Analysis the Use of Tiktok Social Media to Build Brand Awareness of Npure Skincare Products among Generation Z

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Article Information	Abstract
	This study analyzes how using TikTok social media can help build brand awareness of NPURE skincare products among Generation Z in Batam City. The research population comprises Generation Z individuals who use TikTok social media and NPURE products in Batam City. The sample of 100 respondents was obtained through the purposive sampling method. The data was collected by distributing questionnaires. This study utilized multiple regression analysis. The results suggest that content marketing variables have a partially positive, yet insignificant, impact on building brand awareness among Generation Z individuals. On the other hand, influencers and psychological factors have a partially positive and significant influence on building brand awareness among Generation Z individuals. Moreover, a combination of content marketing variables, influencers, and psychological factors positively and significantly influences building brand awareness among Generation Z individuals.

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Introduction

Nowadays, social media is one of the necessities of life in order to get updated information quickly. NPURE skincare product brands utilize it to market their products to reach more consumers.

NPURE is a local skincare brand that arrived in 2017 with the slogan "Pure Beauty in Natural Way" (Npureofficial, 2022). NPURE strongly supports Indonesian women to look beautiful and care for their skin with natural ingredients.

Social media is expanding as an efficient and influential promotional tool for business persons looking to display their brands (Putra et al., 2021).

TikTok is currently one of the rising social media platforms. According to the, We Are Social report results, Indonesia ranked second with 99.1 million active users on TikTok social media. Users spend 23.1 hours per month playing TikTok social media content. This data supports TikTok's popularity as a social media platform (DataIndonesia.id)[1].

Most of the content creators on TikTok belong to Generation Z (born 1996-2012 and aged between 10-26 years in 2022), and the content they produce is primarily aimed at other members of their generation. Members of Generation Z prefer accurate content and are not inclined toward excessive advertising messages (Febriani, 2021).

Content marketing entails marketing a business or brand indirectly or directly through various types of content, including audio-visual, textual, or other online platforms (Genoveva, 2022).

In addition to content marketing, influencers can enhance brand recognition among consumers. Influencers contribute significantly to the product's brand image, and their services are more cost-effective than hiring professional artists (Fitri & Dwiyanti, 2021).

After the efforts of business people in promoting the brands, they want to introduce through content marketing and influencers, the following external role is TikTok users, in this case, Generation Z, who can recognize the brand from the content produced. TikTok participation arises

because of the need to expand social networks, gain popularity, and express oneself artistically (Genoveva, 2022).

However, research gaps were found by Gumalang et al., (2022) which states that the results of content marketing do not have a partially significant effect in building brand awareness, and the results of research (Genoveva, 2022) state that Influencers have a less significant effect on TikTok social media in building brand awareness in Generation Z.

Based on the background description, this study examines the problem of " Analysis The Use of TikTok Social Media to Build Brand Awareness of NPURE Skincare Products Among Generation Z".

Review of Theory, Literature, and Hypothesis Development

Theory Review

1)   Content Marketing

Content marketing involves planning, distributing, and creating engaging content to attract and convert a targeted audience into consumers (Pidada & Suyasa, 2021). Then, it can make overall consumer action to generate profits (Pertiwi & Gusfa, 2018). The use of content marketing strategies in the TikTok application by the NPURE skincare product brand is ultimately to help increase brand recognition of marketed products.

2)   Influencer

According to Gunelius (2011), Influencer marketing and social media have closely related concepts: Influencers need a means to gain popularity. In this case, utilizing Tiktok social media, the platform has an appeal through content posted by Influencers who actively use it.

3)   Psychological Factors

Psychological factors are the impulse of each individual to motivate the act of choosing according to the flexibility of the product used (Irwan, 2019). Psychological factors can influence someone to use TikTok social media and finally see the content created by business people and Influencers so that it can be a reason to recognize the promoted brand.

4)   Brand Awareness

Brand strength, which helps to embed a

[1] Rizaty, Monavia A. (11 Juli 2022). Pengguna Tiktok Indonesia Terbesar Kedua di Dunia. Data Indonesia. https://dataindonesia.id/internet/detail/pengguna-tiktok-indonesia-terbesar-kedua-di-dunia

brand's presence in consumers' minds, can stem from brand awareness (Pertiwi & Gusfa, 2018). According to Pertiwi & Gusfa (2018), introducing brand awareness with a successful strategy can explain the uniqueness and differences of the brand with other competitors.

Literature Review

Gumalang et.al (2022) applied multiple regression analysis as a research method. The results indicated that content marketing partially influences the brand awareness of TikTok Advertising among students at Sam Ratulangi University. The brand awareness of TikTok Advertising is influenced by content marketing, influencers, and psychological factors among students of Sam Ratulangi University.

This research utilizes multiple regression analysis as a method of investigation using SPPS version 25. The results show that content marketing is the primary factor influencing Generation Z's brand awareness on TikTok. Content marketing accounts for 63.5% of small and medium enterprises (SMEs) brand awareness (Genoveva G., 2022).

This research employs both qualitative and quantitative regression analysis methods. The findings indicate a significant relationship between digital content marketing on each social media platform, customer engagement, and brand awareness (El Kedra & Sener, 2020).

Nguyen conducted a study using Exploratory Factor Analysis (EFA). The findings suggest that social media, messaging, attractiveness, spread, credibility, entertainment, and influencers positively impact brand awareness in the context of viral marketing.

This research applied simple linear regression analysis. The results concluded that content marketing influenced Kalbis Institute's Instagram brand awareness of Kalbis Institute (Pertiwi, D., & Gusfa, H. 2018).
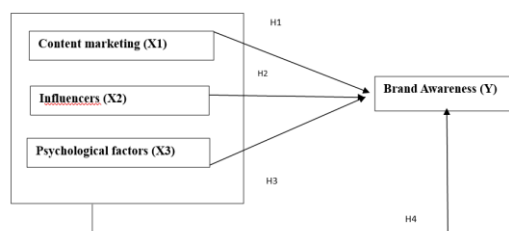
Hypothesis Development

Figure 1. Research Framework

Content marketing is influential in building brand awareness in Generation Z

The attraction of TikTok social media users could increase with content marketing that appeals to consumers (Genoveva, 2022). Content marketing can also raise brand awareness and, as a result, encourage consumers to purchase the product. According to the study results (Genoveva, 2022), content marketing is The most effective way to enhance brand awareness among TikTok's Generation Z users. Moreover, (L. Azizah et al., 2021) research supports this statement. It was found that social media marketing significantly and favorably affects brand awareness of cosmetic products. Thus, the authors propose the first hypothesis model as follows:

H1: Content marketing positively affects TikTok's social media in building brand awareness among Generation Z.

Influencers are influential in building brand awareness in Generation Z

Internet and social media influencers are vital in distributing brand information (Genoveva, 2022). According to the findings of the study conducted by (Gumalang et al., 2022), Influencers have a partial impact on increasing brand awareness for TikTok advertising among the students of Sam Ratulangi University. Consequently, the authors propose their second hypothetical model as follows.

H2: Influencers positively affect TikTok's social media in building brand awareness among Generation Z.

Psychological factors are influential in building brand awareness in Generation Z

Psychological factors, such as social media, can influence a person to take action. According to (Gumalang et al., 2022) study, the brand awareness of TikTok advertising among students at Sam Ratulangi University is partially influenced by psychological factors Thus, the authors have formulated the third hypothesized model as follows:

H3: Psychological factors positively affect TikTok's social media in building brand awareness among Generation Z.

Content marketing, Influencers, and psychological factors influence building brand awareness in Generation Z

Of the three explained hypotheses, this study's concurrent hypothesis is as follows:

H4: Content marketing, influencers, and psychological factors positively affect TikTok's social media in building brand awareness among Generation Z

Research Methods

The research method involves applying quantitative research with an explanatory research approach. The purpose of explanatory research, as described by (Hermawan, 2009), is to establish the cause-and-effect relationship between variables by testing hypotheses. The study measures independent variables, including content marketing, Influencers, psychological factors, and dependent variables, including brand awareness.

The research population comprises Generation Z individuals who use TikTok social media and NPURE brand products. The sampling technique used is non-probability sampling. To determine the number of samples, researchers used the Lemeshow formula, purposive sampling with incidental sampling is employed. This formula is used when the population is unknown or unlimited. Data collection was done using Google Forms.

Operational Variables

Table 1. Operational Variable

Variables	Dimentions/ Indicator	Item
Content Marketing (X1)	Reader Cognition	Easy to understand content
		Memorable content
	Sharing Motivation	Describes the product being promoted
		Content educates consumers
		Content can meet consumer need
		Content is informative
	Persuasion	Content consumers can love
		Trustworthy content
Influencer (X2)	Decision Making	Reciprocal influential content
		Information that consumers need
		Content solves consumer problems
		Assist in decision making
	Factors	Beneficial to life
		The content can satisfy the expectations of the public
		The content adheres to the code of ethics, and no manipulation is involved
	Visibility	Influencers are often perceived as trustworthy
		Influencers shows the product clearly
	Credibility	Influencers know about the product
		Influencers message is clear
		Influencer experience affects message delivery
		Influencers are reliable
	Attraction	Influencers have an attractive appearance
		Influencers are very expressive
		Influencers have an engaging speaking style
	Power	Influencers are always consistent
		Influencers influence consumers to try product
		Influencers have the ability to answer public needs
Psychological Factors (X3)	Motivation	I am interested in the product explanation
		Buying out of need
	Perception	Paying close attention
		Choose product from TikTok first
	Learning	Ever made a mistake in buying
		Be cautious in purchasing product
	Beliefs and Attitudes	Liked product content
		Happy to buy firal products
Brand Awareness (Y)	Brand Unaware	Not familiar with the product

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	Not aware of the product
Brand Recognition	NPURE has various variants on offer
	Choosing NPURE products over other
Brand Recall	Have knowledge of the product
	Thinking about buying again
Top of Mind	Products have good quality and are guaranteed
	Products have certain characteristics

(Source: Data processing results, 2023)

Results and Discussion

1) Describe the Characteristics of the respondent

Age-Based Characteristics of Respondents

Table 2. Age-Based Characteristics of Respondents

Age	Frequency	Percentage
13 - 17 years	2	2%
18 - 22 years	79	79%
23 - 27 years	19	19%
Total	**100**	**100%**

(Source: Data processing results, 2023)

It was concluded from the table that 2 respondents (2%) were aged 13 - 17 years, 79 respondents (79%) were aged 18 - 22 years, and 19 respondents (19%) were aged 23 - 27 years.

Gender-Based Characteristics of Respondents

Table 3. Gender-Based Characteristics of Respondents

Gender	Frequency	Percentage
Male	11	11%
Female	89	89%
Total	**100**	**100%**

(Source: Data processing results, 2023)

It is concluded from the table that 11 respondents (11%) were male, and 89 respondents (89%) were female.

Respondent Characteristics by Income

Table 4. Respondent Characteristics by Income

Income	Frequency	Percentage
IDR 0 – IDR 1.000.000	49	49%
IDR 1.100.000 – IDR 3.000.000	17	17%
IDR 3.100.000 – IDR 4.000.000	14	14%
IDR 4.100.000 – IDR 5.000.000	15	15%
> IDR 5.000.000	5	5%
Total	**100**	**100%**

(Source: Data processing results, 2023)

Based on the table, 49 respondents (49%) fall in the IDR 0 - IDR1,000,000 income range, while 17 respondents (17%) earn between IDR1,100,000 to IDR3,000,000. 14 participants (14%) earned between IDR3,100,000 and IDR4,000,000, while 15 participants (15%) earned between IDR4,100,000 and IDR5,000,000. Additionally, 5 participants (5%) earned over IDR5,000,000.

Characteristics of Respondents According to Length of Use TikTok Social Media

Table 5. Characteristics of Respondents According to Length of Use TikTok Social Media

Length of Use Tiktok Social Media	Frequency	Percentage
< 1 year	20	20%
1 - 3 years	65	65%
> 3 years	15	15%
Total	**100**	**100%**

(Source: Data processing results, 2023)

It is concluded from the table that 20 respondents (20%) with an extended use of Tiktok social media < 1 year, 65 respondents (65%) with an extended use of Tiktok social media 1 - 3 years, 15 respondents (15%) with an extended use of Tiktok social media > 3 years.

Respondent Characteristics Besed on Social Media Purchase Frequency

Table 6. Respondent Characteristics Besed on Social Media Purchase Frequency

Social Media Purchase Frequency	Frequency	Percentage
1 time	15	15%
2 - 5 times	45	45%
> 5 times	40	40%
Total	**100**	**100%**

(Source: Data processing results, 2023)

It is concluded from the table that 15 respondents (15%) with purchasing intensity on Tiktok social media were 1 time, 45 respondents (45%) with purchasing intensity on Tiktok social media 2 - 5 times, 40 respondents (40%) with purchasing intensity on Tiktok social media > 5 times.

Respondent Characteristics Based on Product Type

Table 7. Respondent Characteristics Based on Product Type

NPURE Product Type	Frequency	Percentage
NPURE ACNE SPOT TREATMENT	30	19%
NPURE Cactus Aloe Vera Soothing Gel	17	11%
NPURE Centella Asiatica Face Toner	32	20%
NPURE Cica Beat The Sun SPF 50 PA	17	11%
NPURE Cica Clear Pad	19	12%
Total	**159**	**100%**

(Source: Data processing results, 2023)

The table displays that among Generation Z consumers, there are three predominant products, with 32 respondents (20%) choosing NPURE Centella Asiatica Face Toner, 30 respondents (19%) choosing NPURE ACNE SPOT TREATMENT, and 19 respondents (12%) choosing NPURE Cica Clear Pad.

Respondent Characteristics Based on NPURE Purchase Variables

Table 8. Respondent Characteristics Based on NPURE Purchase Variables

NPURE Purchase Variables	Frequency	Percentage
Product Attributes	10	6%
Product Benefit	95	54%
Product Value	26	15%
Culture	2	1%
Personality	5	3%
Product Wearer/User	38	22%
Total	**176**	**100%**

(Source: Data processing results, 2023)

It is concluded from the table that 10 respondents (6%) buy products based on aspects of product attributes, 95 respondents (54%) buy products based on aspects of product benefits, 26 respondents (15%) buy products based on aspects of product value, 2 respondents (1%) who buy products based on cultural aspects, 5 respondents (3%) who buy products based on personality aspects, 38 respondents (22%) who buy products based on aspects of product users/users.

2) Test of the Instrument

Validity Test

The test of validity is carried out to obtain precise and careful provisions of a measuring instrument when performing its measuring function. This study tests the validity of the data using SPSS ver 22. Data is called valid when the r count > r table value.

Table 9. Results of Validity Test

Variables	Item	r count	r table	Description
Content Marketing (X1)	X1.1.	0,604	0,197	Valid
	X1.2	0,504		Valid
	X1.3	0,489		Valid
	X1.4	0,654		Valid
	X1.5	0,515		Valid
	X1.6	0,487		Valid
	X1.7	0,619		Valid
	X1.8	0,687		Valid
	X1.9	0,513		Valid
	X1.10	0,59		Valid
	X1.11	0,541		Valid

Variable	Item	Value	r-table	Description
	X1.12	0,678		Valid
	X1.13	0,721		Valid
	X1.14	0,708		Valid
	X1.15	0,635		Valid
Influencer (X2)	X2.1	0,72	0,197	Valid
	X2.2	0,686		Valid
	X2.3	0,702		Valid
	X2.4	0,686		Valid
	X2.5	0,697		Valid
	X2.6	0,752		Valid
	X2.7	0,747		Valid
	X2.8	0,646		Valid
	X2.9	0,716		Valid
	X2.10	0,668		Valid
	X2.11	0,685		Valid
	X2.12	0,634		Valid
Psychological Factors (X3)	X3.1	0,671	0,197	Valid
	X3.2	0,591		Valid
	X3.3	0,536		Valid
	X3.4	0,646		Valid
	X3.5	0,615		Valid
	X3.6	0,461		Valid
	X3.7	0,676		Valid
	X3.8	0,712		Valid
Brand Awareness (Y)	Y1.1	0,671	0,197	Valid
	Y1.2	0,729		Valid
	Y1.3	0,476		Valid
	Y1.4	0,765		Valid
	Y1.5	0,593		Valid
	Y1.6	0,708		Valid
	Y1.7	0,626		Valid
	Y1.8	0,629		Valid

(Source: Data processing results, 2023)

Reliability Test

The reliability test is carried out as proof that the instrument can be trusted so that it can be used in research. Variables are called reliable if they are at Cronbach's Alpha value> 0.6 (Herlina, 2019).

Table 10. Results of Reliability Test

Variables	Cronbach's Alpha	Cronbach's Alpha Coefficient	Description
Content Marketing (X1)	0,872	0,60	Reliable
Influencer (X2)	0,902	0,60	Reliable
Psychological Factors (X3)	0,751	0,60	Reliable

(Source: Data processing results, 2023)

3) Descriptive Statistics

Table 11. Recapitulation of Respondent Response Data

Variables	Value Mean Max.	Value Mean Min.	Grand Total Mean
Content Marketing (X1)	3,39	3,08	3,26
Influencer (X2)	3,38	3,15	3,29
Psychological Factors (X3)	3,40	2,72	3,23
Brand Awareness (Y)	3,41	2,44	3,03

(Source: Data processing results, 2023)

It is concluded from the table that the maximum mean value of the content marketing variable is 3.39; Influencer is 3.38; psychological factors are 3.40; and brand awareness is 3.41. Then, the minimum mean value of the content marketing variable is 3.08, Influencer is 3.15; psychological factors are 2.72; and brand awareness is 2.44. The total mean value of the content marketing variable is 3.26; Influencer is 3.29; psychological factors are 3.23; and brand awareness is 3.03.

4) Results of Inferential Statistics

The research assumption test revealed that the data exhibited normal distribution and lacked multicollinearity, heteroscedasticity, and autocorrelation.

a. t -test Results

Table 12. t-test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,058	2,768		,382	,703
	Content Marketing	,065	,072	,094	,903	,369

Influencer	,272	,096	,335	2,821	,006
Psychological Factors	,359	,123	,321	2,933	,004

(Source: Data processing results, 2023)

1. The table displays the frequency of the Content Marketing variable (X1) occurrence is 0.903, and the significance value is 0.369. The indicated significance value is greater than the significance level of 0.05. Thus, hypothesis 1 (H1) is rejected.
2. The table displays the frequency of the Influencer variable (X2) occurrence is 2.821, and the significance value is 0.006. The significance value is lower than the 0.05 significance level value. Thus, hypothesis 2 (H2) is positive and accepted.
3. According to the table, the count value for the Psychological Factor (X3) variable is 2.933, and its significance value is 0.004. The significance value is less than the significance level of 0.05. Therefore, hypothesis 3 (H3) is accepted.

b. F Test Results

Table 13. Results of F Test

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	660,766	3	220,255	26,599	,000[b]

(Source: Data processing results, 2023)

From the F-test calculation table, it can be concluded that the value is 26.599, with a significance level of 0.000. The significance level (0.000) is lower than the predetermined significance level of 0.05. Thus, Hypothesis 4 (H4) is accepted.

c. Coefficient of Determination Results

Table 14. Results of the Coefficient od Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,674[a]	,454	,437	2,87761

(Source: Data processing results, 2023)

According to the table, the Adjusted R Square value is 0.437 or 43.7%. The findings indicate that content marketing variables, influencers, and psychological factors can account for 43.7% of the variance in brand awareness. Conversely, the remaining 56.3% of the variance is attributable to factors beyond the scope of this study.

Research Discussion

Table 15. Recapitulation of Hypothesis Test Result

Hypothesis	Statistical Test Result	Sig.	Description
H1	t_{count} = 0,903	0,369	Rejected
H2	t_{count} = 2,821	0,006	Accepted
H3	t_{count} = 2,933	0,004	Accepted
H4	F_{count} = 26,599	0,000	Accepted

(Source: Data processing results, 2023)

Building Brand Awareness on TikTok Social Media Among Generation Z: The Effects of Content Marketing

According to the calculation, content marketing has a 0.903, there is an impact on brand awareness with a significance of 0.369. The study found that content marketing has a positive but statistically insignificant impact on brand awareness among Generation Z. Therefore, the first hypothesis is rejected.

This study concurs with prior research Gumalang et al. (2022), which denotes that content marketing does not have a significant impact on brand awareness building (El Kedra & Sener, 2020), indicating that the digital content marketing and branding are more closely related directly compared to digital content marketing and branding indirectly.

Therefore, better Tiktok content marketing on Tiktok social media does not enhance brand awareness, particularly among Generation Z NPURE users.

Building Brand Awareness on TikTok Social Media Among Generation Z: The Effects of Influencers

The calculation concludes that the impact of influencers on brand awareness is 2.821, with a significance value of 0.006. The results indicate that influencers positively and partially significantly impact building brand awareness in Generation Z. Therefore, the second hypothesis is accepted.

Based on these findings, this study agrees with previous research (Genoveva, 2022) and (Gumalang et al., 2022), stating that influencers positively and significantly affect building brand awareness. This result is in line with the research of (Nguyen & Nguyen, 2020), indicating that influencers positively promote brand awareness in the context of viral marketing.

Thus, the better an influencer is at marketing and introducing the NPURE brand on Tiktok social

media, the more significant increase NPURE brand awareness among Generation Z will experience.

Building Brand Awareness on TikTok Social Media Among Generation Z: The Effects of Psychological Factors

The partial t-test results indicate that the effect of psychological factors on brand awareness was 2.933, with a significance value of 0.004. These results demonstrate a significant and positive influence of psychological factors on Generation Z's brand awareness; hence, the third hypothesis is accepted.

Therefore, the study results agree with past research by Gumalang et al (2022) that states a significant and positive influence of psychological factors on building brand awareness. This study supports the research findings of Genoveva (2022), which suggests that psychological factors have a positive and significant impact on establishing brand awareness among Generation Z.

Thus, an improvement in the psychological factors of Generation Z will positively influence their brand awareness, particularly for the NPURE brand.

Building Brand Awareness on TikTok Social Media Among Generation Z: Analyzing the Impact of Content Marketing, Influencers, and Psychological Variables

Based on the calculation, it is concluded that brand awareness is significantly affected by content marketing, Influencers, and psychological factors, with an effect of 26.599 and a significance of 0.000. According to the decision, through content marketing, Influencers, and psychological factors, Gen Z has a significant and positive impact on brand awareness. Based on this, the fourth hypothesis is accepted.

The decision of this study aligns with previous research findings from Genoveva (2022) and Gumalang et al. (2022), which suggest that content marketing, Influencer marketing, and psychological factors have a positive and significant impact on brand awareness building. Consequently, improving content marketing, influencers, and psychological factors together on TikTok social media could boost brand awareness for the NPURE brand.

Conslusions and Suggestions

Conclusions

This study concludes that the effect of content marketing, influencers, and psychological factors in building brand awareness in Generation Z was investigated and analyzed.

The study results indicate that content marketing does not affect Generation Z's awareness of the brand. Specifically, content marketing did not affect building brand awareness among Generation Z.

The study's results indicate that the second hypothesis is valid. Specifically, Influencers are aiding in developing brand awareness among Generation Z.

According to the study results, the study results accept the third hypothesis, which states that psychological factors impact Generation Z's brand awareness development.

As per the study, results accept the fourth hypothesis, which suggests that content marketing, Influencers, and psychological factors play a role in developing brand awareness in Generation Z.

Suggestions

Regarding the recommendations resulting from the discussion and conclusions:

1. Regarding the content marketing variable, the study found that respondents who use TikTok social media and NPURE products believe that NPURE content should provide necessary information and solutions to their daily needs more effectively. Therefore, NPURE should produce content that meets the consumers' requirements.

2. In the Influencer variable, some respondents responded that they still feel that the NPURE Influencer's knowledge of the series and credibility when promoting products still needs to be improved. Thus, NPURE can pay more attention to NPURE Influencers in order to provide trust to consumers.

3. In the psychological factor variable, respondents who use TikTok social media and NPURE products need to be more careful in making purchases and are not happy enough to buy NPURE products that are going viral. Thus, NPURE can provide more attractive promotions of the products offered.

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