
**THE EFFECT OF INFLUENCER MARKETING, SOCIAL MEDIA
ENGAGEMENT, AND PRODUCT KNOWLEDGE ON BRAND
AWARENESS IN TIKTOK SHOP**

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Abstract

This study aims to determine the effect of influencer marketing, social media engagement, and product knowledge on brand awareness in TikTok Shop. This study uses primary data with a data collection method through distributing questionnaires that have been tested for validity and reliability. The sample consists of 96 respondents, selected with purposive sampling. This study employs a quantitative descriptive method. The data analysis conducted in this study was a classical assumption test, multiple linear regression analysis and hypothesis testing with the Statistical Program for Social Science (SPSS) tool. The results of the data analysis showed that influencer marketing, social media engagement, and product knowledge together had an effect on brand awareness. Partially, influencer marketing and product knowledge have a significant positive effect on brand awareness, which means that the more effective the influencer marketing provided by business actors, the higher the product knowledge received by consumers, so that it can increase brand awareness. However, social media engagement has no effect on brand awareness. And the coefficient of determination or r-square with a value of 0.473 means that the variables influencer marketing, social media engagement, and product knowledge have an effect on the brand awareness variable on TikTok Shop by 47.3% while the remaining 52.7% is influenced by other factors not observed in this study.

Keywords: Influencer Marketing, Social Media Engagement, Product Knowledge, and Brand Awareness

INTRODUCTION

Today, technological advancements in corporate business are accelerating. Rapid technological developments have significantly transformed the business world. One crucial aspect of business life that supports the success of a company's target market is e-commerce. According to Prasetyo (2023), E-commerce, or electronic commerce, is a method of conducting business online through internet platforms that is currently experiencing rapid growth in Indonesia. E-commerce enables businesses to expand their product reach and increase their competitiveness in the global market, positively impacting Indonesia's economic growth.

According to Dianari (2018), the Indonesian government is actively promoting the digital economy, a concept of the new economy that specifically focuses on the transaction of goods and services via the internet. This latest Indonesian government policy has yielded results, as the implementation of e-commerce can reduce barriers to entry and production costs. Internet use in business makes it easier for entrepreneurs to find opportunities for innovation

In this case, consumers who want to shop with TikTok Shop will consider their purchasing decisions based on familiar brands. According to Syamsurya & Ahmad, (2023) Brand awareness is the ability of consumers to recognize a brand when they see a logo or other elements of the brand. This is important in business strategies using e-commerce because it helps the brand become known to the target market. In a market with a variety of choices, consumers tend to choose brands that are already known and trusted. Therefore, high brand awareness can facilitate consumer decision-making when making purchases and can increase customer loyalty.

Consumers can form preferences or interests in brands among a range of options during the purchasing decision process, and they can also develop an interest in purchasing the most preferred product. One form of product promotion can be done through influencer marketing. Influencer marketing is someone in a marketing strategy who has an impact on influencing someone's thinking, thereby changing their perspective (Fitri and Syaefulloh, 2023). The assistance of influencer marketing in promoting products through TikTok Shop is considered to provide a high level of assurance to followers regarding the trust and confidence in the quality of the advertised product.

TikTok Shop has transformed the way businesses interact with consumers, offering an interactive, innovative approach that connects directly with their audiences through engaging and creative video content. According to Sulistyono and Jakaria (2022), Social media engagement is an approach to building relationships with customers through digital product marketing. Effective engagement between businesses and consumers can build a strong brand reputation and expand sales reach. Therefore, companies need to implement various strategies focused on understanding and meeting consumer needs.

REVIEW OF LITERATURE

Brand Awareness

According to Oktaria (2018) defines brand awareness as the ability of a potential buyer to recognize or recall that a brand is part of a particular product. Brand awareness can be defined as the strength of a brand to be recalled by consumers and can be seen from the consumer's own ability to identify the brand under various conditions. Brand awareness is a crucial factor in marketing a product, as building a brand aims to increase sales (Sartika & Mawardah, 2019).

According to Sholihah (2023) Brand awareness is also defined as the ability of a customer or potential buyer to recognize or recall that a brand is part of a particular product category. Habibi Mahsyar and Hadi Gunawan (2024) state that brand awareness consists of two components: brand recognition performance and brand recall. Brand recognition is a consumer's ability to confirm previous exposure to a brand when presented with the brand as a cue.

Influencer Marketing

Influencer marketing is currently a growing digital marketing strategy in the social media era, with brands leveraging significant influence on digital platforms to promote their products to a wider audience. Fitri and Syaefulloh (2023) explain that an influencer can be defined as someone who can generate interest in something, such as a product, by posting about it on social media.

According to Putri and Rosmita (2024) Influencer marketing is marketing that uses individuals with a following to promote products and influence others to make decisions that ultimately lead to the use of those products. Influencer marketing is better known as marketing that uses third parties for marketing activities with the aim of influencing customers directly or indirectly (Agustina, 2024).

According to (Windi & Tampenawas, 2023) Influencer marketing is a social media influencer with a large following, allowing their content to influence their followers' behavior. Based on the explanation above, it can be concluded that influencer marketing is marketing carried out by a public figure with a large social media following who can influence others, or their followers, when promoting a product to encourage their audience to use it. According to Akbar (2023) there are several indicators in influencer marketing, namely:

- a. Relatability: where influencers must have closeness with consumers with the aim of growing a sympathetic relationship with consumers.
- b. Knowledge: influencers themselves must have knowledge of the industry they are marketing, so that they can explain and provide facts about the products produced by that industry.
- c. Helpfulness: the purpose of this indicator is that when influencers explain their products, they can provide advice to consumers that can influence purchases.
- d. Confidence: an influencer must have confidence in everything they say without doubting their own abilities.
- e. Articulation: able to clearly and smoothly communicate products to consumers which is useful in conveying information for the details of the products described.

Social Media Engagement

Bororing and Dwianto (2023) state that social media engagement is a measurement of how interested and involved the target market is in interacting with a business's social media accounts and marketing content. Examples include Instagram, Twitter, TikTok, YouTube, LinkedIn, and Pinterest.

According to Istifaroh (2022) Social media engagement is the interaction between consumers and brands or companies through social media platforms by looking at the number of likes, comments and shares.

From the definition above, it can be concluded that social media engagement is a measure of how actively and involved an audience is in interacting with a brand's content on social media. This interaction includes likes, comments, shares, mentions, retweets, and direct messages, indicating the level of attention and involvement of the audience in a brand's published content.

Social media engagement indicators, Istifaroh (2022) also explains that there are four social media engagement processes , namely:

- a. Consumption, namely the audience consuming or viewing promotional content.
- b. Curation, namely the audience selects, filters, and provides responses such as likes and comments.
- c. Creation, namely the audience shares experiences or promotional content voluntarily.
- d. Collaboration, namely the audience actively participates in creating new content related to promotions.

Product Knowledge

Product knowledge can be an important factor for consumers before making a purchasing decision. Product knowledge is all forms of information that consumers have about a product before deciding to buy and use the product (Waney, Kevin Renata Limoputro, 2018). Product knowledge is consumer knowledge about certain items used as a factor and guide for the products presented to them when they decide what to do next (Ridwan *et al.*, 2018).

According to Sholihah (2023), product knowledge is a series of information related to products recommended to the market for use, attention, ownership, or consumption to satisfy needs and desires. Product knowledge is the buyer's understanding of the product's features and properties, the impact of product use, and the level of satisfaction obtained from the product. Product knowledge is an important point that sellers must explain to convey instructions for the products they sell to customers (Simanjuntak and Audita, 2024)

. Product type, brand, characteristics or features, price, and opinions about the product are examples of product knowledge.

Product knowledge indicators, according to Rachmahsari (2021) there are several product indicators knowledge, namely:

- a. Product attributes, namely all physical aspects of a product or service that can be seen or felt.
- b. Physical benefits, namely the direct impact felt by consumers when interacting with the product or service used.

c. The values that consumers obtain after using a product or service.

The influence of influencer marketing on brand awareness

According to Zaki (2018) The primary benefit of influencer marketing is building brand awareness. Any online activity conducted by influencers aimed at providing information to consumers constitutes marketing, or what is known as influencer marketing. While influencer marketing can sometimes incur high partner fees, it can yield a tenfold increase in revenue for a brand. Ernawati (2019) found that the use of influencer marketing significantly assists companies in building brand awareness among consumers, and that the presence of influencers significantly facilitates the company's marketing objectives in introducing their products. Based on these research findings, the following hypothesis is proposed:

H 1: influencer marketing has a positive influence on brand awareness

The influence of social media engagement on brand awareness

According to Wina and Putri (2024) Social media engagement facilitates interactions between companies and consumers, ultimately shaping and strengthening brand awareness in consumers' minds. This opinion aligns with the research conducted by Annisa *et al.* (2023) entitled "The Impact of Social Media Engagement on Brand Awareness," which states that social media engagement has a positive and significant impact on brand awareness. Based on the description above, the following hypothesis can be formulated:

H 2: Social media engagement has a positive effect on brand awareness
The influence of product knowledge on brand awareness

Consumers' level of product knowledge provides a variety of information that helps them remember the product. Product information enhances consumer memory, increasing brand awareness and making the brand more easily remembered. Therefore, increased product knowledge is expected to boost brand awareness in consumers' minds (Suparwi & Fitriyani, 2020a). Research conducted by (Porajow & Tamengkel, 2020) and research conducted by Simanjuntak and Audita (2024) stated that product knowledge has a significant positive effect on brand awareness. This is in line with research conducted by Ananda (2021). with the title "The influence of product innovation and product knowledge on brand awareness" which states that there is a significant influence between product knowledge on brand awareness. Based on this description, the following hypothesis is formulated:

H3: product knowledge has a positive effect on brand awareness

The influence of influencer marketing, social media engagement and product knowledge on brand awareness

Saloni (2024) suggests that influencer marketing effectively increases brand awareness because influencers possess credibility and an emotional connection with their audience. They are able to introduce brands to a wider and more relevant audience, thereby increasing brand recognition and recall. Active consumer interaction, such as likes, comments, and shares, strengthens consumer engagement. This engagement is an important bridge in building brand awareness because the higher the engagement, the greater the brand's visibility and resonance among consumers. Product knowledge conveyed clearly and informatively by influencers and through social media content can strengthen a brand. awareness (Agustian *et al.*, 2023). Based on this, the hypothesis proposed is:

H4: influencer marketing, social media engagement, and product knowledge

simultaneously have a positive influence on brand awareness.

RESEARCH METHOD

The population in this study was all TikTok Shop users located in the Special Region of Yogyakarta. The exact number of TikTok Shop users is unknown. Sampling using purposive sampling is a sampling technique that uses certain consideration. The number of samples in this study used the Lemeshow formula because the population size was unknown.

$$n = \frac{Z^2 \cdot P(1 - P)}{d^2}$$

Information:

- n = Number of samples
- $Z^2_{1-\alpha/2}$ = Confidence level (95%, $Z = 1.96$)
- P = Maximum estimate (50% = 0.5)
- d = Alpha or the size of the error tolerance (10% = 0.1)

The number of samples to be taken in this study is:

$$n = \frac{196^2 \times 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,25}{0,01}$$

$$n = 96$$

Multiple Linear Regression Analysis

$$BA = \alpha + \beta 1.IM + \beta 2.SME + \beta 3.PK + e$$

Information:

BA = Brand Awareness

α = Constanta

β = Regression coefficient of each independent variable

IM = Influencer Marketing

SME = Social Media Engagement PK

= Product Knowledge

e = Error

RESULTS AND DISCUSSION

Table 1.
Frequency Gender

Gender	Frequency	Percentage
Male	43	43%
Female	53	53%
Total	96	100%

Table 2.
Frequency Age

Age	Frequency	Percentage
18 – 20 years old	49	51.0%
21 – 23 years old	36	37.5%
24 – 26 years old	9	1.93%
> 26 years	2	1.20%
Total	96	100%

Instrument Test Results

Validity Test

Table 3.
Influencer Marketing Validity Test

Statement Items	Calculated r value	Table r value	Summary Result
X1.1	0.490	0.200	Valid
X1.2	0.566		Valid
X1.3	0.537		Valid
X1.4	0.527		Valid
X1.5	0.542		Valid
X1.6	0.561		Valid
X1.7	0.585		Valid

Based on Table 3, it can be seen that the influencer marketing statement item has a calculated r value > r table. Therefore, it can be concluded that the

questionnaire statement item on influencer marketing is declared valid.

Table 4.
Social Media Engagement Validity Test

Statement Items	Calculated r value	Table r value	Summary Result
X2.1	0.518	0.200	Valid
X2.2	0.535		Valid
X2.3	0.542		Valid
X2.4	0.500		Valid

Based on Table 4., it is known that there are 4 valid questionnaire statement items in the social media engagement variable. The social media engagement statement item has a calculated r value greater than the table r. Therefore, it can be concluded that the questionnaire statement items on social media engagement are declared valid.

Table 5.
Product Knowledge Validity Test

Statement Items	Calculated r value	Table r value	Summary Result
X3.1	0.562	0.200	Valid
X3.2	0.479		Valid
X3.3	0.402		Valid
X3.4	0.553		Valid
X3.5	0.476		Valid

Based on Table 5, the product knowledge statement item has a calculated r value greater than the table r, so the statement item in the product knowledge variable is declared valid.

Table 6.
Brand Awareness Validity Test

Statement Items	Calculated r value	Table r value	Summary Results
Y.1	0.620	0.200	Valid
Y.2	0.613	0.200	Valid
Y.3	0.722	0.200	Valid
Y.4	0.702	0.200	Valid

Y.5	0.549	0.200	Valid
Y.6	0.457	0.200	Valid

Reliability Test

Table 7.
Results of the Reliability Test

Variables	Cronbach's alpha	Summary Result
Influencer Marketing	0.745	Reliable
Social Media Engagement	0.807	Reliable
Product Knowledge	0.782	Reliable
Brand Awareness	0.721	Reliable

Analysis Results

Table 8.
Results of the Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters	Mean	.0000000
	Standard Deviation	2.42822995
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.061
Test Statistics		.082
<u>Asymp. Sig. (2-tailed)</u>		.110

Non-parametric Kolmogorov-Smirnov statistical normality test in table 8, the Asymp. Sig. (2-tailed) value is 0.110. The significance value is greater than 0.05. This means that the residual data is normally distributed.

Linearity Test

Table 9.
Test Results

Variables	Sig. Linearity
BA*IF	0.371
BA*SME	0.425
BA*PK	0.093

Based on the test results in Table 9, it can be seen that the significance value in the Deviation from Linearity column for each variable is greater than 0.05. Therefore, it can be concluded that the regression model used is linear.

Multicollinearity Test

Table 10.
Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Influencer Marketing	.946	1,058
	Social Media Engagement	.961	1,041
	Product Knowledge	.982	1,019
a. Dependent Variable: Brand Awareness			

Table 10. shows that the tolerance value for each independent variable is greater than 0.10. Meanwhile, the VIF values for all three independent variables are less than 10.00. Therefore, it can be concluded that there is no multicollinearity among the independent variables in the regression model.

Heteroscedasticity Test

Table 11.
Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	.149	2,309		.065	.949
	Influencer Marketing	.051	.065	.083	.788	.433
	Social Media Engagement	-.107	.114	-.098	-.937	.351
	Product Knowledge	.128	.100	.133	1,285	.202
a. Dependent Variable: Abs_RES						

Based on Table 11. all independent variables show a significance value of more than 0.05, so it can be concluded that there is no heteroscedasticity in the regression model.

Multiple Linear Regression Equation

Table 12.
Results of Multiple Linear Regression Equation

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,684	3,895		2,743	.000
	Influencer Marketing	.043	.110	.232	2,394	.045
	Social Media Engagement	.405	.192	.217	.308	.098
	Product Knowledge	.142	.168	.139	1,843	.038
a. Dependent Variable: Brand Awareness						

Based on the results of multiple regression analysis, the following model equation can be formulated:

$$BA = 10.684 + 0.043IF + 0.405SME + 0.142PK + e$$

Information:

- BA : Brand Awareness (Y)
- IF : Influencer Marketing (X1)
- SME : Social Media Engagement (X2)
- PK : Product Knowledge (X3)

e : error

From the multiple linear regression equation, the following results are obtained:

Partial Test (t-Test)

Table 10
Partial t-test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,684	3,895		2,743	.000
	Influencer Marketing	.043	.110	.232	2,394	.045
	Social Media Engagement	.405	.192	.217	.308	.098
	Product Knowledge	.142	.168	.139	1,843	.038
a. Dependent Variable: Brand Awareness						

Based on the test results that have been carried out in table 13, the following conclusions can be drawn:

Influencer Marketing

influencer marketing variables on brands awareness obtained a significance value of 0.045 < 0.05 and a positive regression coefficient, which means that H1 is supported or influencer marketing has a significant positive effect on brand awareness.

Social Media Engagement

The results of testing the social media engagement variable on brand awareness obtained a significance value of 0.098 > 0.05, meaning that it can be concluded that H2 is not supported or social media engagement has no significant effect on brand awareness.

Product Knowledge

product knowledge variables on brands awareness obtained a significance value of 0.038 < 0.05 and a positive regression coefficient value, which means H3 is supported or the product knowledge has a significant positive effect on brand awareness.

Simultaneous Test (F Test)

Table 14
Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37,185	3	12,395	12,036	.002 ^b
	Residual	560,149	92	6,089		
	Total	597,333	95			
a. Dependent Variable: Brand Awareness						
b. Predictors: (Constant), Product Knowledge, Social Media Engagement, Influencer Marketing						

Based on Table 14, it is known that the calculated f is 12.036 > f table 2.704 and significance value (sig.) 0.002 less than 0.05. So it can be concluded that the regression model is said to be feasible. This means that H4 is supported because the independent variables (influencer marketing, social media engagement, and product knowledge) together have a significant influence on the dependent variable (brand awareness).

Coefficient of Determination (R²)

Table 15.
Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.250 ^a	.623	.473	2,468
a. Predictors: (Constant), Product Knowledge, Social Media Engagement, Influencer Marketing				

Based on the test results conducted in Table 15, the Adjusted R Square value is 0.473. Therefore, it can be concluded that 47.3% of the variation in the brand awareness variable is explained by influencer marketing, social media engagement, and product knowledge. Meanwhile, 52.7% is explained by other variables not included in this research method.

The influence of influencer marketing on brand awareness

The results of the hypothesis test in this study stated that the influencer marketing variable has a positive and significant effect on brand awareness, which means H1 is accepted. This statement is proven by the results of the regression analysis test in Table 15 that influencer marketing showed a significant value of 0.045 < 0.05, with a positive

coefficient. The more influencer marketing consumers saw, the stronger the brand awareness generated.

The results of this study align with those of Ernawati (2019), who stated that influencer marketing has a positive effect on brand awareness. Influencers who market goods/services can increase brand awareness and attract consumers to buy the product.

The influence of social media engagement on brand awareness

The results of the hypothesis test in this study indicate that the social media engagement variable has no effect on brand awareness. The analysis shows that the social media engagement variable obtained a significance value of 0.098, greater than 0.05, which means H2 is rejected. This is because social media engagement such as likes, comments, shares, retweets, and mentions are unable to increase brand awareness.

This study does not support the research conducted by Annisa et al ., (2024) and Suparwi & Fitriyani, (2020a) which stated that social media engagement has an effect on brand awareness . The results of this study are also inconsistent with the research conducted by Putra (2020) entitled the influence of social media engagement on brand awareness and purchase intention (case study: Sanjiwani Health Vocational School, Gianyar) where partially social media engagement has a positive and significant effect on brand awareness. This shows that the response from actively participating consumers cannot create brand awareness that is accepted by consumers.

The influence of product knowledge on brand awareness

The results of the hypothesis test in this study indicate that product knowledge has a positive effect on brand awareness, meaning H3 is accepted. This statement is supported by the regression analysis results in Table 4.12, which show a significance value of $0.038 < 0.05$. These results indicate that product knowledge influences brand awareness when purchasing goods/services on TikTok Shop.

Positive results from research conducted by Ananda (2021) indicate that product knowledge can influence brand awareness. Letterpress.co consistently provides information about its attributes. Businesses can provide information to consumers through TikTok Shop by uploading new product photos weekly to make their posts easily discoverable and increase brand awareness.

The influence of influencer marketing, social media engagement, and product knowledge of brand awareness

Based on the results of simultaneous hypothesis testing using the F test, it is known that the influencer marketing, social media, and social media variables have a significant effect on the influence of social media. media engagement and product knowledge have a calculated f value of $12.036 > f \text{ table } 2.704$ and significance value (sig.) 0.002 less than 0.05 so it can be concluded that there is a positive and significant influence simultaneously on brand awareness, with each role complementing each other in building brand awareness in the minds of consumers.

The results of this study align with research conducted by Agustina (2024) ,

which stated that influencer marketing and social media engagement have a positive and significant effect on brand awareness at DA Coffee and Resto. Studies with similar results were conducted by Agustian et al . (2023) and Maharani et al . (2023). In this study, brand awareness was influenced by product knowledge.

CONCLUSION

Based on the results of research that has been conducted using multiple regression analysis, the following conclusions can be drawn: influencer marketing has a significant positive impact on brand awareness. These results demonstrate that the more influencer marketing consumers see, the stronger the brand awareness they develop. Social media engagement has no significant effect on brand awareness. These results demonstrate that media engagement such as likes, comments, shares, and mentions is incapable of increasing brand awareness. Product knowledge has a significant positive effect on brand awareness. This is because knowledge of product attributes, benefits, and the values gained after using the product can positively influence respondents in increasing brand awareness when shopping. Influencer marketing, social media engagement, and product knowledge simultaneously have a positive and significant influence on the brand. awareness.

Based on this research, there are several limitations that need to be considered by future researchers, including: This study used a survey, distributing questionnaires to respondents via Google Forms. The authors were unable to determine how respondents answered the questions, thus potentially biasing responses. This research involved a limited number of research subjects, namely only 96 samples were taken. Based on the analysis of the discussion and limitations, the suggestions for further research are as follows: Further research can delve deeper into other factors that may influence brand awareness, such as product innovation, brand loyalty, brand preference, or price. Due to time, energy, and cost constraints, this study only sampled 96 respondents. Therefore, future researchers are expected to increase the number of respondents to better represent the actual situation.

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