



**THE EFFECT OF INFLUENCER CREDIBILITY AND SHORT-FORM VIDEO
ADS ON BRAND AWARENESS ON TIKTOK SHOP****Aldi Saputra¹****Universitas Swadaya Gunung Jati, Cirebon Indonesia**aldi.122020148@ugj.ac.id**Rahmadi²****Universitas Swadaya Gunung Jati, Cirebon Indonesia**rahmadi@ugj.ac.id

Abstract

This study aims to investigate and analyze the impact of Influencer Credibility and Short-Form Video Ads on consumer Brand Awareness. The research focuses on TikTok Shop users, representing the dynamics of digital marketing strategies within the contemporary social commerce ecosystem. The applied methodology is quantitative, utilizing both descriptive and verificative approaches. Primary data were collected by distributing questionnaires to 105 respondents, selected through a purposive sampling technique. Data analysis was conducted using a multiple linear regression model to examine the partial and simultaneous effects of the variables. The empirical analysis reveals that Influencer Credibility has a positive and significant impact on the establishment of Brand Awareness. Furthermore, Short-Form Video Ads are proven to have a significant direct effect on enhancing brand awareness. The findings also confirm that, simultaneously, both variables contribute substantially to strengthening the brand's position in the audience's mind. This indicates that the combination of credible information sources and engaging visual content formats acts as a primary determinant in the effectiveness of digital marketing communications. From a managerial perspective, these results suggest that strengthening collaboration strategies with competent influencers and innovating short-form video content are highly crucial for companies to maintain consumer memory retention amidst intense market competition.

Keywords: Influencer Credibility, Short-Form Video Ads, Brand Awareness



INTRODUCTION

Brand awareness is the fundamental phase in the consumer decision-making process, functioning as the primary cognitive foundation for a brand's success in the market. Building brand awareness reflects the ability of a business to ensure consumers can distinguish their brand from competitors. The level of brand awareness is a critical indicator of marketing success, as high consumer recognition is directly proportional to optimal affective responses and subsequent purchasing actions (Jamil et al., 2022). However, an inability to retain brand identity can occur if marketing messages lack consistency and credibility. Brand awareness refers to the extent to which consumers recognize, recall, and consider a brand in a timely and accurate manner within the fast-paced digital ecosystem, particularly on interactive platforms like TikTok Shop.

Factors influencing brand awareness include: influencer credibility and short-form video ads. Influencer credibility reflects the audience's perception of the communicator's trustworthiness, expertise, and attractiveness, which significantly dictates their initial positive perception of the promoted product. This credibility develops through the influencer's reputation and is reinforced through persuasive and authentic message delivery compared to conventional advertisements (Damara, 2023). Short-form video ads are also a crucial factor in fostering engagement. These ads serve as an effective visual stimulus, providing creative, entertaining, and informative elements. High-quality video content can foster the perception that a product is valuable, thereby significantly increasing consumer memory retention and brand trust (Dong, 2025; Jamil et al., 2022).

The state of brand awareness on TikTok Shop reflects a gap that needs immediate attention. Based on data from 2022 to 2024, despite the massive increase in platform usage, consumers' brand recognition actually dropped from 74% in 2023 to 59% in 2024. Top-of-mind awareness also drastically fell to 28%. This indicates that the potential for brand retention has not been maximized, as high video exposure does not guarantee brand recall. This raises questions about the extent to which the credibility of influencers and the quality of short videos can actually encourage consumer memory, given that users often remember the entertainment aspect rather than the brand identity itself.

Several previous studies have shown that digital marketing elements can influence consumer behavior; however, the results and focus vary. Research by (Narawati, 2024) shows that influencer recommendations strongly drive purchase decisions. (Citrawati et al., 2024) found that short videos affect buying interest, while other studies indicate that the fundamental cognitive element of brand



awareness formation has not been extensively explored in the real-time social commerce context. This difference in research focus indicates the need to further examine the influence of these communication variables simultaneously in a single cognitive research model.

LITERATURE REVIEW

Source Credibility Theory, developed by (Hovland, Janis, & Kelley, 1953) and expanded by (Ohanian & Ohanian, 1990), serves as the primary foundation for understanding message effectiveness through communicators, where message success is heavily influenced by the dimensions of expertise, trustworthiness, and attractiveness. This theory emphasizes that marketing messages will be significantly more persuasive when delivered by figures perceived as competent and honest, which in the social media ecosystem has been proven to significantly influence consumer responses and brand attitude formation (Adaba & Frimpong, 2025).

Influencer credibility encompasses the audience's perception of the communicator's honesty and integrity, which bridges the gap between producers and customers through messages perceived as more authentic than conventional advertising (Damara, 2023). In line with the *Elaboration Likelihood Model* (Petty & Cacioppo, 1986), consumers process these messages through both central and peripheral routes, where visual elements and video appeal largely determine the level of engagement. The use of short-form video ads as dynamic, creative, and informative visual stimuli has been proven to attract attention and enhance consumer memory retention toward products (Alghizzawi et al., 2024; Dong, 2025). This is supported by *Advertising Effectiveness Theory* (Tellis, 2004) and *Dual Coding Theory* (Paivio, 1986), which state that the combination of visual and verbal messages within a short duration improves memory storage efficiency (Citrawati et al., 2024; Veirman et al., 2017). This phenomenon is further reinforced by the role of interactivity in live streaming and short video content, which creates immersive shopping experiences (Liu, 2021; Salsabila et al., 2025). This transformation is increasingly evident on rapidly growing platforms like TikTok, where influencer recommendations directly trigger user (Cheung, 2020; Lukmanaul Hakim, Hudyah Aastuti Sudirman, 2024).

Brand awareness is a core component of brand equity that serves as the primary cognitive output, encompassing the consumer's ability to recognize and recall a brand (Keller, 2013). In the context of social commerce such as TikTok Shop, brand awareness is formed through consistent digital content exposure, which subsequently influences affective responses and consumer follow-up



actions (Jamil et al., 2022). The highest level of awareness, top-of-mind awareness, is achieved when a brand becomes the first remembered within a specific product category (Keller, 2013). Furthermore, after being exposed to strong visual stimulation, such as high-quality video content and credible sources, the brand position is more firmly embedded in the consumer's long-term memory (Darma & Napitupulu, 2024).

RESEARCH METHOD

This research uses quantitative research methods. This research involves the dominant use of numerical data, from data collection and interpretation to the results or conclusions drawn. In its presentation, quantitative research predominantly displays and interprets numbers accompanied by images, tables, graphs, or other displays (Sugiyono, 2019). This study uses primary data obtained directly from respondents' questionnaire answers. The population in this study focuses on TikTok Shop users. The total sample used in this study consisted of 120 respondents, selected through a purposive sampling technique. The data collection technique employed in this study was the distribution of questionnaires. Data analysis was conducted using a multiple linear regression model to examine both the partial and simultaneous effects of the variables. The variables investigated in this research consist of independent variables, namely Influencer Credibility and Short-Form Video Ads, and the dependent variable, namely Brand Awareness.

RESULTS AND DISCUSSION

Measurement Model (Outer Model)

Outer model analysis serves to validate the relationship between latent variables and their indicators, ensuring that each measurement item possesses strong accuracy (validity) and consistency (reliability) in representing the research construct.

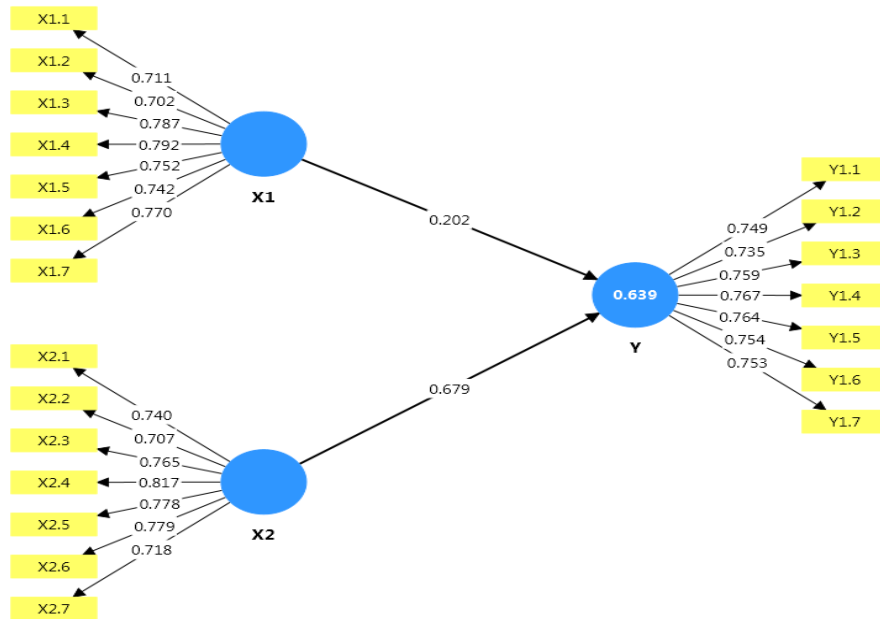


Figure 1
Outer Model

Convergent Validity Test

Convergent validity testing is employed to determine the extent to which measurement items positively correlate in representing a specific research construct. This evaluation is performed by assessing the outer loading factors and Average Variance Extracted (AVE) values using SmartPLS 4.0. According to standard criteria, an indicator's loading factor must exceed 0.70 to be considered as making a robust and significant contribution to the underlying variable. A summary of the convergent validity results is presented below:

Table 1
Result Outer Loading

Variable	X1	X2	Y	Remarks
X1.1	0.711			Valid
X1.2	0.702			Valid
X1.3	0.787			Valid
X1.4	0.792			Valid
X1.5	0.752			Valid
X1.6	0.742			Valid
X1.7	0.770			Valid
X2.1		0.740		Valid
X2.2		0.707		Valid
X2.3		0.765		Valid



X2.4		0.817		Valid
X2.5		0.778		Valid
X2.6		0.779		Valid
X2.7		0.718		Valid
Y1			0.749	Valid
Y2			0.735	Valid
Y3			0.759	Valid
Y4			0.767	Valid
Y5			0.764	Valid
Y6			0.754	Valid
Y7			0.753	Valid

The analytical findings reveal that all measurement items for the Influencer Credibility (X1), Short-Form Video Ads (X2), and Brand Awareness (Y) variables possess the highest loading factors on their designated constructs relative to other variables. In particular, the indicators for Influencer Credibility (X1.1 - X1.7) display the strongest correlations with their underlying construct, with values ranging from 0.702 to 0.792. A similar pattern is observed for the Short-Form Video Ads variable (X2.1 - X2.7), which records cross-loading values between 0.707 and 0.817, as well as the Brand Awareness variable (Y1.1 - Y1.7) with values from 0.735 to 0.767. These results demonstrate that the research instruments can accurately distinguish the theoretical concepts among variables, indicating an absence of empirical overlap. Consequently, this confirms the establishment of discriminant validity, as each indicator is empirically proven to uniquely represent its corresponding latent variable.

Heterotrait-monotrait ratio (HTMT)

Table 2

Heterotrait-monotrait ratio (HTMT)

	Influencer Credibility	Short-Form Video Ads	Brand Awareness
X1	0	0	0
X2	0.553	0	0
Y	0.589	0.882	0

Based on the Heterotrait-Monotrait Ratio (HTMT) analysis, all research variables have fulfilled the requirements for satisfactory discriminant validity. The HTMT values for the correlations between X1 and X2 (0.553), X1 and Y (0.589), and X2 and Y (0.882) consistently fall below the recommended 0.90 threshold. These findings demonstrate that the constructs of Influencer



Credibility, Short-Form Video Ads, and Brand Awareness are empirically distinct and do not exhibit any empirical overlap.

R-Square

The Coefficient of Determination (R^2) serves to measure the extent to which independent variables can account for the variance in the dependent variable. An increase in the R^2 value indicates that the research model possesses stronger predictive power in explaining the phenomenon under study.

Table 3
Result R-Square

	R-square	R-square adjusted
Y	0.639	0.633

The results of the structural model analysis show that the R-square value for the dependent variable, Brand Awareness (Y), is 0.639. This indicates that the independent variables Influencer Credibility (X1) and Short-Form Video Ads (X2) simultaneously explain 63.9% of the variance in the Brand Awareness construct. Meanwhile, the remaining 36.1% is explained by other factors outside of this research model. Furthermore, the adjusted R-square value of 0.633 suggests that the research model has a strong and consistent level of fit in predicting the influence between the tested latent variables.

F-Square

Table 4
Result F-Square

	Influencer Credibility	Short-Form Video Ads	Brand Awareness
X1	0	0	0.085
X2	0	0	0.958
Y	0	0	0

The structural model analysis further reveals that each independent variable contributes differently to Brand Awareness (Y). The Influencer Credibility (X1) variable has an f^2 value of 0.085, which is categorized as a small effect size. Conversely, the Short-Form Video Ads (X2) variable demonstrates a highly significant f^2 value of 0.958, indicating a large effect size on the formation of brand awareness. This suggests that within the context of TikTok Shop, short-form video ads possess a significantly more dominant effectiveness in explaining Brand Awareness compared to the factor of influencer credibility.



Significance Test of Inter-variable Relationships (Hypothesis Testing)

Using the PLS-SEM method, the significance test of relationships between variables is conducted through the bootstrapping procedure. The research hypotheses are considered supported by the data if the calculation results yield T-statistic value above 1.96 and a P-value below 0.05, indicating that the influence has a sufficient level of confidence.

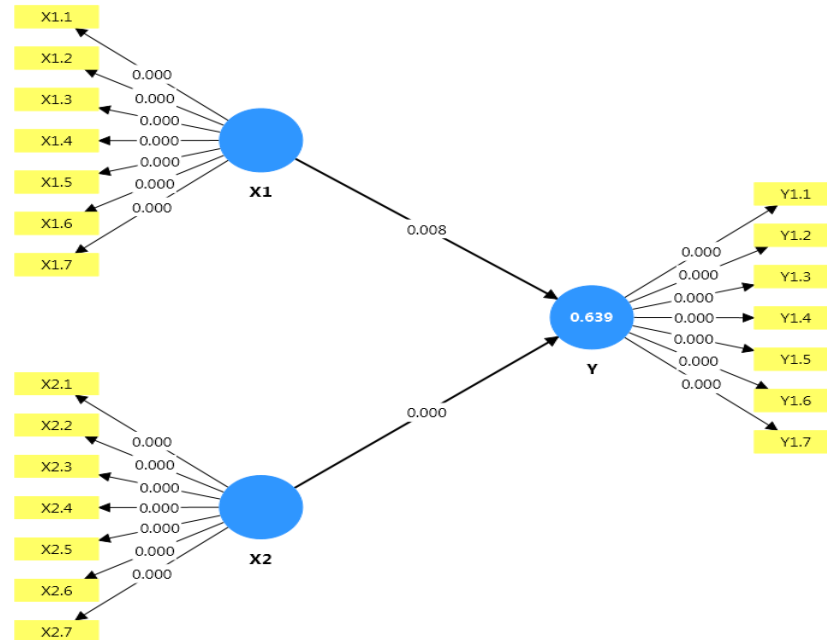


Figure 2
Boostrapping

Table 5
Result Direct Effect

Intervariable Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
<i>Influencer Credibility (X1) -> Brand Awareness (Y)</i>	0.202	0.211	0.077	2.645	0.008
<i>Short-Form Video Ads (X2) -> Brand Awareness (Y)</i>	0.679	0.675	0.078	8.694	0.000



Based on Table 5, it can be concluded that:

Hypothesis 1: Influencer Credibility (X1) has a positive and significant relationship with Brand Awareness (Y); thus, the first hypothesis (H1) is accepted. This is evidenced by a T-statistic value of 2.645 (> 1.96) and a P-value of 0.008 (< 0.05).

Hypothesis 2: Short-Form Video Ads (X2) has a positive and significant relationship with Brand Awareness (Y); thus, the second hypothesis (H2) is accepted. This is supported by a very strong T-statistic value of 8.694 (> 1.96) and a P-value of 0.000 (< 0.05).

Goodness of Fit (GOF)

The Goodness of Fit (GoF) is utilized in this study to determine the overall fitness of the model, encompassing both the inner and outer models. The calculation for the GoF value in the PLS-SEM analysis is as follows:

Table 6
Result Goodness of fit (GOF)

Variable	AVE	R-Square
Influencer Credibility (X1)	0.565	0
Short-Form Video Ads (X2)	0.575	0
Brand Awareness (Y)	0.569	0.639
Mean	0.569	0.639

$$\begin{aligned}
 \text{GOF} &= \sqrt{\text{Mean} \times \text{Mean R Square}} \\
 &= \sqrt{0.569 \times 0.639} \\
 &= 0.363
 \end{aligned}$$

Hypothesis 3:

Influencer Credibility (X1) and Short-Form Video Ads (X2) simultaneously affect Brand Awareness (Y).

The calculation of the Goodness of Fit (GoF), obtained through the square root of the product of the average AVE (0.569) and the average R-square (0.639), yields a value of 0.363. Considering that this value exceeds the threshold for a large GoF category (> 0.36), it can be concluded that this research model possesses a very high level of fitness in representing the relationship between Influencer



Credibility (X1) and Short-Form Video Ads (X2) on Brand Awareness (Y). This simultaneous model fit demonstrates that the constructed measurement and structural models have solid quality and are highly feasible for hypothesis testing.

The Relationship between Influencer Credibility (X1) and Brand Awareness (Y)

The results indicate a positive and significant relationship between Influencer Credibility and Brand Awareness, thereby supporting the first hypothesis (H1). This implies that an influencer's high level of expertise, trustworthiness, and attractiveness significantly strengthens consumer brand recognition on TikTok Shop. Credible influencers act as reliable information sources, allowing audiences to better absorb marketing messages delivered by authoritative figures. Overall, high influencer credibility enhances brand awareness by building a positive image and strengthening collective memory, whereas poor influencer selection can hinder brand recall. Therefore, businesses must prioritize selecting professional influencers whose personas align with the target audience to build a strong brand awareness foundation in a competitive digital market.

The Relationship between Short-Form Video Ads (X2) and Brand Awareness (Y)

The findings reveal a positive and significant relationship between Short-Form Video Ads and Brand Awareness, confirming the second hypothesis (H2). This demonstrates that creative and dynamic short video ads on TikTok Shop effectively enhance consumers' ability to recognize and recall brands. These ads serve as a concise medium with a strong visual impact, capturing audience attention by delivering complex themes compactly while engaging viewers emotionally and intellectually. Attractive visual and audio elements help reinforce consumer memory of brand identity amidst digital information overload. Overall, well-produced short-form video ads strengthen brand awareness through creative messaging, whereas monotonous or irrelevant content risks being ignored. Consequently, marketers must optimize short durations with substantial content to create sustainable brand appeal.

The Simultaneous Relationship of Influencer Credibility (X1) and Short-Form Video Ads (X2) on Brand Awareness (Y)

The analysis demonstrates that Influencer Credibility (X1) and Short-Form Video Ads (X2) simultaneously have a positive and significant relationship with Brand Awareness (Y), supporting the third hypothesis (H3). Supported by an R-square value of 0.639 and a GoF of 0.363, the combination of these two variables



exhibits strong predictive power in building brand awareness. In the context of TikTok Shop, integrating credible influencer personas with creative short-form video ads is highly effective; the videos generate rapid visual appeal (attention), while influencers provide social validation (trust). This integration ensures that brand information builds deep recognition and retention in the audience's mind rather than just passing by. Therefore, companies must align their influencer selection with high-quality video production to achieve optimal brand awareness.

CONCLUSION

Based on the data analysis and discussion regarding the influence of Influencer Credibility and Short-Form Video Ads on Brand Awareness on TikTok Shop, several key conclusions are drawn. First, Influencer Credibility significantly and positively influences brand awareness. The expertise, trustworthiness, and attractiveness of an influencer serve as an effective information bridge, facilitating better brand recognition and recall among consumers. Second, Short-Form Video Ads contribute significantly to enhancing Brand Awareness. The creative, entertaining, and informative nature of short video content effectively captures visual attention amidst the platform's high information density. Simultaneously, both variables strengthen the brand's position in the consumer's mind, confirming that the synergy between selecting the right persona and utilizing innovative ad formats is essential for digital marketing success in the TikTok Shop ecosystem.

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