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The Effect Of Tiktok Social Media Advertising And Brand Awareness On Generation Z Consumer Loyalty Toward Skincare X Products At Universitas Balikpapan

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Abstract

This study aims to determine the effect of TikTok social media advertising and brand awareness on Generation Z consumer loyalty toward skincare X products at Universitas Balikpapan. This research employed a quantitative approach with an explanatory research design. The sample consisted of 100 respondents selected through purposive sampling based on the criteria of being Generation Z, actively using TikTok, and having seen skincare X advertisements. Data were collected using a Likert-scale questionnaire and analyzed through simple and multiple linear regression, t-test, F-test, and coefficient of determination with SPSS 22. The results indicate that TikTok advertising has a positive and significant effect on consumer loyalty (t = 5.083; Sig. = 0.000) and brand awareness (t = 7.941; Sig. = 0.000). Brand awareness also has a positive and significant effect on consumer loyalty (t = 3.470; Sig. = 0.001). Simultaneously, TikTok advertising and brand awareness significantly affect consumer loyalty (F = 49.519; Sig. = 0.000), with an R^2 of 0.504. Thus, both variables explain 50.4% of the variation in consumer loyalty, while the remaining 49.6% is influenced by other factors outside this study.

Keywords: TikTok Advertising, Brand Awareness, Consumer Loyalty, Generation Z

INTRODUCTION

Digital technology development has transformed marketing communication and consumer behavior. According to the APJII (2024) report, the number of internet users in Indonesia reached 221.56 million, or 79.5% of the total population. This condition shows that public activity, including marketing and consumption, is increasingly shifting to the

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digital space. The number of active social media accounts in Indonesia also exceeds 143 million, making social media a promising marketing channel (Kemp, 2025).

Generation Z is a group that is close to digital developments. As digital natives, Generation Z uses social media not only to interact but also as a reference source for getting to know products and making purchasing decisions (Kirana et al., 2025). TikTok is one of the platforms widely used by this group. Data presented by Suharno (2025) show that 42.27% of Generation Z respondents chose TikTok, higher than Instagram, YouTube, and Facebook.

Competition in the skincare industry in Indonesia is increasingly intense. The number of cosmetics businesses increased from 726 in 2020 to 1,292 in 2024, and business actors use TikTok for promotion (Ranita, 2025). Skincare X gained popularity through TikTok content, influencers, and digital marketing strategies. In the first quarter of 2024, this product ranked first in beauty package sales in Indonesia, with sales exceeding Rp70 billion (Andini, 2024). However, popularity and high advertising exposure do not necessarily reflect consumer loyalty, particularly because Generation Z tends to follow trends and try new skincare brands.

The relationships among advertising, brand awareness, and consumer loyalty can be explained through the *Hierarchy of Effects Theory*. *Lavidge* and *Steiner* (1961) explain that consumers go through cognitive, affective, and conative stages before taking action. In this study, TikTok advertising serves as the initial stimulus that can build brand awareness, which then develops into interest and purchasing action that reflect consumer loyalty (Maharani & Priatna, 2025).

On the other hand, student consumption behavior is also related to informal economic education within the family, which shapes decision-making patterns (Wardani & Amala, 2025). Therefore, high advertising exposure does not always guarantee long-term consumer loyalty. This study focuses on Generation Z students at Universitas Balikpapan to determine the effect of TikTok advertising and brand awareness on consumer loyalty.

This study aims to analyze the effect of TikTok social media advertising on Generation Z consumer loyalty, the effect of TikTok advertising on brand awareness, the effect of brand awareness on consumer loyalty, and the simultaneous effect of TikTok advertising and brand awareness on consumer loyalty. The proposed hypotheses are:

H_1: TikTok social media advertising has a significant effect on Generation Z consumer loyalty.

H_2: TikTok social media advertising has a significant effect on Generation Z brand awareness.

H_3: Brand awareness has a significant effect on Generation Z consumer loyalty.

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H4: TikTok social media advertising and brand awareness jointly have a significant effect on Generation Z consumer loyalty.

METHOD

This study uses a quantitative approach with an *explanatory research* design to explain the effect of TikTok social media advertising (X1) and brand awareness (X2) on consumer loyalty (Y). The research was conducted at Universitas Balikpapan in the even semester of the 2025/2026 academic year.

The study population comprised Universitas Balikpapan students belonging to Generation Z (born 1997–2012) who actively use TikTok. The sample consisted of 100 respondents selected using *purposive sampling*. The respondent criteria were being part of Generation Z, actively using TikTok, and having seen skincare X advertisements on the platform.

Data were collected through questionnaires and documentation. The questionnaire used a Likert scale with four response options. The instrument consisted of 12 statements for TikTok social media advertising, 6 statements for brand awareness, and 12 statements for consumer loyalty. Advertising indicators included *informativeness, entertainment, credibility, irritation, and interactivity;* brand awareness included *top of mind, brand recall, and brand recognition;* and consumer loyalty included repeat purchase, recommendation, resistance to switching brands, and brand commitment.

Data were analyzed using *IBM SPSS Statistics 22*. The tests included the *Pearson Product Moment* validity test, Cronbach's Alpha reliability, Kolmogorov-Smirnov normality test, multicollinearity, heteroscedasticity, simple and multiple linear regression, t-test, F-test, and coefficient of determination (R^2). Hypothesis testing used a significance level of 0.05.

RESULTS AND DISCUSSION

Data Description and Instrument Test Results

The study involved 100 Universitas Balikpapan student respondents who met the research criteria. The descriptive analysis shows that the TikTok social media advertising variable obtained a mean score of 2.75, brand awareness 2.66, and consumer loyalty 2.56. All three values fall into the agree category based on the scale grouping used in this study.

The validity test of the 30 statement items shows that all items are valid. The calculated r values for TikTok advertising range from 0.724 to 0.859, for brand awareness from 0.795 to 0.837, and for consumer loyalty from 0.837 to 0.885, all greater than the critical r of 0.632.

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Table 1: Instrument Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Remarks
TikTok Social Media Advertising (X1)	12	0.645	Reliable
Brand Awareness (X2)	6	0.837	Reliable
Consumer Loyalty (Y)	12	0.757	Reliable

The reliability test results show that all variables have Cronbach's Alpha values greater than 0.60. Therefore, the research instrument is declared reliable.

Classical Assumption Tests

The Kolmogorov-Smirnov normality test shows an Asymp. Sig. (2-tailed) value of 0.200, greater than 0.05, so the data are normally distributed. The multicollinearity test shows a Tolerance value of 0.606 and a VIF of 1.651 for variables X1 and X2. These values meet the criteria of Tolerance > 0.10 and VIF < 10. The Glejser heteroscedasticity test obtained significance values of 0.145 for X1 and 0.115 for X2, both greater than 0.05. Thus, the model satisfies the classical assumption tests reported.

Table 2: Summary of Classical Assumption Tests

Test	Result	Criteria	Conclusion
Normality	Asymp. Sig. = 0.200	> 0.05	Normal
Multicollinearity X1	Tolerance = 0.606; VIF = 1.651	Tol. > 0.10; VIF < 10	Not present
Multicollinearity X2	Tolerance = 0.606; VIF = 1.651	Tol. > 0.10; VIF < 10	Not present
Heteroscedasticity X1	Sig. = 0.145	> 0.05	Not present
Heteroscedasticity X2	Sig. = 0.115	> 0.05	Not present

Hypothesis Testing and Regression Analysis

The multiple linear regression results produce the equation Y = 2.513 + 0.539X1 + 0.695X2. The regression coefficients of both variables are positive, indicating a unidirectional relationship with consumer loyalty.

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Table 3: Summary of Hypothesis Testing

Test	Calculated t/F	Sig.	Coefficient B / R^2	Conclusion
X1 on Y (H1)	5.083	0.000	0.539	Positive and significant
X2 on Y (H3)	3.470	0.001	0.695	Positive and significant
X1 on X2 (H2)	7.941	0.000	0.332*	Positive and significant
X1 and X2 on Y (H4)	49.519	0.000	R^2 = 0.504	Significant simultaneously

**Simple regression coefficient for the relationship of X1 on X2; the regression equation obtained is $X_2 = 5.511 + 0.332X_1$.*

The Effect of TikTok Social Media Advertising on Consumer Loyalty

The t-test shows a calculated t of 5.083, greater than the critical t of 1.984, with a significance of 0.000 < 0.05. The regression coefficient of 0.539 indicates that TikTok social media advertising has a positive and significant effect on Generation Z consumer loyalty. Therefore, H1 is accepted.

This finding shows that the better the advertisements displayed through TikTok, the higher consumer loyalty toward skincare X. This result is consistent with the *Hierarchy of Effects Theory*, which explains that advertising can build consumer knowledge and interest before driving purchasing action and repeat purchases (Lavidge & Steiner, 1961). This result is also consistent with Khanam (2023), Andri et al. (2022), Kirana et al. (2025), and Apriany and Gendalasari (2022) regarding the role of advertising and social media marketing in consumer behavior and loyalty.

The Effect of TikTok Social Media Advertising on Brand Awareness

The test of the relationship between TikTok advertising and brand awareness yields a calculated t of 7.941 with a significance of 0.000 < 0.05. The simple regression equation obtained is $X_2 = 5.511 + 0.332X_1$. The regression coefficient of 0.332 indicates that each one-unit increase in TikTok advertising is followed by a 0.332-unit increase in brand awareness. The R Square value of 0.394 indicates that TikTok advertising explains 39.4% of the

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variation in brand awareness, while the remaining 60.6% is influenced by other factors outside this study. Therefore, H2 is accepted.

This finding is consistent with the *Hierarchy of Effects Theory*, which positions awareness as the initial stage of consumer response to advertising. The results are also in line with Bilgin (2018), Yadav and Rahman (2018), Razak (2022), and Puspitaningrum and Sidiq (2025), who show the role of social media marketing and marketing communication in building brand awareness.

The Effect of Brand Awareness on Consumer Loyalty

The t-test shows a calculated t of 3.470, greater than the critical t of 1.984, with a significance of 0.001 < 0.05. The regression coefficient of 0.695 indicates that brand awareness has a positive and significant effect on Generation Z consumer loyalty. Therefore, H3 is accepted.

The mean brand awareness score of 2.66 indicates that respondents tended to give agree ratings. Brand awareness helps consumers recognize and remember skincare X and distinguish it from other brands. This result is in line with Lestari et al. (2025), Safitri and Mugiono (2023), Panjaitan and Simanjuntak (2024), and Sari et al. (2023) regarding the link between brand recognition and consumers' tendency to keep using a brand.

The Simultaneous Effect of TikTok Advertising and Brand Awareness on Consumer Loyalty

The F-test yields a calculated F of 49.519 with a significance of 0.000 < 0.05. This result shows that TikTok social media advertising and brand awareness simultaneously have a significant effect on Generation Z consumer loyalty, so H4 is accepted.

The R Square value of 0.504 indicates that TikTok advertising and brand awareness explain 50.4% of the variation in consumer loyalty, while the remaining 49.6% is influenced by other factors outside this study. The multiple linear regression equation Y = 2.513 + 0.539X1 + 0.695X2 shows that both variables have positive coefficients. This result indicates that advertising and brand awareness are jointly related to consumer loyalty. This finding is consistent with the *Hierarchy of Effects Theory* and the findings of Andri et al. (2022), Khanam (2023), Kirana et al. (2025), and Lestari et al. (2025).

CONCLUSION

Based on the results of the study of 100 Generation Z respondents at Universitas Balikpapan, TikTok social media advertising has a positive and significant effect on

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consumer loyalty toward skincare X, with a calculated t of 5.083, a significance of 0.000, and a regression coefficient of 0.539.

TikTok social media advertising also has a positive and significant effect on brand awareness, with a calculated t of 7.941, a significance of 0.000, a regression coefficient of 0.332, and an R Square of 0.394. Brand awareness has a positive and significant effect on consumer loyalty, with a calculated t of 3.470, a significance of 0.001, and a regression coefficient of 0.695.

Simultaneously, TikTok advertising and brand awareness have a significant effect on consumer loyalty, with a calculated F of 49.519 and a significance of 0.000. The R Square value of 0.504 indicates that both variables explain 50.4% of the variation in consumer loyalty, while the remaining 49.6% is influenced by other factors outside this study.

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