop's Social Media Marketing efforts are effective, and a further improvement in this strategy can significantly enhance Purchase Decisions. This finding aligns with Hanaysha (2022), which highlights the importance of Social Media Marketing in building brand engagement and is consistent with studies by (Ansari et al., 2019; Widodo & Prasetyo, 2022), demonstrating a positive impact of Social Media Marketing on Purchase Decision.

The Influence of Influencer Marketing on Brand Awareness

Hypothesis testing indicates that Influencer Marketing (X1) positively affects Brand Awareness (Z) on TikTok Shop. Contrary to its influence on Purchase Decisions, Influencer Marketing significantly increases brand awareness, underscoring the importance of selecting suitable influencers who can build an emotional connection with their audience. This finding

is supported by (Agustian et al., 2023; Nguyen et al., 2024), who note that Influencer Marketing effectively enhances Brand Awareness.

The Influence of Social Media Marketing on Brand Awareness

The results indicate that Social Media Marketing (X2) positively influences Brand Awareness (Z), with a T-statistic of $8.44 > 1.96$. This finding implies that social media marketing significantly contributes to brand introduction and awareness of TikTok Shop among Generation Z. This is consistent with (Bilgin, 2018; Ismail, 2017), who emphasize social media as an interactive marketing tool for brand awareness enhancement.

The Influence of Brand Awareness on Purchase Decision

Hypothesis testing demonstrates that Brand Awareness (Z) positively impacts Purchase Decision (Y), with a T-statistic of $2.41 > 1.96$. This finding indicates that higher brand awareness correlates with a greater likelihood of consumers purchasing. The findings support Simbolon et al. (2022), who suggest that Brand Awareness increases the probability of a purchase decision, reinforcing the theory that brand awareness is essential in influencing Purchase Decisions.

CONCLUSION

This study evaluates the influence of Influencer Marketing (X1) and Social Media Marketing (X2) on Purchase Decision (Y) and Brand Awareness (Z) on the TikTok Shop platform among Generation Z. Based on data analysis and hypothesis testing, several main conclusions were drawn as follows. First, hypothesis testing results show that Influencer Marketing (X1) does not positively affect Purchase Decision (Y) on TikTok Shop. This is attributed to consumers' lack of alignment in preferences and tastes with the influencers. In contrast, social media marketing (X2) positively impacts purchase decisions (Y) on TikTok Shop, as evidenced by P-Values and T-Statistics, which meet the testing criteria. Moreover, although Influencer Marketing (X1) does not affect Purchase Decision (Y), it is shown to have a positive effect on Brand Awareness (Z) in TikTok Shop, indicating that Influencer Marketing still plays a role in increasing brand awareness. Similarly, Social Media Marketing (X2) positively influences Brand Awareness (Z) on the platform.

This study also found that Brand Awareness (Z) positively influences Purchase Decisions (Y). Consumers with high brand awareness tend to prefer products or services from brands they already know and trust. Furthermore, Brand Awareness (Z) acts as a mediating variable between Social Media Marketing (X2) and Purchase Decision (Y), meaning that Social Media Marketing influences Purchase Decision not only directly but also through an increase in Brand Awareness. Conversely, Influencer Marketing (X1) does not have an indirect influence on Purchase Decision (Y) through Brand Awareness (Z). Thus, brand awareness mediates between social media marketing (X2) and purchase decisions but not between influencer marketing (X1) and purchase decisions. Overall, this study highlights that Social Media Marketing is a more effective factor than Influencer Marketing in driving Purchase Decisions through the mediating role of Brand Awareness among Generation Z on the TikTok Shop platform.

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