



**TIKTOK ADVERTISING AND REPURCHASE INTENTION: THE
MEDIATING ROLE OF BRAND AWARENESS AND BRAND IMAGE
WITHIN THE S–O–R FRAMEWORK**

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Abstract

This study examines the effect of TikTok advertising on repurchase intention by analyzing the mediating role of brand perception within the Stimulus–Organism–Response (S–O–R) framework. Using a quantitative approach, data were collected from 233 Indonesian TikTok users with prior purchasing experience and analyzed using Structural Equation Modeling (SEM) with the Maximum Likelihood Estimation method. The findings show that content quality and engagement in TikTok advertising have a positive and significant effect on brand perception. However, these advertising attributes do not directly influence repurchase intention. Further analysis indicates that brand perception fully mediates the relationship between TikTok advertising and repurchase intention, suggesting that repeat purchase behavior is formed through consumers’ internal evaluation processes rather than direct advertising exposure. This study extends the application of the S–O–R framework to short video–based digital marketing and provides practical insights for firms seeking to strengthen long-term consumer retention through effective brand-building strategies.

Keywords: TikTok Advertising, Brand Awareness, Brand Image, Repurchase Intention



INTRODUCTION

Digitization has influenced how companies interact with customers. Technological developments have made it easier and improved access to information, so that customers increasingly rely on social media to search for, evaluate, and compare products. This change means that the way customers search for and assess information is increasingly influenced by digital content that appears on various platforms. Social media is a space for shaping opinions, where customers absorb messages before they make purchasing decisions. This shows that social media has an important role in shaping customer preferences in this era of modern marketing (Cao & Nguyen, 2025; Trianasari et al., 2023).

The evolution of social media platforms has resulted in a variety of sites such as Instagram, TikTok, Facebook, and X. Among these platforms, TikTok has shown the fastest growth and has become one of the main sources of information for the younger generation. Research reveals that users, especially those from Generation Z, utilize TikTok to discover products; approximately 43% of users in this group rely on TikTok as a source of information. This behavioral change indicates a shift in how consumers search for and obtain marketing information, making TikTok an essential component in companies' digital communication strategies (Melgarejo-Espinoza et al., 2025).

In the worlds of digital marketing, TikTok works with algorithms that display content based on user interests. Short videos have the ability to quickly attract attention and make it easier to understand marketing messages. The For You Page (FYP) feature allows advertising content to appear alongside natural content, thereby increasing the likelihood that consumers will receive the message without any barriers to understanding. The suitability of this content strengthens consumer memory of the brand and increases the efficiency of marketing message delivery (Trianasari et al., 2023).

TikTok Ads are characterized by advertisements that are integrated with content so that they look like non-advertising content, making them appear more natural to users. This increases acceptance of advertising messages because they do not feel intrusive. Neuromarketing research shows that consumers respond more intensely to TikTok Ads than to other types of digital advertising from other media, especially in terms of call-to-action elements. These findings confirm that TikTok Ads are effective in influencing how consumers process information and reinforcing their perceptions of a brand (Cao & Nguyen, 2025; Trianasari et al., 2023).

TikTok in digital marketing is on the rise, especially among millennials and Gen Z, as revealed in articles by (Melgarejo-Espinoza et al., 2025) and (Cao &



Nguyen, 2025). However, academic research and discussion on the effectiveness of TikTok Ads is still limited. Most studies focus more on social media in general and have not examined the characteristics of TikTok as an advertising platform that has a different content format from other platforms. In addition, research on the influence of TikTok Ads on repurchase intention is still rare, especially in the context of Indonesian consumers. Discussions on the role of brand awareness and brand image as mediators are also minimal, so there is not much research that explains the psychological mechanisms that connect digital stimuli with repurchase behavior (Cao & Nguyen, 2025; Kaiwa, 2024).



Figure 1.
GMV TikTok Shop
Source : Goodstat.id (2025)

According to Goodstat data, Indonesia is one of the largest markets for TikTok shop users in the world, making it relevant to examine the behavior of its digital consumers. The high intensity of Indonesian consumers' interaction with marketing content on TikTok provides an opportunity to study how exposure to advertising shapes perceptions and subsequent purchasing decisions. This understanding is important for companies in designing digital marketing strategies that are capable of retaining repeat purchases by consumers (Melgarejo-Espinoza et al., 2025; Zhao & Wagner, 2025).

The increasing popularity of TikTok as a platform for searching for information about products has not been accompanied by a sufficient understanding of the effectiveness of TikTok Ads in influencing consumers' psychological processes and repeat purchase decisions. Due to this trend, many companies have allocated their marketing budgets to TikTok, but there is still no



certainty as to whether advertising content on this platform is truly capable of consistently building brand awareness and brand image.

Previous studies have only examined the effect of TikTok Ads on purchase intention. Therefore, based on this research gap, this study offers a contribution by testing the effect of TikTok Ads on repurchase intention by including brand awareness and brand image as mediating variables. This approach integrates the Stimulus–Organism–Response (SOR) framework to explain the relationship between digital stimuli, internal consumer processes, and behavioral responses. The novelty of this study lies in the integration of TikTok Ads, brand awareness, brand image, and repurchase intention variables into a single empirical model in the context of Indonesian consumers, particularly in a short video-based marketing environment.

LITERATURE REVIEW

Stimulus–Organism–Response (SOR)

Stimulus–Organism–Response explains the relationship between external stimuli and consumer responses. This model describes the behavioral process that begins with a stimulus, which then influences the organism and produces a response. The stimulus acts as a trigger for attention and processing of information. The organism refers to the internal processes that involve the consumer's perceptions and emotions. The response is the action that occurs after the internal process is formed. This framework is expected to help in understanding how consumers react to digital marketing. This concept is widely used in modern marketing research (Safitri et al., 2025).

In this study, TikTok Ads act as the main stimulus. TikTok Ads in short video format will attract users' attention. Ad content can be integrated with organic content so that it feels natural to users. This integration allows users to receive advertising messages without any obstacles. The main journal explains that TikTok users are more responsive to visual messages. This condition demonstrates the power of TikTok Ads as an initial stimulus for consumers. TikTok Ads are a very effective source of stimulation (Cao & Nguyen, 2025).

The organism in this model refers to the process after consumers receive the stimulus. This process includes the formation of perceptions, emotions, and judgments by consumers. In this study, the organism is brand awareness and brand image. TikTok Ads can increase awareness due to repeated visual exposure. Creative content will also form emotional associations that strengthen brand image. This process shows how stimuli influence consumer behavior.



Brand awareness and brand image here act as the main mediators (Cao & Nguyen, 2025).

Response in this model refers to the actions or intentions that arise. In this study, the response is in the form of repurchase intention by consumers. Positive perceptions can increase interest in subsequent purchases. This process occurs after consumers process advertisements and form brand judgments. This shows the relevance of S–O–R in digital customer behavior. Repurchase intention is the most important form of response in this study (Safitri et al., 2025).

TikTok ads and brand awareness

On social media, advertising plays an important role in building brand awareness because it can increase brand exposure and facilitate the process of brand recognition and recall by consumers. Studies on social media advertising show that interactive, informative, and relevant digital advertising significantly helps consumers recognize brands that appear in advertising content (Segarwati et al., 2023). In line with this, research on social media marketing confirms that marketing activities on social media contribute to the formation of brand knowledge, where brand awareness becomes the initial cognitive component formed through repeated exposure to brand content (Cheung & Rosenberger, 2020).

In the context of short video platforms, TikTok Ads have different characteristics compared to conventional digital advertising because they integrate brand messages into entertainment content that is short, visual, and algorithm-based. Research by Cao and Nguyen (2025) shows that TikTok advertising content significantly increases brand awareness because the short video format is able to quickly attract consumers' attention and strengthen brand recall (Cao & Nguyen, 2025).

Furthermore, studies on the power of short video content on TikTok confirm that visual elements, entertainment, and user engagement in short videos play a role in increasing brand exposure and accelerating the brand recognition process in consumers' minds (Nguyen Thi Phuong et al., 2025).

Based on these empirical findings, TikTok ads can be viewed as an effective marketing stimulus in strengthening brand awareness formation.

H1: TikTok Ads play a significant role in shaping and increasing brand awareness in the minds of consumers.

TikTok ads and brand image

Brand image is formed through the process of consumer evaluation of information and experiences obtained from a brand's marketing communications.



In the context of TikTok, advertisements are presented in short video formats that combine visuals, narratives, and entertainment elements, allowing consumers to form brand perceptions quickly and emotionally. Studies show that creative and authentic TikTok ad content plays a role in building a positive impression of a brand, which can then influence brand image in consumers' minds (Cao & Nguyen, 2025).

In addition, research also proves that TikTok marketing content has a significant effect on brand image because consumers will use this content as a basis for assessing the character, quality, and credibility of a brand (Hadi et al., 2024). Other studies also confirm that the quality of digital content, particularly its visual appeal and message relevance, contributes to the formation of a positive brand image by increasing consumer perception of value and trust (Lahus et al., 2023).

Consistent exposure to digital marketing content can also strengthen brand image by creating a favorable and sustainable brand impression (Sari et al., 2024). Based on these empirical findings, TikTok Ads can be viewed as an effective marketing stimulus in building a brand.

H2: TikTok Ads play a significant role in shaping positive perceptions of brand image in the minds of consumers.

TikTok ads and repurchase intention

In the context of short-form video-based digital marketing, TikTok Ads serve as a stimulus in shaping consumer behavior responses, including repurchase intention. Exposure to TikTok ads not only serves to introduce products, but also creates an informative, entertaining, and relevant experience. Research by Zhao and Wagner shows that user experience with TikTok content significantly influences purchase intention, especially among consumers who have had previous transaction experience (Zhao & Wagner, 2024).

Marketing through social media has also been proven to influence repurchase intention through the evaluation of experiences and perceptions of value formed from exposure to digital content. Empirical studies in the context of social media marketing have found that relevant and consistent promotional content can encourage consumers to repeat purchases due to a sense of familiarity and trust in the brand. These findings reinforce the view that digital advertising contributes to the sustainability of consumption behavior (Jazula, 2025).

Furthermore, research on digital marketing and engagement on social media shows that the intensity and quality of consumer interaction with promotional content influences repurchase intention. Consumers who are repeatedly exposed to digital content tend to form positive evaluations of their



shopping experience, which then drives repurchase intention (Hidayat & Komaryatin, 2026).

Repurchase intention is also influenced by perceptions of the platform's reputation and user experience. Previous research shows that digital elements that enhance user comfort and engagement contribute significantly to repurchase intention. These findings are relevant to the characteristics of TikTok as a platform that integrates entertainment and transactions, so that ads that are presented natively and interactively have the potential to encourage consumers to make repeat purchases (Aparicio et al., 2021).

Based on the theoretical description and empirical findings, the hypothesis formulated is

H3: TikTok Ads positively encourage an increase in consumer repurchase intention.

Brand awareness dan repurchase intention

When faced with a purchasing situation, brand awareness represents consumers' ability to recognize and remember a brand. In the context of consumer behavior, brand awareness acts as a cognitive foundation that influences evaluation and subsequent purchasing decisions. Studies show that brand awareness has a positive and significant influence on repurchase intention, as consumers tend to repurchase brands that are familiar and easy to remember (Malakiano & Ahmadi, 2025).

These findings are in line with studies that reveal that brand awareness contributes to repurchase behavior through the mechanisms of trust and familiarity with the brand, especially in the context of highly competitive industries. Consumers who have a good level of brand awareness are more likely to stick with the same brand choice than to evaluate other alternatives (Fard & Namgalauri, 2025).

Furthermore, research also confirms that brand awareness influences repurchase intention both directly and through the purchase decision-making process, as brand awareness makes it easier for consumers to remember their previous experiences with the brand (Astuti et al., 2025).

In the context of digital marketing, the role of brand awareness is increasingly relevant because repeated exposure to marketing content strengthens consumers' memory of the brand. Studies prove that brand awareness functions as a variable that influences repurchase intention, especially when consumers have had previous purchasing experiences and continue to be exposed to marketing communications through social media (Kaiwa, 2024).

**H4: Brand Awareness contributes significantly to an increase in Repurchase Intention.****Brand image and repurchase intention**

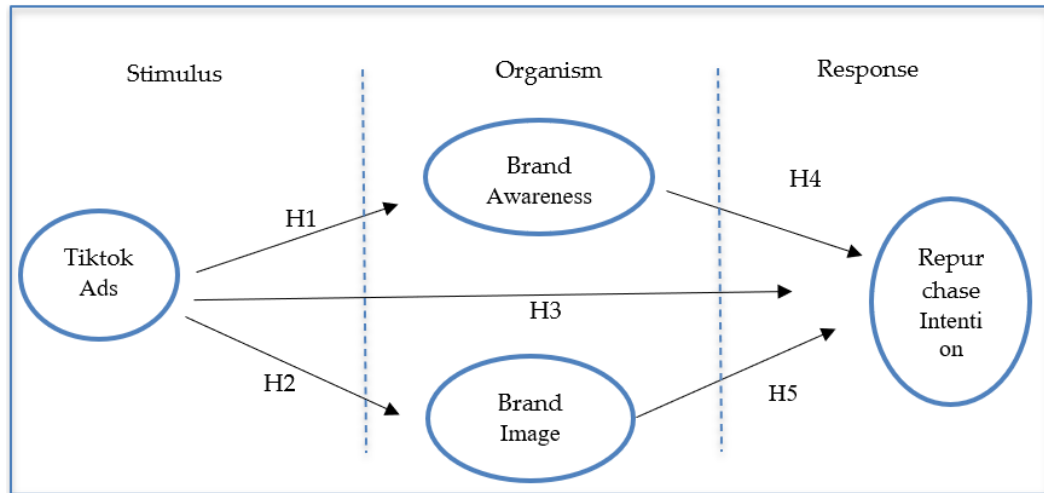
Brand image reflects a collection of consumer perceptions, impressions, and evaluations of a brand that are formed through experience, marketing communications, and repeated interactions with the brand. In consumer behavior, brand image serves as an evaluative basis that influences repurchase decisions. Research shows that brand image has a positive and significant effect on repurchase intention, as consumers tend to repurchase brands that are perceived to have a positive reputation and quality (Bhakuni et al., 2021; Malakiano & Ahmadi, 2025).

These findings are in line with studies that reveal that brand image plays an important role in encouraging repurchase behavior, especially in the context of highly competitive industries, where consumers use brand image as a decision simplification tool (Fard & Namgalauri, 2025).

In addition, other studies have also proven that brand image contributes to repurchase intention through the formation of positive perceptions and consumer trust in the brand, which encourages the desire to maintain a long-term relationship with the brand (Kehi & Kurniawati, 2025). Furthermore, research on brand image and repurchase intention shows that positive brand perceptions play a role in shaping consumers' tendency to repurchase because brand image influences consumers' assessment of product benefits and risks (Jayanti et al., 2025).

Based on the consistency of these empirical findings, brand image can be seen as an important determinant in driving consumer repurchase intention.

H5: A positive brand image plays a significant role in increasing repurchase intention.

**Figure 2.****Conceptual framework**

Source: Developed by Author (2025)

RESEARCH METHOD

This study adopts a quantitative research approach with a survey design to examine causal relationships among variables in the context of short video-based digital marketing. The quantitative approach was selected as it allows for systematic measurement of consumers' perceptions and evaluations of marketing stimuli delivered through TikTok advertising.

The research was conducted in Indonesia, with the unit of analysis being individual TikTok users who have prior purchasing experience with brands advertised on the platform. Primary data were collected through an online questionnaire distributed via Google Forms. The questionnaire targeted respondents who had been exposed to TikTok Ads and had completed at least one purchase related to the advertised brand.

A non-probability sampling technique was employed using purposive sampling. The criteria for respondents included: (1) active TikTok users, (2) exposure or interaction with TikTok Ads, and (3) prior purchasing experience with the advertised brand. A total of 233 valid responses were obtained and analyzed, which met the minimum sample size requirement for Structural Equation Modeling (SEM).

The research instrument was designed to measure TikTok Ads, brand awareness, brand image, and repurchase intention using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Measurement indicators



were adapted from previous studies to ensure construct validity and conceptual consistency.

Data analysis was conducted in several stages, including validity and reliability testing, descriptive statistical analysis, and hypothesis testing. Structural Equation Modeling (SEM) with the Maximum Likelihood Estimation method was employed to analyze both direct and indirect relationships among variables and to test the proposed research hypotheses.

Variable	Code	Statement
TikTok Advertising – Cheung et al (2020) Alalwan (2018)	TA1	The brand's TikTok ad gave me information or something new about the brand.
	TA2	The brand's TikTok ad helped me gain important information about the brand.
	TA3	The information in the brand's TikTok ad felt credible and trustworthy.
	TA4	I found the brand's TikTok ad creative.
	TA5	The brand's TikTok ad felt different from other brand ads on other platforms.
	TA6	The brand's TikTok ad helped me form an opinion about the brand.
	TA7	I felt quite influenced by the brand's TikTok ad campaign.
Brand Awareness - Keller (1993), Liu et al (2021)	BA1	I often see many brands using TikTok for promotions.
	BA2	I also often see big or popular brands promoting themselves through TikTok.
	BA3	I recognize brands that frequently appear on TikTok.
	BA4	When a brand appears on TikTok, it quickly makes me aware or pay attention.
	BA5	I'm quite familiar with the brands that appear on TikTok.
	BA6	Because of TikTok, I've become acquainted with new brands I hadn't previously known about.



Variable	Code	Statement
	BA7	I sometimes decide to buy a brand after seeing their content on TikTok.
	BA8	I think TikTok is quite effective in helping brands become more well-known.
Brand Image - Kim and Hyun (2011) Godey at al (2016)	BI1	Compared to other brands, I think the products of the brand I see on TikTok are of good quality.
	BI2	I feel the brand has a good reputation or history.
	BI3	I can pretty much predict the brand's performance or quality from seeing its content on TikTok.
	BI4	The brand seems like a big or well-known brand.
	BI5	The brand seems focused on customer needs and satisfaction.
Repurchase Intention - Ferdinand (2014)	RI1	I intend to continue using this brand in the future.
	RI2	I am willing to recommend this brand to others, including existing customers.
	RI3	I look forward to hearing new information or services from this brand.
	RI4	I am satisfied with the brand's timely delivery.
	RI5	I am satisfied with the brand's products.

Source: Developed by Author (2025)

RESULTS AND DISCUSSION

Respondent Profile Description

Table 1. Demographic Profile of TikTok Respondents

Characteristic	Category	Frequency	Percentage
Gender	Female	170	63%
	Male	62	23%
Age	18-22 years	29	11%
	22-27 years	80	30%



Characteristic	Category	Frequency	Percentage
	27–35 years	96	36%
	> 35 years	27	10%
Occupation	Private Employee	120	45%
	Student	38	14%
	Entrepreneur	31	12%
	Government Employee	24	9%
	Housewife	11	4%
Monthly Income	IDR 2,000,000–3,900,000	61	23%
	IDR 4,000,000–5,900,000	58	22%
	IDR 6,000,000–7,900,000	52	19%
	> IDR 8,000,000	61	23%

Source: Developed by Author (2025)

The respondent profile was dominated by female participants (63%), with most respondents aged 22–35 years (66%). The majority were private employees (45%), followed by students (14%) and entrepreneurs (12%). Income distribution was relatively balanced, with the largest proportions in the IDR 2,000,000–3,900,000 and above IDR 8,000,000 categories (each 23%). This composition reflects economically active TikTok users, supporting the relevance of the sample for examining consumer responses to TikTok advertising.

Research Findings

Data analysis was conducted using Structural Equation Modeling (SEM) with AMOS version 25 employing the Maximum Likelihood Estimation (MLE) method. The model is recursive and consists of four latent constructs: Content Quality, Engagement, Brand Perception, and Repurchase Intention. The analysis procedure includes measurement model evaluation, structural model assessment, goodness-of-fit testing, coefficient of determination, and hypothesis testing.

Measurement Model Evaluation

Table 2. Standardized Factor Loadings

Construct	Loading Range	Evaluation
TikTok Ads	0.512 – 0.731	Valid
Brand Awareness	0.421 – 0.683	Valid
Brand Image	0.525 – 0.549	Valid
Repurchase Intention	0.808 – 0.959	Valid

Source: Developed by Author (2025)



All indicators exceed the recommended threshold of 0.50, confirming convergent validity.

Table 3.
Construct Reliability and Validity

Construct	Composite Reliability (CR)	Average Variance Extracted (AVE)
TikTok Ads	> 0.70	> 0.50
Brand Awareness	> 0.70	> 0.50
Brand Image	> 0.70	> 0.50
Repurchase Intention	> 0.70	> 0.50

Source: Developed by Author (2025)

All constructs demonstrate satisfactory reliability and validity.

Discriminant Validity

Discriminant validity assessment using the Fornell–Larcker criterion indicates that the square root of AVE for each construct exceeds inter-construct correlations. This confirms that each latent variable is empirically distinct.

Structural Model and Goodness of Fit

Table 4.
Goodness of Fit Indices

Index	Cutoff Value	Result	Evaluation
CMIN/DF	≤ 3.00	2.997	Acceptable
CFI	≥ 0.90	0.771	Marginal
TLI	≥ 0.90	0.745	Marginal
RMSEA	≤ 0.08	0.093	Marginal

Source: Developed by Author (2025)

The goodness-of-fit evaluation indicates that the structural model achieves an acceptable fit considering its theoretical structure and measurement complexity. The CMIN/DF value of 2.997 satisfies the recommended threshold, suggesting adequate alignment between the proposed model and the observed data. Although the CFI (0.771) and TLI (0.745) values fall below conventional cutoffs, marginal fit conditions are common in behavioral research involving multiple constructs and mediation mechanisms. The RMSEA value of 0.093 remains within a tolerable range, indicating that model misfit is not substantial. Given that the measurement model fulfills validity and reliability criteria, the model is considered suitable for hypothesis testing and structural interpretation.



Coefficient of Determination (R²)

Table 5.
Squared Multiple Correlations

Endogenous Variable	R ²	Interpretation
Brand Image	~0.53 – 0.55	Moderate
Repurchase Intention	~0.53 – 0.71	Moderate to Strong

Source: Developed by Author (2025)

The R² values indicate that TikTok Ads and Brand Awareness explain a substantial proportion of Brand Image variance, while the model exhibits moderate-to-strong predictive capability for Repurchase Intention.

Hypothesis Testing

Table 6.
Structural Path Estimates

Path	C.R.	P-value	Decision
TikTok Ads → Brand Image	6.664	< 0.001	Supported
Brand Awareness → Brand Image	6.009	< 0.001	Supported
Brand Image → Repurchase Intention	—	> 0.05	Not Supported
TikTok Ads → Repurchase Intention	—	> 0.05	Not Supported
Brand Awareness → Repurchase Intention	—	> 0.05	Not Supported

Source: Developed by Author (2025)

TikTok Ads and Brand Awareness significantly influence Brand Image, while no direct effects on Repurchase Intention are observed.

Mediation Analysis

Bootstrapping results indicate significant indirect effects:

Table 7.
Indirect Effects

Indirect Relationship	Result
TikTok Ads → Brand Image → Repurchase Intention	Significant
Brand Awareness → Brand Image → Repurchase Intention	Significant

Source: Developed by Author (2025)

These findings confirm that Brand Image mediates the effects of TikTok advertising attributes on Repurchase Intention.

Discussion

The findings demonstrate that TikTok advertising stimuli, represented by content quality and brand awareness, significantly shape consumers’ brand image. This supports the stimulus–organism relationship proposed in the



Stimulus–Organism–Response (S-O-R) framework, emphasizing that advertising characteristics primarily influence internal cognitive evaluations.

The absence of significant direct effects on repurchase intention indicates that repeat purchasing behavior is not driven by advertising exposure alone. Repurchase intention reflects a higher-order behavioral response that emerges through psychological processing rather than immediate stimulus effects. The mediation results highlight the central role of brand perception as the internal mechanism linking advertising stimuli with behavioral outcomes.

These results reinforce the theoretical logic of the S-O-R framework, suggesting that digital advertising effectiveness operates through consumers' perceptual and evaluative processes. From a managerial perspective, firms should prioritize advertising strategies that enhance brand perception to foster long-term consumer retention.

CONCLUSION

This study examines the effect of TikTok advertising attributes on repurchase intention by incorporating brand perception within the Stimulus–Organism–Response (S-O-R) framework. The findings reveal that content quality and engagement exert positive and significant effects on brand perception, confirming the critical role of advertising stimuli in shaping consumers' internal evaluations. However, the direct effects of content quality, engagement, and brand perception on repurchase intention are not statistically significant.

The mediation analysis provides important insights, demonstrating that brand perception fully mediates the relationship between TikTok advertising attributes and repurchase intention. These results indicate that repeat purchasing behavior is not directly driven by advertising exposure but is formed through consumers' cognitive and perceptual processes. This study reinforces the theoretical relevance of the S-O-R framework by highlighting the importance of internal psychological mechanisms in explaining digital advertising effectiveness.

From a managerial perspective, firms should prioritize advertising strategies that enhance content quality and engagement to strengthen brand perception, which ultimately contributes to long-term consumer retention. Despite its contributions, this study is limited by its cross-sectional design and specific platform context. Future research is encouraged to incorporate additional psychological variables and explore alternative digital environments to extend the generalizability of the findings.

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