



## The Influence of @Sia Mitha House's TikTok Marketing Content on Gen Z Consumers' Brand Awareness, Brand Image, and Purchasing Decisions

Winda Murti Andini<sup>1\*</sup>, Setya Indah Isnawati<sup>2</sup>

Ngudi Waluyo University

**Corresponding Author:** Winda Murti Andini [windamurtiandini69@gmail.com](mailto:windamurtiandini69@gmail.com)

### ARTICLE INFO

*Keywords:* Content Marketing, Brand Image, Purchase Decision, Tiktok, Gen Z

*Received :* 4 January 2026

*Revised :* 17 February 2026

*Accepted :* 18 March 2026

©2026 Andini, Isnawati: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study aims to analyze the influence of Content Marketing (X1) on Brand Awareness (Z1) and Brand Image (Z2), and its impact on Purchase Decision (Y) among Generation Z consumers of the TikTok account @SiaMithaHouse. The research employed a quantitative approach using a survey method by distributing questionnaires to Gen Z respondents familiar with the account. The data were analyzed using validity tests, reliability tests, classical assumption tests, and linear regression analysis to examine the relationships among variables. The results show that Content Marketing (X1) has a positive and significant effect on Brand Awareness (Z1) and Brand Image (Z2)

## **INTRODUCTION**

Content marketing is a marketing strategy focused on creating, publishing, and distributing relevant and valuable content to attract, engage, and retain a target audience with the ultimate goal of driving them to take action that benefits the business. Content marketing is defined as a marketing stage of business activities involving the production and distribution of valuable and relevant content to attract, acquire, and engage target consumers. Content marketing is a marketing strategy where the planning, production, and distribution of content align with the products marketed by the company, thereby encouraging potential customers to become customers (Yunita et al., 2021).

Furthermore, content marketing is also closely related to brand awareness. Brand awareness is a crucial element of brand equity, referring to the value associated with a brand. It is the ability of consumers to recognize or recall a brand in various situations and associate it with a specific product or service category. Brand awareness can increase the likelihood of consumers including that brand in their purchasing decisions. Furthermore, strong brand associations, encompassing all aspects consumers associate with a brand, both positive and negative, can strengthen the emotional connection between consumers and the brand (Aaker, 2020).

At a later stage, marketing content can influence consumer purchasing decisions. A purchasing decision is the process consumers go through to determine whether or not to purchase a product, after considering various factors and alternatives. This involves a series of stages, from need recognition to post-purchase evaluation. The purchasing decision is the culmination of a series of consumer consideration processes in selecting the product or service that best suits their needs and preferences, influenced by various internal and external factors (Surbakti et al., 2025).

Furthermore, the relationship between marketing content and brand image plays a crucial role in shaping and strengthening brand image. By presenting relevant, informative, and engaging content, companies can build strong relationships with their audiences, increase brand awareness, and foster positive brand perceptions. Marketing content plays a strategic role in shaping and strengthening brand image. Through the creation and distribution of consistent, authentic, and valuable content, brands can effectively communicate their identity, values, and personality to audiences, thereby building positive perceptions and differentiation in the minds of consumers (Siregar et al., 2023).

**The Relationship Between Marketing Content and Purchase Satisfaction:** Marketing content has a positive relationship with purchase satisfaction. High-quality and relevant content can increase purchase intention, increase consumer trust, and ultimately drive satisfying purchase decisions. Marketing content contributes significantly to consumer purchase satisfaction because, by providing accurate, relevant, and educational information before and after a transaction, brands can meet expectations, build trust, and strengthen positive consumer experiences with the products or services purchased (Utami & Kusumawati, 2022).

A significant 25% increase in purchase decisions over the past three years indicates that market penetration strategies through social media have reached their optimal point. This phenomenon aligns with the findings of Febrian & Nugrahani (2025), who stated that TikTok's marketing strategy goes beyond simply disseminating information, but effectively builds strong purchase intentions by strengthening a consistent brand image in the eyes of consumers. By integrating relevant and interactive content, consumers tend to feel more confident in making their final purchase decisions, especially when the brand image displayed aligns with their needs and lifestyle on the digital platform.

The significant increase in purchase decisions, reaching 73% in 2024, as seen in research data, proves that a consistent and interactive content marketing strategy on digital platforms can expand reach and strengthen consumer retention of a brand. This phenomenon aligns with the theory of (Firmansyah, 2022), which states that from a digital marketing perspective, relevant content not only functions as an information medium but also fundamentally builds brand awareness and a positive brand image in the eyes of the audience.

## **LITERATURE REVIEW**

### **Content Marketing**

The rapid development of digital technology has transformed the way companies communicate with consumers. Traditional marketing strategies that relied heavily on one-way promotional messages have shifted toward interactive and value-based communication through digital platforms. One of the most widely used approaches in modern marketing is content marketing, which focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience.

Content marketing plays a crucial role in digital marketing strategies because it allows companies to communicate product information, brand values, and customer experiences in a more engaging and informative manner. In contrast to traditional advertising that focuses primarily on persuasion, content marketing emphasizes delivering value to consumers through educational, entertaining, or inspiring content. By providing useful information, companies can build stronger relationships with their audiences and increase consumer engagement.

In digital environments such as social media, websites, and online communities, content marketing has become a fundamental strategy for attracting consumer attention and maintaining brand visibility. Digital platforms allow companies to share a wide variety of content formats, including videos, articles, infographics, and interactive posts. These forms of content not only provide product-related information but also create emotional connections between consumers and brands.

Previous research highlights the importance of content marketing in influencing consumer behavior. A study examining digital marketing practices found that content marketing strategies significantly influence consumer perceptions and engagement because consumers often rely on online content as a primary source of product information. Informative and high-quality content

enables consumers to better understand the value and benefits of products before making purchasing decisions.

Furthermore, research indicates that the quality and frequency of content published on digital platforms can significantly influence consumer responses. High-quality content that is relevant and informative can strengthen consumer interest in a brand, while consistent posting frequency increases the likelihood that consumers will encounter the brand repeatedly in their online activities. This repeated exposure can gradually strengthen brand familiarity and recognition.

Empirical studies also show that content marketing has a direct impact on consumer purchase decisions. For example, research examining digital marketing strategies found that marketing content significantly influences brand awareness and purchasing decisions among consumers, indicating that effective content marketing strategies can encourage consumers to consider and eventually purchase products.

Similarly, studies investigating social media marketing demonstrate that content marketing strategies are effective in building relationships with consumers and shaping positive brand perceptions. Engaging content distributed through social media platforms can increase consumer attention, stimulate interaction, and strengthen emotional connections with the brand.

In addition to its direct influence on consumer behavior, content marketing can also indirectly influence purchase decisions through mediating variables such as brand awareness and brand image. When consumers frequently encounter valuable and engaging content, they become more familiar with the brand and begin to form perceptions about its identity and reputation. This process eventually contributes to the development of brand awareness and brand image, both of which play important roles in influencing purchasing decisions.

Therefore, content marketing is considered one of the most effective strategies for companies seeking to strengthen their brand presence in competitive markets. By delivering meaningful content that resonates with consumer needs and preferences, companies can increase brand recognition, shape positive brand perceptions, and encourage consumers to make purchasing decisions.

### **Brand Awareness**

Brand awareness refers to the ability of consumers to recognize and recall a brand when considering a particular product category. According to Aaker (2020), brand awareness is one of the most important components of brand equity because it represents the level of familiarity consumers have with a brand. High brand awareness makes it easier for consumers to remember a brand and increases the likelihood of choosing that brand during the purchasing process.

Research conducted by Yunita et al. (2021) shows that content marketing activities significantly contribute to increasing brand awareness, especially through digital platforms such as social media. Consistent exposure to engaging content helps consumers recognize and remember a brand more easily.

Similarly, Surbakti, Tumbel, and Tumbuan (2025) found that brand awareness plays a significant role in influencing consumer purchasing decisions.

When consumers are familiar with a brand, they are more likely to trust the brand and choose it over competitors. Thus, building strong brand awareness is a key objective of modern marketing strategies.

### **Brand Image**

Brand image refers to the set of perceptions and associations that consumers hold regarding a brand. It reflects how consumers view the brand based on their experiences, beliefs, and information they receive. According to Aaker (2020), a strong brand image can differentiate a product from its competitors and create long-term competitive advantages.

Siregar, Syaharani, and Pratiwi (2023) explain that content marketing can significantly influence brand image by shaping consumer perceptions about a product or service. Creative and informative content can communicate a brand's identity, values, and product quality to consumers, thereby strengthening the brand's positive image.

In addition, Febrian and Nugrahani (2025) found that marketing strategies on digital platforms such as TikTok can influence purchase intentions through brand image. Their research shows that visually appealing and engaging content can enhance consumers' perceptions of a brand, which ultimately encourages them to consider purchasing the product.

### **Purchase Decision**

A purchase decision is the stage in the consumer decision-making process where consumers choose to buy a product after evaluating various alternatives. According to Firmansyah and Ramadhani (2023), consumer purchase decisions are influenced by several factors, including brand perception, marketing communication, and product information available in digital environments.

Previous studies also emphasize the relationship between brand-related factors and purchase decisions. Surbakti et al. (2025) found that brand awareness significantly influences purchasing decisions because consumers tend to choose brands they are familiar with. Likewise, a positive brand image can increase consumer trust and confidence in a product.

Content marketing also plays a crucial role in shaping purchase decisions. Through informative and persuasive content, companies can influence consumer attitudes and guide them toward making purchasing choices. When consumers receive consistent and credible information about a product, they are more likely to develop trust and eventually decide to purchase the product.

### **Relationship Between Content Marketing, Brand Awareness, Brand Image, and Purchase Decisions**

Based on previous studies, content marketing can influence consumer purchasing decisions both directly and indirectly. Content marketing provides information and entertainment that can attract consumer attention and encourage interaction with the brand. Through repeated exposure, consumers become more familiar with the brand, which increases brand awareness.

As brand awareness increases, consumers begin to form perceptions about the brand, which contributes to the development of brand image. A positive brand image strengthens consumer trust and makes them more confident in choosing the brand. Consequently, both brand awareness and brand image play important roles in mediating the influence of content marketing on purchase decisions.

Research by Febrian and Nugrahani (2025) and Siregar et al. (2023) confirms that digital marketing strategies, especially through social media platforms, significantly affect brand perception and consumer purchasing behavior. These studies indicate that creative, engaging, and consistent marketing content can enhance brand awareness, build a positive brand image, and ultimately influence consumer purchase decisions.

### **Summary of Previous Studies**

Overall, the literature indicates that content marketing is a powerful strategy in modern marketing practices. It helps companies communicate their brand values, increase brand recognition, and shape consumer perceptions. Strong brand awareness and a positive brand image are critical factors that influence consumer purchasing decisions.

Previous research consistently demonstrates that digital platforms such as social media have amplified the impact of content marketing. By utilizing engaging content and interactive features, companies can effectively reach their target audiences and strengthen their brand presence in competitive markets.

### **METHODS**

This study used a quantitative method with a descriptive associative approach, aiming to determine the relationship between TikTok@Sia Mitha House marketing content variables and brand awareness, brand image, and purchasing decisions among Generation Z consumers. Quantitative methods are used to test theories by measuring numerical variables and analyzing data statistically, ensuring objective results. This approach was chosen because the study focuses on systematically measuring the influence between variables. By using data obtained from respondents through a questionnaire, researchers can identify the extent to which marketing content displayed on TikTok influences consumer awareness, image, and purchasing decisions. This quantitative analysis helps provide an empirical picture of the effectiveness of digital marketing strategies in the social media era..

### **RESULTS**

This study explains that marketing content plays a crucial role in building brand awareness, strengthening brand image, and driving purchasing decisions. The better the quality and consistency of content created by a brand on TikTok, the higher the level of consumer recognition and recall of that brand. Creative and relevant marketing content can create positive brand perceptions, thus establishing a strong brand image and increasing consumer trust. Furthermore, engaging marketing content can influence consumers' intentions and decisions

to purchase a product, as they feel more confident and satisfied with the information presented.

Based on the presented framework, this study explains that Marketing Content (X) plays a crucial role as an independent variable influencing three main dependent variables: Brand Awareness (Z1), Brand Image (Z2), and Purchase Decision (Y). This framework emphasizes that the quality and consistency of content presented by a brand on TikTok directly increases consumer recognition and recall of that brand, known as Brand Awareness. Furthermore, creatively designed and relevant marketing content plays a role in creating positive perceptions in consumers' minds, which in turn strengthens Brand Image and builds consumer trust. The proposed hypothesis supports this framework, namely that Content Marketing has a positive and significant influence on Brand Awareness, Brand Image, and Purchase Decisions of Generation Z consumers.

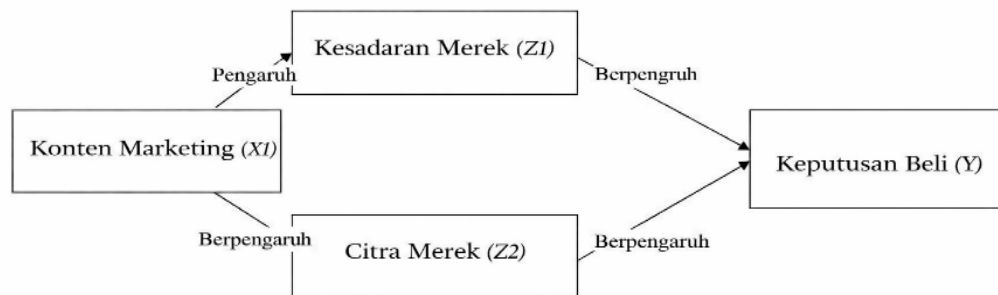


Figure 1. Research Conceptual Model

### Data Analysis (Statistics)

This study employed a quantitative method based on the Statistical Package for the Social Sciences (SPSS) to analyze the data. SPSS 16.0, a program specifically designed to reflect variance-based structural equations, was used. The steps are described below. Data analysis was conducted using SPSS. The analysis model was measured using three criteria for the data analysis approach using SPSS to assess the external model: Convergent Validity, Discriminant Validity, and Reliability:

Table 1. Convergent Validity

Item	rValue	rTable	Description
X1.1	0.853	0,195	Valid
X1.2	0.843	0,195	Valid
X1.3	0.852	0,195	Valid
X1.4	0.889	0,195	Valid
X1.5	0.827	0,195	Valid

Based on Table 4.8, the results of the validity test of the Pet Attachment variable (X1) show that all statement items, namely X1.1 to X1.5, have a calculated r value that is greater than the r table of 0.195. The calculated r value obtained is in the range of 0.827 to 0.889. These results indicate that all statement items in the Pet Attachment variable are declared valid and are able to measure respondents' perceptions regarding attachment.

Based on the table, it can be seen that all statement items are declared valid. This is evidenced by the correlation values for each item, which meet the validity requirements. Therefore, all indicators in the Pet Attachment variable are suitable for use in further analysis in this study. The validity of each item strengthens the quality of the research instrument used, ensuring that the data obtained can be trusted to measure the variables being studied. Overall, this table indicates that the research instrument has met good measurement standards and can be used in the next testing phase.

Table 2 Discriminant Validity

Item	rValue	rTable	Description
Z1.1	0.763	0,195	Valid
Z1.2	0.857	0,195	Valid
Z1.3	0.797	0,195	Valid
Z1.4	0.846	0,195	Valid
Z1.5	0.813	0,195	Valid

Based on Table 2. the validity test results for the Brand Awareness (Z) variable show that all statement items, namely Z1.1 to Z1.5, have a calculated r value greater than the r table of 0.195. The calculated r values obtained are in the range of 0.763 to 0.857. These results indicate that all statement items in the Brand Awareness variable are valid and able to accurately measure the level of consumer brand awareness. Because all calculated r values are greater than the r table, no items were disqualified from this test. Based on the table, it can be seen that all statement items have met the validity requirements. The correlation value

of each item indicates a strong relationship between the indicator and the Brand Awareness variable. Item Z1.2 has the highest calculated  $r$  value of 0.857, indicating the strongest contribution in representing the variable

Based on the table, it can be seen that all statement items are declared valid. This is evidenced by the correlation values for each item, which meet the validity requirements. Therefore, all indicators in the Pet Attachment variable are suitable for use in further analysis in this study. The validity of each item strengthens the quality of the research instrument used, ensuring that the data obtained can be trusted to measure the variables being studied. Overall, this table indicates that the research instrument has met good measurement standards and can be used in the next testing phase.

Table 3. Reliability

Variabel	Cronbach Alpha	Description
Marketing Content(X)	0.905	Reliabel
Brand Awareness (Z1)	0.872	Reliabel
Image Brand (Z2)	0.893	Reliabel
Purchase Decision (Y)	0.936	Reliabel

Based on Table 3. the reliability test results indicate that all research variables have a Cronbach's Alpha value greater than 0.60, thus all research instruments are considered reliable. The Marketing Content variable (X) has a Cronbach's Alpha value of 0.905. This value indicates that the statement items in the Marketing Content variable have a very high level of internal consistency. The Brand Awareness variable (Z1) obtained a Cronbach's Alpha value of 0.872, indicating a good level of reliability and consistency in measuring this variable.

The Brand Image variable (Z2) has a Cronbach's Alpha value of 0.893, while the Purchase Decision variable (Y) obtained a Cronbach's Alpha value of 0.936. These values are well above the minimum threshold of 0.60, even approaching 1, indicating a very strong level of internal consistency. The Purchase Decision variable has the highest value, making it the variable with the highest level of reliability among the other variables.

Therefore, it can be concluded that all research instruments have met the reliability criteria and are suitable for further analysis, such as classical assumption tests and regression analysis. These results indicate that the questionnaire used is capable of providing consistent and reliable results in measuring each research variable.

Table 4. R-Square

Model	Variabel Depend	R	RSquare	Adjusted RSquare
Model1	Brand Awareness (Z1)	0,520	0,270	0,263
Model2	Purchase Decision (Y)	0,787	0,619	0,611
Model3	Image Brand (Z2)	0,535	0,287	0,279
Model4	Purchase Decision (Y)	0,768	0,589	0,581

Based on the results of the coefficient of determination analysis in Model 1, the R value was obtained as 0.520, with an R-square of 0.270 and an Adjusted R-square of 0.263. The R-square of 0.270 indicates that Content Marketing explains 27.0% of the variation in Brand Awareness, while the remaining 73.0% is influenced by variables outside the research model. This indicates that although Content Marketing's influence is significant, other factors still influence consumers' Brand Awareness levels.

In Model 2, the R value was obtained as 0.787, with an R-square of 0.619 and an Adjusted R-square of 0.611. These values indicate that Content Marketing and Brand Awareness simultaneously explain 61.9% of the variation in Purchase Decisions, while the remaining 38.1% is influenced by variables outside the research model. This coefficient of determination is considered strong, indicating that the model has good ability to explain changes in purchasing decisions.

Table 3. F-Square

Model	Variable Depend	df	Ftable	Fvalue	Sig.
Model1	Brand Awareness (Z1)	1;98	3,94	36,304	0,000
Model2	Purchase Decision(Y)	2;97	3,09	78,787	0,000
Model3	Brand Image (Z2)	1;98	3,94	39,358	0,000
Model4	Purchase Decision (Y)	2;97	3,09	69,582	0,000

Based on the F-test results for Model 1, the calculated F-value was 36.304 with a significance value of 0.000. This value is greater than the F-table value of 3.94 ( $36.304 > 3.94$ ) and the significance value is less than 0.05 ( $0.000 < 0.05$ ). Therefore,  $H_0$  is rejected and  $H_1$  is accepted, meaning the regression model for the influence of Content Marketing on Brand Awareness is significant and suitable for use.

This indicates that Content Marketing is able to statistically explain variations in Brand Awareness. In Model 2, the calculated F-value was 78.787 with a significance value of 0.000. This value is greater than the F-table value of 3.09 ( $78.787 > 3.09$ ) and the significance value is less than 0.05. Thus,  $H_0$  is rejected and  $H_1$  is accepted, meaning that Marketing Content and Brand Awareness simultaneously have a significant influence on Purchase Decisions. This indicates that both variables together can explain changes in consumer Purchase Decisions.

In Model 3, the calculated F-value was 39.358 with a significance level of 0.000. This value is greater than the F-table value of 3.94 ( $39.358 > 3.94$ ) and the significance level is less than 0.05. Therefore,  $H_0$  is rejected and  $H_1$  is accepted, concluding that the regression model for the influence of Marketing Content on Brand Image is significant. This means that Marketing Content is able to statistically explain variations in Brand Image. In Model 4, the calculated F-value was 69.582 with a significance level of 0.000.

This value is greater than the F-table value of 3.09 ( $69.582 > 3.09$ ) and the significance level is less than 0.05. Therefore,  $H_0$  is rejected and  $H_1$  is accepted, indicating that Marketing Content and Brand Image simultaneously have a significant influence on Purchase Decisions. Overall, all regression models in this study were found to be feasible and significant, and therefore can be used for further analysis and to draw comprehensive research conclusions.

Table 4. Estimate For path Coefficients

Model	VariabelDependen	R	RSquare	AdjustedRSquare
Model1	Brand Awareness (Z1)	0,520	0,270	0,263
Model2	Purchase Decision (Y)	0,787	0,619	0,611
Model3	Brand Image (Z2)	0,535	0,287	0,279
Model4	Purchase Decision (Y)	0,768	0,589	0,581

Based on the results of the coefficient of determination analysis in Model 1, the R value was obtained as 0.520, with an R-square of 0.270 and an Adjusted R-square of 0.263. The R-square of 0.270 indicates that Content Marketing explains 27.0% of the variation in Brand Awareness, while the remaining 73.0% is influenced by variables outside the research model. This indicates that although Content Marketing's influence is significant, other factors still influence consumers' Brand Awareness levels. In Model 2, the R value was obtained as 0.787, with an R-square of 0.619 and an Adjusted R-square of 0.611.

These values indicate that Content Marketing and Brand Awareness simultaneously explain 61.9% of the variation in Purchase Decisions, while the remaining 38.1% is influenced by variables outside the research model. This coefficient of determination is considered strong, indicating that the model has good ability to explain changes in purchasing decisions.

Model 3 obtained an R value of 0.535, with an R-square of 0.287 and an Adjusted R-square of 0.279. This indicates that Content Marketing explains 28.7% of the variation in Brand Image, while the remaining 71.3% is influenced by factors outside the model. Although its contribution is not as large as in Model 2, these results still indicate that Content Marketing plays a significant role in shaping Brand Image. Model 4 obtained an R value of 0.768, with an R-square of 0.589 and an Adjusted R-square of 0.581. This value indicates that Content Marketing and Brand Image simultaneously explain 58.9% of the variation in Purchase Decisions, while the remaining 41.1% is influenced by other variables outside the study. Overall, the coefficient of determination results indicate that the regression model in this study has a fairly strong ability to explain the relationship between variables, especially in models involving mediating variables.

Table 5. Hypothesis Testing

Model	T	T value	Sig	Table
X → Z1 (Konten Marketing → Awareness)	1,984	6,025	< 0,001	H1 Accepted Brand
X → Z2 (Marketing Content → Brand Image)	1,984	6,274	< 0,001	H2 Accepted Brand Image)
X → Y (Marketing Content → Accepted)	1,984	7,297	< 0,001	H3 Purchase Decision
Z1 → Y (Brand Awareness → Accepted)	1,984	7,297	< 0,001	H4 Purchase Decision
Z2 → Y (Image Mediation → Accepted)	1,984	7,281	< 0,001	H5 Purchase Decision Accepted)
X → Z1 → Y (Consciousness Mediation)	1,984	7,297	< 0,001	H6 Accepted Brand)
X → Z2 → Y (Image Mediation)	1,984	7,281	< 0,001	H7 Accepted Brand)

The Effect of Content Marketing on Brand Awareness (H1) Based on the t-test results for the relationship X → Z1, the calculated t-value was 6.025, which is greater than the t-table value of 1.984, with a significance value <0.001. This result indicates that H1 is accepted, and it can be concluded that Content Marketing has a positive and significant effect on Brand Awareness. This means that the better the quality of the marketing content presented, the higher the level of consumer brand awareness. The Effect of Content Marketing on Brand Image (H2) Based on the t-test results for the relationship X → Z2, the calculated t-value was 6.274, which is greater than the t-table value of 1.984, with a significance value <0.001.

Therefore, H2 is accepted, meaning that Content Marketing has a positive and significant effect on Brand Image. This demonstrates that creative, informative, and relevant content can shape positive perceptions and strengthen brand image in the eyes of consumers. The Influence of Marketing Content on Purchase Decisions (H3) Based on the t-test results for the  $X \rightarrow Y$  relationship, the calculated t-value was 7.297, which is greater than the t-table value of 1.984, with a significance value of  $<0.001$ . These results indicate that H3 is accepted, and it can be concluded that Marketing Content has a positive and significant effect on Purchase Decisions. This means that engaging and convincing marketing content can encourage consumers to make purchases.

The Effect of Brand Awareness on Purchase Decisions (H4) For the  $Z1 \rightarrow Y$  relationship, the calculated t-value was 7.297, which is greater than the t-table value of 1.984, with a significance value of  $<0.001$ . Therefore, H4 is accepted, meaning that Brand Awareness has a positive and significant effect on Purchase Decisions. The higher the consumer's awareness of a brand, the more likely they are to make a purchase. The Effect of Brand Image on Purchase Decisions (H5) Based on the t-test results for the  $Z2 \rightarrow Y$  relationship, the calculated t-value was 7.281, which is greater than the t-table value of 1.984, with a significance value of  $<0.001$ . This indicates that H5 is accepted, and it can be concluded that Brand Image has a positive and significant effect on Purchase Decisions.

A good brand image can increase consumer trust and confidence in making purchasing decisions. The Influence of Marketing Content on Purchase Decisions through Brand Awareness (H6) In the mediation path  $X \rightarrow Z1 \rightarrow Y$ , the test results showed a significance value  $<0.001$ , therefore, H6 was accepted. This means that Brand Awareness is able to mediate the influence of Marketing Content on Purchase Decisions. In other words, good marketing content will increase brand awareness, which ultimately drives purchase decisions.

The Influence of Marketing Content on Purchase Decisions through Brand Image (H7) In the mediation path  $X \rightarrow Z2 \rightarrow Y$ , the significance value was  $<0.001$ , so H7 was accepted. This indicates that Brand Image also plays a role as a mediating variable in the relationship between Marketing Content and Purchase Decisions. This means that effective marketing content can build a positive brand image, which in turn improves consumer purchasing decisions.

## DISCUSSION

The Influence of Content Marketing on Brand Awareness Based on the analysis, marketing strategies, particularly through creative and consistent content, play a crucial role in shaping brand awareness in the minds of today's consumers. In the context of digital platforms like TikTok, visually appealing content that follows the latest trends will more easily trigger audiences' memories of a product. When companies regularly present informative and entertaining videos, consumers subconsciously begin to recognize the brand's identity, reaching the top-of-mind stage. This is particularly effective for younger respondents, who tend to absorb information more quickly in short video formats than conventional advertising. Therefore, the higher the quality of creativity and intensity of marketing, the higher the level of brand recognition.

This is inseparable from the powerful characteristics of building long-term memory through creativity and trend relevance. In practice, this strategy works by utilizing aesthetically pleasing short video content, such as the use of viral songs and smooth transitions, thereby triggering repeated appearances of the content on the audience's For Your Page (FYP). The main characteristic of this influence is seen in the high content creativity indicator, which directly increases consumers' brand recall, reaching the top-of-mind stage. This is particularly effective for female respondents aged 18-25, who tend to actively consume social media daily.

Research findings show that not only age but also educational level, predominantly among women aged 18-25, plays a central role in the effectiveness of marketing content on brand awareness. This group of respondents is in the transition phase of adulthood, where appearance becomes an important aspect of social existence, making them highly responsive to viral fashion trends on social media. With an average TikTok usage time of 2 to 5 hours per day, respondents are frequently exposed to creative video content from @SiaMithaHouse repeatedly through the For Your Page (FYP) feature.

In terms of occupation, the majority of respondents in this study were in the transition phase toward adulthood, namely as students or first-time jobbers. This group has highly dynamic work characteristics and tends to spend a lot of time on digital platforms like TikTok to find entertainment and lifestyle references in their spare time. For respondents who are students or young workers, marketing content that displays high creativity (with the highest average score of 4.24) is highly effective because it can provide product information visually and quickly amidst their high mobility.

The current phenomenon of marketing's influence on brand awareness is reflected in the shift in consumer behavior among Gen Z consumers, who now learn more about products through digital visual content than through conventional television advertising. On the TikTok platform, this phenomenon is evident when a creative short video featuring a viral song from the account @SiaMithaHouse repeatedly penetrates the audience's For You Page (FYP), creating an automatic recall effect. The high rate of internet usage, reaching nearly 8 hours a day, makes consistent content exposure key for a brand to remain top of mind.

In conclusion, a content marketing strategy implemented through TikTok has proven to be a key driver in building strong brand awareness in the minds of Gen Z consumers. Based on data analysis, the more creative and relevant the content presented, the greater the audience's ability to recognize and recall the brand identity, reaching the top-of-mind stage. This phenomenon is supported by the highest scores for content creativity and trend relevance indicators, indicating that videos with smooth transitions and viral songs are highly effective in attracting the attention of respondents, predominantly women aged 18-25.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the research results, it can be concluded that content marketing has a positive and significant impact on brand awareness, brand image, and consumer purchase satisfaction. Consistent, relevant, informative, and engaging content can increase the frequency of brand exposure, strengthen positive perceptions, and help consumers better understand the product before making a purchase. This fosters top-of-mind awareness and a more modern, trustworthy, and relatable brand image.

Furthermore, the use of social media, particularly video-based platforms and user-generated content, has proven effective in increasing consumer interaction and trust. A well-planned and intensive content marketing strategy not only influences purchasing decisions but also increases consumer satisfaction because the expectations formed through the content align with the perceived purchasing experience. Therefore, the more strategic and sustainable a brand is in managing its content marketing, the stronger the brand awareness, brand image, and consumer purchase satisfaction it can achieve.

## **FURTHER STUDY**

Based on the research results, it can be concluded that content marketing has a positive and significant impact on brand awareness, brand image, and consumer purchase satisfaction. Consistent, relevant, informative, and engaging content can increase the frequency of brand exposure, strengthen positive perceptions, and help consumers better understand the product before making a purchase. This fosters top-of-mind awareness and a more modern, trustworthy, and relatable brand image. Furthermore, the use of social media, particularly video-based platforms and user-generated content, has proven effective in increasing consumer interaction and trust. A well-planned and intensive content marketing strategy not only influences purchasing decisions but also increases consumer satisfaction because the expectations formed through the content align with the perceived purchasing experience. Therefore, the more strategic and sustainable a brand is in managing its content marketing, the stronger the brand awareness, brand image, and consumer purchase satisfaction it can achieve.

## **ACKNOWLEDGMENT**

The author would like to express his gratitude to God Almighty for His grace and blessings so that this thesis can be completed well. The author would like to thank Mrs. Setya Indah Isnawati, S.I.Kom., M.M as the supervisor who has provided direction and guidance during the process of compiling this thesis. Thank you also to all lecturers and staff of the Digital Business Undergraduate Study Program, Ngudi Waluyo University for the knowledge and support provided. The author would also like to thank both parents and family for their prayers and support always given. Thank you are expressed to friends who have helped and provided encouragement during the research process. Hopefully this thesis can provide benefits for readers and the development of science.

## REFERENCES

- Aaker, D.A. (2020). *Building strong brands*. Free Press.
- Febrian, R., & Nugrahani, R.U. (2025). The Impact of TikTok Marketing Strategy on Purchase Intention Through Brand Image: A Case Study of N'Pure. *Dinasti International Journal of Economics, Finance & Accounting*, 6(5), 4707-4716. <https://doi.org/10.38035/dijefa.v6i5.5259>
- Firmansyah, A., & Ramadhani, S. (2023). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Konsumen di Era Digital. *Jurnal Riset Ekonomi Dan Bisnis*, 16(2), 145-158.
- Siregar, H. Y., Syaharani, M., & Pratiwi, A. (2023). Pengaruh Content Marketing terhadap Citra Merek dan Loyalitas Konsumen pada Pengguna Scarlett Whitening di Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, 5(1), 58-69.
- Surbakti, L.M.C., Tumbel, A.L., & Tumbuan, W.J.F.A. (2025). Pengaruh Brand Ambassador dan Brand Awareness terhadap Keputusan Pembelian. *Jurnal EMBA*, 13(1), 43-54.
- Sricommerce: *Journal of Sriwijaya Community Services*, 2(2), 89-96. <https://doi.org/10.29259/jscs.v2i2.38> among College Students: The Role of Financial Literacy in Malaysia | Sabri | *Cross-cultural Communication*. *Crosscultural Communication*. <https://doi.org/10.3968/j.ccc.1923670020100603.009>
- Utami, R.M.P., & Kusumawati, A. (2022). Peran Content Marketing dalam Meningkatkan Kepuasan Pelanggan dan Loyalitas Merek. *Jurnal Bisnis Dan Manajemen*, 9(2), 112-125.
- Yunita, D., Widad, A., Diah, Y.M., & Farla, W. (2021). Pembuatan Content Marketing sebagai Strategi Menumbuhkan Brand Awareness bagi Pelaku Usaha di Era Pandemi Covid-19.