

## **Exploring the Relationship Between Content Marketing, Brand Awareness, and Purchase Intentions on TikTok: Mafia Gedang Case Study**

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### **ABSTRACT**

*Content marketing has emerged as a prominent marketing strategy, emphasizing the creation, dissemination, and relevance of captivating content to targeted audiences. In Indonesia, businesses keenly pursue augmenting brand awareness through active engagement on social media platforms, given the widespread use of social media among the populace. Concurrently, brand awareness represents the degree to which consumers recognize and associate a brand with the products or services offered, reflecting their recall and identification. This research delves into examining the nexus between content marketing, brand awareness, and purchase intent for Mafia Gedang products on TikTok. Employing a quantitative research approach, the study surveyed 100 respondents using questionnaires distributed through purposive sampling. Data collection involved systematic questionnaire dissemination and retrieval. Analysis was conducted utilizing multiple linear regression techniques. The empirical findings reveal compelling insights: both content marketing and brand awareness exert a significant and positive influence on purchase interest. This underscores the pivotal roles of content marketing strategies and brand familiarity in shaping consumer behaviors within the TikTok ecosystem. Understanding these dynamics becomes crucial for businesses seeking to effectively leverage digital platforms like TikTok to promote products such as Mafia Gedang. The implications are profound, offering businesses strategic direction in designing marketing initiatives that resonate with consumers, bolster brand-consumer relationships, and ultimately drive purchase intention. These findings contribute to the existing body of knowledge by emphasizing the substantial impact of content marketing and brand awareness on consumer behavior in the context of digital marketing platforms. Thus, businesses can better tailor their strategies to capitalize on these influential factors for enhanced market engagement and brand recognition.*

**Keywords:** *Content, Purchase Intention, Brand Awareness*

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### **INTRODUCTION**

The development of information technology is currently taking place very quickly, with updates in the form of digital information technology. The industrial revolution 4.0 has had a significant impact on human life throughout the world. The development of internet technology has also brought changes in lifestyle and is slowly replacing existing habits in society. The market function, which was previously carried out directly between buyers and sellers by meeting, has now shifted to the virtual world through digital internet technology platforms. (Fatimah, 2023).

Indonesia is one of the countries with the largest population of internet users in the world. According to the We Are Social report, there were 204.7 million internet users in the country as of January 2022. This number increased slightly by 1.03% compared to the previous year. In January 2021, the number of internet users in Indonesia was recorded at 202.6 million. The trend in the number of internet users in Indonesia has continued to increase in the last five year Azizah, I., & Huda, M. (2022).

Using social media in business can make it easier to market and promote products through digital marketing. Examples include content marketing.

Content marketing is a marketing strategy that focuses on creating, publishing, and distributing content that is relevant, valuable, and attracts the attention of a targeted audience. The main goal of content marketing is to build brand awareness, generate interest, and drive positive actions from the audience, such as purchasing a product or service, subscribing to emails, or sharing content. According to Kucuk & Krishnamurthy in (Limandono, 2018) stated that Content Marketing can attract consumers by creating customer engagement through sharing content and creative content that is informative, entertaining and provides solutions so that it can change changes in consumer thinking patterns and become an inspiration for potential customers or customers of a company.

Content marketing is a marketing strategy that aims to create, connect and communicate relevant and valuable content to the target audience. In the context of using the TikTok platform, content marketing can take the form of creative, interesting and informative videos that can attract and influence users. One example is the Mafia Gedang product which uses TikTok content which continues to grow and get a lot of attention, with data based on reports from We Are Social and Hootsuite show that TikTok has 1.05 billion users worldwide as of January 2023. Returning to popularity, it can be seen from survey data conducted by We Are Social, that at the beginning of 2023 there will be a list of 10 (ten) countries that use it the most. Indonesia itself is the country with the second largest number of users in the world, with 109.9 million users, one rank below the United States which has 113.25 million marketing users to introduce products, describe the benefits and uniqueness of products, and invite users of the TikTok platform to try and buy the product. Followed by Russia with 54.86 million users, 49.86 million users from Vietnam, 43.43 million users from the Philippines, 40.27 million users from Thailand, 29.86 million users from Turkey, and finally there are 26.39 million users from Saudi Arabia who used TikTok this year. One of the strategies expected by many companies in Indonesia is to develop Brand Awareness on social media because the Indonesian population currently uses social media very actively. Brand awareness is the level of consumer recognition and awareness of a brand or brands which refers to the extent to which consumers recognize, remember and associate a brand with the products or services offered. Engel. (2017)

Brand awareness is an important aspect in building and maintaining brand success in the market. One example is the Mafia Gedang brand which is quite well known in Indonesia and already has many followers on social media, especially on the TikTok platform with 215 thousand people.

Brand Awareness is the ability of potential buyers or consumers to recognize or remember a brand. One example is the application of brand awareness in Gedang mafia culinary products, the level of consumer recognition and awareness of certain brands or products. In this case, brand awareness can also be measured through the extent to which consumers recognize the Mafia Gedang brand in particular and its products. High brand awareness will help build a strong brand reputation and expand the consumer base. (Firmansyah (2019).

To find out the influence of TikTok content marketing and brand awareness on consumer buying interest in the Gedang mafia. Purchase interest is the dependent variable in this research because purchase interest is a very important variable to identify. Through identifying buying interest, the factors that influence buying interest will be known. From the information and knowledge obtained, a marketing strategy can be developed through appropriate marketing content so that it can motivate potential consumers to make purchases. Purchase interest is a person's tendency, interest, or desire to buy or own a product or service. This reflects an individual's interest and motivation in acquiring goods or services that are considered relevant, useful, or meet consumer needs and desires.

In general, buying interest is the tendency to like something that must be obtained, for example before buying a Gedang mafia culinary product. By looking at the content first, it creates a strong desire to buy the product and this is one example of a content image on the

Gedang Mafia TikTok platform. Consumer buying interest is the intention that arises in a person before making a purchase of a product or service. be considered first before the purchasing process takes place. However, even though TikTok offers great potential for content marketing and increasing brand awareness, there has been no research that specifically examines the influence of content marketing and brand awareness on consumer purchase interest in Mafia Gedang products on TikTok. Bakti et al., (2020).

## **METHOD**

This study uses a quantitative approach. Quantitative methods are methods that have been used as research methods for quite a long time. This method is concrete, objective, measurable, systematic and rational so that it meets scientific principles. This research emphasizes calculating statistical data in the form of a certain number of numbers using a quantitative correlation method which aims to find out whether there is an influence between two or more variables. The population in this study are TikTok followers who have access to Gedang Mafia content on the platform. The sample in this study was 100 respondents. The sampling technique used purposive sampling technique criteria, namely Gedang Mafia followers who had interacted with this content in the last 6 months. The data analysis technique used linear regression. multiple variables involving content marketing  $x_1$ , brand awareness  $x_2$ , and purchasing interest  $y$ .

## **RESULT AND DISCUSSION**

### **RESULT**

#### **The validity test**

The validity test carried out in this study used private correlation and was processed using the smart pls 4 application. Validity testing in this study was carried out on 100 respondents with an error level of 5% or 0.05, so the  $r$  table was 0.195, while the decision making was based on calculated  $r > r$  table

**Table 1. Content Marketing Validity Test Results**

No	Item	r hitung	r Tabel	Keterangan
1	Item 1	0,760	0,195	Valid
2	Item 2	0,740	0,195	Valid
3	Item 3	0,682	0,195	Valid
4	Item 4	0,854	0,195	Valid
5	Item 5	0,821	0,195	Valid
6	Item 6	0,816	0,195	Valid
7	Item 7	0,718	0,195	Valid

Source: processed data, (2023)

Based on table 1 above, the results of the validity test on the content marketing variable ( $X_1$ ) which consists of 7 question items can be seen that all items are declared valid, because they have a calculated  $r$  value  $> 0.195$ .

**Tabel 2. Brand Awareness Variable Validity Test Results**

No	Item	r Hitung	r Tabel	Keterangan
1	Item 1	0.884	0,195	Valid
2	Item 2	0.571	0,195	Valid
3	Item 3	0.862	0,195	Valid
4	Item 4	0.554	0,195	Valid

Source: processed data, (2023)

Based on table 2 above, the results of the validity test on the Brand awareness variable (X2) which consists of question items can be seen that all items are declared valid, because the calculated r value is  $>0.195$ .

**Tabel 3. Validity Test Results for Purchase Interest Variables**

No	Item	r Hitung	r Tabel	Keterangan
1	Item 1	0.834	0,195	Valid
2	Item 2	0.840	0,195	Valid
3	Item 3	0.831	0,195	Valid
4	Item 4	0.848	0,195	Valid

Source: processed data, (2023).

Based on table 3 above, the results of the validity test on the purchase interest variable (Y) which consists of 4 question items can be seen that all items are declared valid, because they have a calculated r value  $> 0.195$ .

### The Reliability Test

The results of the reliability test can be seen by the magnitude of alpha a. if the alpha value is  $> 0.6$  then it is declared reliable, if the alpha value is  $< 0.6$  then it is declared unreliable

**Tabel 4. Reliability Test Results for the Purchase Interest Variable**

No	Variabel	Jumlah Pertanyaan	Alpha Hitung	Koefisien Alpha	Keterangan
1	Content marketing (X1)	7	0,890	0,6	Reliabel
2	Brand awareness (X2)	4	0,891	0,6	Reliabel
3	interested in buying (X3)	4	0,890	0,6	Reliabel

Based on the reliability test results in table 4, it can be seen that all the variables tested have Cronbach's Alpha values  $> 0.6$  so it can be concluded that the three variables, namely the content marketing, brand awareness and purchase interest variables, are declared reliable. Source: processed data, (2023).

### General Data of Respondents Deskriptif

This research includes general data on respondents regarding active users of Gedang Mafia TikTok. This can be seen in the table below Gender General data on respondents based on gender on active Gedang Mafia TikTok users. This can be seen in table 5 below:

**Tabel 5. Respondents by gender**

Jenis kelamin	Jumlah	Presentase %
man	51	51%
woman	49	49%
Amount	100	100%

Source: processed data, (2023).

From table 5 it can be seen that 51 respondents in this study were male, equivalent to 51%, while 49 respondents were female, equivalent to 49%. So it can be concluded that out of 100 respondents, the highest number of active users of the gedang mafia on TikTok are men.

General data on respondents based on age for active users of the Gedang Mafia TikTok can be seen in table 6 below :

**Tabel 6 Respondents Based on Age**

age	amount	presentation%
17-24 year	60	60%
25-34 year	32	32%
35-49 year	6	6%
50-64 year	1	1%
65 year	1	1%
amount	100	100%

Source: processed data, (2023)

From table 6 above, it can be seen that the respondents in this study were 60 respondents or 60.0% aged 17-24 years, 32 respondents or 32.0% aged 25-34 years, 6 respondents aged 35-49 years. or 6.0%, those aged 50-64 years were 1 respondent or 1.0%, those aged 65 years and over were 1 respondent or 1.0%. So it can be concluded that of the 100 respondents the highest active users of Gedang Mafia TikTok are aged 17-24 years.

General data on respondents based on occupation of active Gedang Mafia TikTok users. This can be seen in table 7 below

**Tabel 7 Respondents based on occupation**

work	Jumlah	Presentasi %
student	34	34%
private employees	46	46%
trader	7	7%
laborer	2	1%
Doesn't work	6	1%
others	5	5%
amount	100	100%

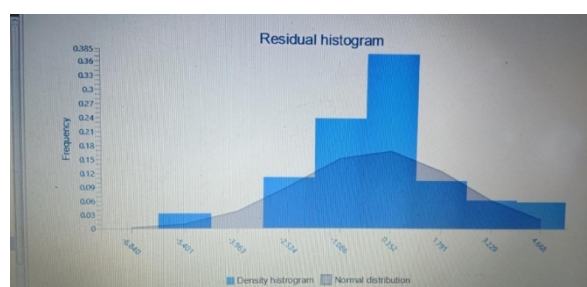
Sumber: data diolah, (2023)

Based on table 7 above, it can be seen that the respondents in this study were 34 respondents or 34.0%, 46 respondents or 46% worked as private employees, 2 respondents or 2.0% worked as laborers, who did not working 6 as many as 6 respondents or 6.0%, and other jobs as many as 5 respondents or 5.0%. So it can be concluded that out of 100 respondents, the highest active users of Gedang Mafia TikTok are private employees, 46 respondents.

## Classic Assumption Test

### 1. Normality Test

The normality test is a test that aims to evaluate the distribution of data in a set of data or variables, regardless of whether the data is normally distributed or not. The Normality Graph is presented in the following table in Figure 1.



**Figure 1 Normality test results**

Based on Figure 2, the results show that all data is not normally distributed because the distribution of data is not around the diagonal line

## 2. Multicollinearity Test

Multicollinearity Test Values can be seen in table 8 below.

**Tabel 8. Multicollinearity Test Results**

	VIF
CONTENT MARKETING (X1)	1.583
BRAND AWARENESS (X2)	1.583

Source: SmartPLS Appendix 4 Multiple Linear Regression, (2023)

It can be seen in table 8 that the results of the multicollinearity test show that the VIF value for all independent variables is  $<10$ , which means that the values for the variables above do not show any symptoms of multicollinearity. Or it is a linear relationship between independent variables in multiple regression.

## 3. Autocorrelation Test

Autocorrelation Test values can be seen in the table 9 below :

**Tabel 9. Autocorrelation Test Table**

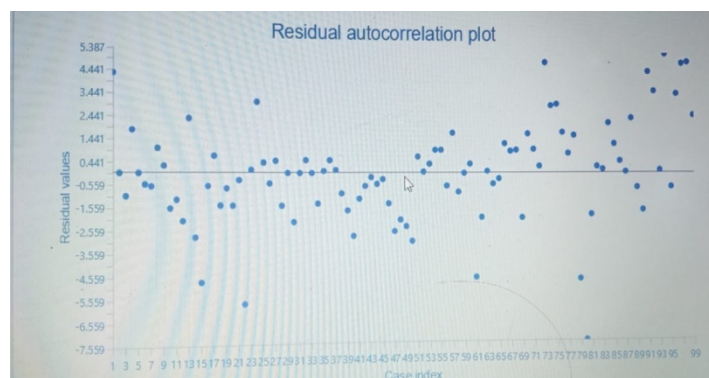
	Minat Beli
R-square	0.394
R-square adjusted	0.381
Durbin-Watson test	1.212

Source: Processed Data, (2023)

In table 9 above you can see that the resulting Durbin-Watson value is 1.212. Because the Durbin-Watson value is between  $<1$  and  $>3$ , which means that the model above has no autocorrelation problems or no violation of regression assumptions in multiple linear regression.

## 4. Heteroscedasticity Test

The heteroscedasticity graph is presented in Figure 2 below:



**Figure 2 Uji Heteroskedestisitas**

In Figure 2 above, you can see that the points are spread randomly or do not form a clear pattern and are spread both above and below the number 0, so this means that there is no heteroscedasticity in the multiple linear regression SmartPLS model.

### Results of Multiple Linear Regression Analysis

**Tabel 10 Multiple Linear Regression Test Results**

	Unstandardized coefficients	Standardized coefficients	SE	T Value	P Value
CONTENT MARKETING	0.092	0.143	0.064	1.435	0.155
BRAND AWARENESS	0.577	0.530	0.109	5.305	0.000
Intercept	3.182	0.000	1.164	2.734	0.007

Source: processed data, (2023)

Based on table 10, it can be seen that the results of the linear regression analysis formed are:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

$$Y = 3.182 + 0.092X_1 + 0.577X_2$$

Based on this equation, it can be explained as follows:

1. The constant value  $\alpha$  is 3.182, it can be stated that content marketing and brand awareness are 0 (zero), so the buying interest among Gedang mafia TikTok users is 3.182
2. The regression coefficient value for the Content marketing variable is 0.092 it can be stated that content marketing is getting better and better
3. Assuming other variables remain constant then Content marketing increased.
4. The Brand awareness regression coefficient value is 0.577. it is stated that Brand awareness is getting better and with
5. Assuming other variables remain constant, brand awareness will increase.

### Uji Hipotesis

#### 1. T Test (Partial Hypothesis Test)

**Tabel 11 Hasil Uji Hipotesis Secara Parsial**

	Unstandardized coefficients	Standardized coefficients	SE	T Value	P Value
CONTENT MARKETING	0.092	0.143	0.064	1.435	0.155
BRAND AWARENESS	0.577	0.530	0.109	5.305	0.000
Intercept	3.182	0.000	1.164	2.734	0.007

Source: processed data, (2023)

Based on table 11, the results of the T test statistical calculation can be concluded as follows:

- A. The content marketing variable is known to have a t value amounting to  $1.435 < t_{table}$ , namely 1.660 with a significance level or P value of  $0.155 > 0.05$  so that it is stated that Content marketing ( $X_1$ ) has a positive and significant effect on purchasing interest (Y) on TikTok mafiagedang.
- B. The Brand awareness variable is known to have a t value of  $5.305 < t_{table}$ , namely 1.660 with a significance level or P value of  $0.000 < 0.05$  so that it is stated that there is no positive and significant influence of Brand awareness ( $X_2$ ) on buying interest (Y) in TikTok mafia warehouse.
- C. F Test (Simultaneous Hypothesis Testing) This test is used to test the relationship between the independent variable and the dependent variable simultaneously. In this study it is known that the number

of samples (n) is 100 respondents, the number of variables (k) is 3, so we get:  $df$  (numerator) =  $k-1=3-1=2$  and  $df$  (denominator) =  $n-k = 100-3 = 97$ . The table value at  $\alpha = 5\%$  is 3.09. Meanwhile, the calculated F value will be obtained from calculations via Smart PLS 4 Multiple Linear Regression. The results of simultaneous regression calculations are obtained as follows:

**Tabel 12 F Test Results (Simultaneous Hypothesis)**

	Sum Square	Df	Mean Square	F	P Value
Total	830.020	98	0.000	0.000	0.000
Error	502.900	96	5.239	0.000	0.000
Regression	327.120	2	163.560	31.222	0.000

Based on table 12, the results of statistical calculations show that the calculated F value > F table is  $31.222 > 3.09$ . By using a significance limit or P value of 0.05, the significance value or P value is  $0.000 < 0.05$ . This means that the hypothesis states that simultaneously the variables Content marketing and Brand awareness have an influence on buying interest in the Gedang mafia TikTok.

#### **A. Coefficient of Determination Test**

The number that represents how much of the dependent variance is explained by the independent variable is known as the coefficient of determination. In other words, the coefficient of determination measures how well the independent variable contributes to the dependent variable. The results of testing the coefficient of determination ( $R^2$ ) are as follows:

**Tabel 13 Coefficient of Determination Test**

	MINAT BELI(Y)
R-square	0.394
R-square adjusted	0.381
Durbin-Watson test	1.212

Source: processed data, (2023)

Based on table 13 of the coefficient of determination test results ( $R^2$ ), it can be seen that the coefficient value is 0.394. These results show that the buying interest of Gedang Mafia TikTok users is 39.4% influenced by content marketing and brand awareness is 60.6%

This research aims to determine the influence of content marketing and brand awareness on interest in purchasing Gedang mafia products on TikTok. Based on the results of systematic testing, it can be clearly seen that partially the content marketing and brand awareness variables have a positive and significant influence on purchasing interest, explanation of each The influence of each variable is explained as follows:

1. The influence of using content marketing on interest in buying Gedang mafia products on TikTok  
There is a positive influence on the variable use of content marketing on purchasing interest. Where the use of content marketing causes behavior in respondents who mostly



use their time to compare Mafia Gedang videos with other brands to get references about these products. Based on the results of partial tests carried out on the content marketing use variable, the  $t$  value is  $1.435 < t_{\text{table}}$ , namely  $1.660$  with a level of significance or  $P$  value  $0.005 > 0.05$  so it is stated that the use of content marketing ( $X_1$ ) has a positive and significant effect on Purchase Interest ( $Y$ ) of Gedang mafia products on TikTok.

It can be concluded that  $H_a$  is accepted and  $H_o$  is rejected, which means that the use of content marketing influences purchasing interest. The content marketing variable is influenced by 7 factors consisting of Relevance Informative Reliability Value Uniqueness Emotions and Intelligence. Of these factors, there is a factor that has the greatest influence on buying interest, namely the Emotions factor (emotional or entertainment). This is about the quality of entertaining and inspiring content. provided by the Gedang mafia so that consumers feel comfortable with the content. There is a positive influence on the content marketing variable on purchase interest. Where users get a positive experience that is impressive and unforgettable. This will then shape the consumer's cognitive, emotional and behavioral responses, leaving a lasting impression on the consumer's mind.

Gedang mafia tiktok provides good and polite service, such as greeting tiktok users by replying to their comments and introducing yourself politely. As well as listening and answering consumer questions and needs patiently. When there are consumers who experience difficulties or problems, regarding Gedang Mafia products on TikTok, they politely provide solutions or provide the necessary assistance. So that consumers feel comfortable. This consumer experience has an influence on purchasing interest. The results of this research are in line with research conducted by (Utami et al., 2021) (Azizah & Huda, 2022) who examined the influence of content marketing of TikTok and E-Wom. on brand awareness and interest in purchasing MSME products in the culinary sector in Pasuruan Regency. The results of this research show that content marketing of TikTok has a significant effect on brand awareness and purchase interest.

## **2. The influence of brand awareness on interest in buying Gedang mafia products on TikTok.**

There is a positive influence on the brand awareness variable on purchasing interest. The Gedang Mafia products provided are in accordance with the customer's wishes, so that customers get complete information and descriptions about the Gedang Mafia products on TikTok. This means that the better the product review given, the more interest in buying the product will increase. Based on the results of the partial test carried out on the brand awareness variable on purchasing interest, a  $t$  value of  $5.305 < t_{\text{table}}$  was obtained, namely  $1.660$  with a significance level or  $P$  value of  $0.000 > 0.05$  so that it was stated that brand awareness ( $X_2$ ) had a positive and significant effect on purchasing interest ( $Y$ ) Gedang mafia products on TikTok. Can be concluded

that  $H_o$  is rejected and  $H_a$  is accepted, which means that the brand awareness variable influences the interest in buying products on Gedang Mafia TikTok. In the results of the research conducted, it can also be seen that from the brand awareness variable which has 4 factors, namely Top of Mind Top of Mind Recall Brand (Brand Recall) Brand Recognition (Brand Recognition) Not Aware of Brand (Unaware of Brand) top of mind variable the most dominant influence on buying interest, this is about the product or brand being offered which has certain characteristics, such as remembering that the product is the Gedang Mafia brand. It is also trusted and well-known among the public so that this brand is easily recognized by many people. There is a positive influence on the buying interest variable, Mafia Gedang's brand awareness

is in line with consumer expectations so that consumers feel satisfied with what the Mafia Gedang brand provides so that their buying interest is greatly increased.

The results of this research are in line with research conducted by (Khoirunnisa et al., 2022) which examined the influence of using the TikTok application and brand awareness on interest in buying beauty products in Imppora Malang which proved that brand awareness had a significant influence on buying interest.

### **3. The influence of content marketing and brand awareness on interest in buying Gedang mafia products on TikTok**

The results of this research show that the influence of content marketing and brand awareness on the buying interest of the Gedang mafia on TikTok is simultaneous (simultaneous) based on statistical calculations (f test), the calculated f value  $> f_{table}$   $31.222 > 3.09$ . By using a significance limit or P value of 0.05, the significance value or P value is  $0.000 < 0.05$ . This means that the hypothesis states that simultaneously the variables of the influence of content marketing and brand awareness have an influence on the purchasing interest of the Gedang mafia on TikTok. Mafia Gedang's content marketing is easy to understand and the products or brands offered by Mafia Gedang on their TikTok accounts have certain characteristics regarding their content services which provide quality products to Mafia Gedang's TikTok users, such as content that is very easy to understand and products or brands that are easy to understand. has certain characteristics so that consumers are interested in trying the product.

## **CONCLUSION**

1. This research aims to analyze the influence of content marketing and brand awareness on purchasing interest in Gedang Mafia TikTok. This research was conducted by analyzing 100 respondents who are users of Gedang Mafia TikTok followers using certain criteria and it can be concluded that the definition of content marketing is a marketing strategy in the form of media digital in development efforts carried out by a company, to increase sales of its products so that customers get to know their products first. Content marketing is an effort made by a company to attract its customers.
2. The content marketing variable has a positive and significant effect on consumer buying interest. Where users get a positive experience that is impressive and unforgettable. then will form a positive response to try the product.
3. The brand awareness variable has a positive effect on purchasing interest. Because the Mafia Gedang brand is a well-known and trusted brand on TikTok, customers will be interested in buying its products.
4. From the two independent variables in this research, namely content marketing and brand awareness on purchasing interest in the Gedang mafia's TikTok, it can be concluded that overall consumers feel happy with the Gedang mafia's culinary products.

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