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The Influence Of Tiktok Content Creators On Brand Awareness Of Evangeline Perfume Among Generation Z In Samarinda City

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Abstract

The development of digital technology and social media has transformed marketing strategies into more modern and interactive approaches. One of the rapidly growing platforms is TikTok, which is widely used by Generation Z. TikTok is utilized by companies as a promotional medium through collaborations with content creators to increase product brand awareness. One of the industries actively using this strategy is the perfume industry, including Evangeline. This study aims to analyze the influence of content creativity, content attractiveness, and social media interaction on the brand awareness of Evangeline perfume among Generation Z in Samarinda City. This research used a quantitative method with an associative approach. Data collection was conducted through questionnaires distributed to Generation Z TikTok users in Samarinda City. The data were analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method through the SmartPLS application. The results showed that content creativity, content attractiveness, and social media interaction had a positive and significant effect on Evangeline perfume brand awareness. Social media interaction was found to be the most dominant variable in increasing brand awareness. This study is expected to contribute to the development of digital marketing studies and serve as a reference for companies in developing promotional strategies through social media.

Keywords: Content Creativity, Content Attractiveness, Social Media Interaction, Brand Awareness, TikTok.

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INTRODUCTION

The rapid development of digital technology has brought major changes to various aspects of society, including communication and marketing. The presence of the internet and social media has transformed communication patterns into faster, more interactive, and borderless interactions in terms of space and time. This condition encourages companies to adapt their marketing strategies in order to keep up with changes in consumer behavior in the digital era. Currently, digital marketing has become one of the primary strategies used by companies to introduce products, build relationships with consumers, and increase brand awareness. According to Wibowo and Yudi (2021), digital marketing is a marketing strategy that utilizes internet technology and digital media to reach consumers more effectively and efficiently..

Social media has become one of the most widely used digital marketing tools by companies because it has a broad reach and is capable of creating two-way communication with consumers. One of the social media platforms that has experienced very rapid growth is TikTok. TikTok is a short-video-based platform that allows users to create, share, and enjoy various types of creative content. The popularity of TikTok has increased rapidly because the platform offers attractive features, algorithms that can adapt to users' interests, and ease in creating creative and interactive content. According to Nguyen et al. (2024), TikTok has become one of the most effective digital platforms in supporting marketing activities because it can increase promotional reach through collaborations with content creators and the use of engaging digital advertisements.

The popularity of TikTok has made it a potential marketing medium for various companies and brands. Through TikTok, companies can deliver product information in a more creative, engaging, and easily accepted manner to audiences. In addition, TikTok also has the For You Page (FYP) algorithm system, which allows content to spread widely to users even if the account does not yet have many followers. This makes TikTok a powerful platform for increasing the brand awareness of a product. Brand awareness refers to consumers' ability to recognize and recall a brand within a particular product category. Brand awareness is one of the important factors in marketing because the higher the level of consumer awareness of a brand, the greater the possibility that consumers will choose that product over competing products.

In marketing through TikTok, content creators play a very important role. Content creators not only function as entertainment content producers, but also act as opinion leaders who are capable of influencing consumers' perceptions and purchasing decisions toward a product. Through content such as product reviews, storytelling, challenges,

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tutorials, and product usage recommendations, content creators are able to deliver marketing messages in a more natural way without appearing like formal company advertisements. Andreas Schellewald (2023) explains that TikTok has grown rapidly because it is able to create personalized entertainment experiences and encourage active user participation in creating and sharing creative content. This makes TikTok not only an entertainment platform, but also an effective medium for marketing communication.

One of the largest user groups of TikTok is Generation Z. Generation Z is a generation that was born and raised in the digital era, making them highly connected to the use of the internet and social media in their daily lives. This generation tends to prefer visual, creative, short, and interactive content compared to conventional forms of promotion. Based on data from Exploding Topics (2025), TikTok users aged 18–24 dominate the platform with a significantly high percentage. The high level of TikTok usage among Generation Z indicates that social media has a major influence on consumption patterns, lifestyle, and interest in certain products. Wijaya and Utami (2021) state that TikTok influences the lifestyle of Generation Z through trends and viral content spread across social media. Therefore, TikTok has become a highly potential medium for increasing product brand awareness among young consumers.

One of the industries that has grown rapidly through social media is the perfume industry. Currently, perfume is not only used as a body fragrance but has also become part of a person's lifestyle and self-identity. The use of perfume is considered capable of increasing self-confidence and supporting personal appearance in everyday life. The high public interest in perfume has made competition within the perfume industry increasingly competitive. Many companies compete to create creative marketing strategies to attract consumer attention and build a strong brand image. Based on the *Beauty Consumer Behavior and Trend Report* by Insight Factory by SOCO (2023), Generation Z's interest in Eau de Parfum (EDP) products increased by 304%. This data shows that Generation Z represents a potential market for the perfume industry, especially for products promoted through social media.

One of the local perfume brands that is quite well known in Indonesia is Evangeline. Evangeline has successfully attracted consumers' attention through affordable products, a wide variety of fragrance options, and active digital marketing strategies on social media. Evangeline utilizes TikTok as a promotional medium by collaborating with content creators to introduce its products to the public, especially Generation Z. Promotional content created by content creators usually includes perfume reviews, fragrance recommendations, storytelling about perfume usage experiences, and

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trend-based content packaged in an engaging and entertaining manner. This strategy makes Evangeline products easier for consumers to recognize and remember.

Evangeline's success in building brand popularity can be seen from the increase in its position within the Eau de Parfum category at the Top Brand Award in 2025. This improvement indicates that Evangeline has been able to maintain its existence amid increasingly intense competition in the perfume industry. This success is certainly inseparable from the use of effective digital marketing strategies through TikTok. In the context of digital marketing, the success of product promotion on social media is influenced by several factors, such as content creativity, content attractiveness, and social media interaction.

Content creativity is one of the important factors in attracting audiences on TikTok. Creative content that follows trends is able to create engaging experiences for audiences, making it easier to remember. Permana et al. (2024) state that creatively packaged content that follows popular trends can increase audience engagement with a brand. Creative content can also increase the possibility of a video appearing on the For You Page (FYP), thereby expanding promotional reach.

In addition to content creativity, content attractiveness also has an important influence on brand awareness. Content attractiveness can be seen from video visuals, the use of trending music, unique video concepts, and the way messages are delivered to attract audience attention. Content with high attractiveness tends to gain users' attention more easily and increase interest in promoted products. Larasati et al. (2021) explain that visually and aesthetically appealing content can enhance promotional effectiveness and accelerate the spread of product information to the wider public.

Another factor influencing the success of promotion on TikTok is social media interaction. Interactions such as likes, comments, shares, views, and other forms of engagement can increase content distribution more broadly through TikTok's algorithm. The higher the level of audience interaction with content, the greater the chance that the content will appear on other users' pages. Akbar et al. (2024) emphasize that user engagement and the intensity of interaction with brand content are important indicators in building brand awareness. High audience interaction indicates that content is able to attract attention and create relationships between brands and consumers.

Based on this phenomenon, this study was conducted to analyze the influence of content creativity, content attractiveness, and social media interaction on the brand awareness of Evangeline perfume among Generation Z in Samarinda. This research is important because the development of social media, especially TikTok, has changed

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marketing communication patterns and consumer behavior in recognizing products. This study is expected to contribute to the development of digital marketing knowledge, particularly regarding the role of TikTok content creators in increasing product brand awareness. In addition, the results of this study are expected to serve as a reference for companies in designing more effective promotional strategies that align with the characteristics of Generation Z consumers in the digital era.

RESEARCH METHOD

This study employed a quantitative research method with an associative approach. The quantitative approach was used because this study aimed to measure and analyze the influence of content creativity, content attractiveness, and social media interaction on the brand awareness of Evangeline perfume. The population in this study consisted of Generation Z TikTok users in Samarinda who were familiar with Evangeline perfume products. The sampling technique used was purposive sampling with respondent criteria including Generation Z aged 18–24 years, active users of TikTok, individuals who had seen promotional content for Evangeline perfume on TikTok, and those who were familiar with Evangeline perfume products. The sample size in this study was determined based on the formula proposed by Hair et al., namely the number of indicators multiplied by 5–10. Based on the total number of research indicators, the sample size obtained was 100 respondents. Data collection was conducted through the distribution of online questionnaires using Google Forms to respondents who met the research criteria.

Content Creativity

Content creativity refers to the process of creating materials by content creators through innovative, engaging, and unique ideas to attract audiences so that they can recognize and remember a brand through social media platforms such as TikTok. Based on McPheat (2011), content creativity in this study was measured using four indicators, namely:

1. Education – The extent to which the content provides knowledge or understanding to audiences regarding the product
2. Information – The level of suitability and clarity of the information delivered in the content.
3. Entertaiment – The extent to which the content is able to attract audience attention and provide entertainment value.
4. Trust – The level of audience trust in the content and the messages delivered.

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This variable was measured using a Likert scale.

Content Attractiveness

Content attractiveness is a marketing strategy that involves public figures or content creators to increase the attractiveness of the brand awareness of Evangeline perfume. Based on Belch, G. E., & Belch, M. A. (2012), this variable was measured using two indicators, namely:

1. *Rational Appeal* – The creator's ability to use a logical approach in delivering information.
2. *Emotional Appeal* – The extent to which the content can influence feelings or create an elegant atmosphere in promotions.

This variable was measured using a Likert scale.

Social Media Interaction

Social media interaction is a marketing strategy carried out through communication that reflects audience engagement with content, with the aim of making audiences recognize and strongly remember Evangeline perfume. Based on Onnofrei et al. (2022), the indicators used in this study were:

1. *Social Media Consumption* – The level of audience engagement in consuming social media content through activities such as viewing, liking, commenting on, and sharing content.
2. *Social Media Creation* – The level of audience enjoyment toward social media content influenced by the quality, clarity, and attractiveness of the content.
3. *Perceived Enjoyment* – The quality of the presented content, including relevance, clarity of message, and the attractiveness and creativity of the content.
4. *Social Media Involvement* – The level of psychological involvement of audiences with social media and the content they consume.

This variable was measured using a Likert scale.

Brand Awareness

Brand awareness refers to the extent to which consumers are able to recognize and remember a perfume brand. Based on Firmansyah (2023), brand awareness was measured using four indicators, namely:

1. *Unaware of brand* – Consumers are not yet aware of the existence of the brand.

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2. *Brand Recognition* – The extent to which consumers are able to recognize the product.
3. *Brand Recall* – Consumers become aware again of the product after seeing promotional content.
4. *Top Of Mind* – The extent of consumers' memory when someone asks about a product category without being given any clues.

Data analysis techniques in this study used the Partial Least Square–Structural Equation Modeling (PLS-SEM) method with the assistance of the SmartPLS application. PLS-SEM analysis was used because it is capable of simultaneously analyzing relationships among latent variables and is suitable for studies with relatively small sample sizes. Data analysis was conducted in two stages, namely the outer model and the inner model. The outer model testing was carried out to test the validity and reliability of the research instruments through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. Furthermore, the inner model testing was conducted to examine the relationships among variables through path coefficient values.

RESULTS AND DISCUSSION

Measurement Model Evaluation (*Outer Model)*

The outer model is used to examine the relationship between latent variables and their formative indicators. The purpose of outer model testing is to ensure that each indicator is able to validly and reliably represent the latent variable.

Outer model evaluation is generally conducted through convergent validity testing (outer loading values and Average Variance Extracted/AVE) as well as construct reliability testing (Composite Reliability and Cronbach's Alpha).

Validiity

a. Convergent Validity

According to Imam Ghozali and Kusumadewi (2023), the ideal outer loading value is greater than 0.70. However, outer loading values within the range of 0.50 to 0.60 are still considered acceptable, as long as the Average Variance Extracted (AVE) value of the construct is greater than 0.50, so that the construct can still be declared convergently valid.

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Table 1. Convergent Validity

	X1.	X2.	X3.	Y1.	Remarks
X1.1	0.875				Valid
X1.2	0.858				Valid
X1.3	0.793				Valid
X1.4	0.816				Valid
X2.1		0.902			Valid
X2.2		0.908			Valid
X3.1			0.726		Valid
X3.2			0.776		Valid
X3.3			0.82		Valid
X3.4			0.708		Valid
Y1.1				0.88	Valid
Y1.2				0.898	Valid
Y1.3				0.748	Valid
Y1.4				0.027	Tidak Valid

Source: Processed Data by the Researcher (2026)

Indicators with a loading factor > 0.70 are considered valid. Although Y1.4 has a value < 0.70, it is still feasible to be analyzed because the construct's AVE value is > 0.50. The following are the AVE values for each indicator of the respective latent variables.

Table 2. Average Variance Extracted (AVE)

Variable	*Average variance extracted* (AVE)	Remarks
Content Creativity (X1)	0.7	Valid
Content Attractiveness (X2)	0.819	Valid
Social Media Interaction (X3)	0.576	Valid

Source: Processed Data by the Researcher (2026)

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b. Validitas Diskriminan (*Diskriminant Validity*)

Validitas diskriminan bertujuan untuk memastikan bahwa setiap indikator memiliki kemampuan membedakan konstruk yang diukurnya dengan konstruk lain. Pengujian validitas diskriminan dilakukan dengan melihat nilai ***cross loading***, di mana nilai korelasi indikator terhadap konstruknya harus lebih tinggi dibandingkan dengan korelasinya terhadap konstruk lain.

Table 3. Cross Loadings SmartPLS

	Content Creativity	Content Attractiveness	Social Media Interaction	Brand Awareness
X1.1	0.875	0.622	0.505	0.515
X1.2	0.858	0.654	0.527	0.497
X1.3	0.793	0.515	0.467	0.401
X1.4	0.816	0.659	0.506	0.457
X2.1	0.649	0.902	0.528	0.56
X2.2	0.681	0.908	0.576	0.577
X3.1	0.314	0.354	0.726	0.39
X3.2	0.349	0.32	0.777	0.353
X3.3	0.469	0.473	0.820	0.601
X3.4	0.610	0.624	0.707	0.552
Y1.1	0.07	-0.108	0.085	0.025
Y1.2	0.47	0.473	0.496	0.746
Y1.3	0.478	0.599	0.584	0.898
Y1.4	0.481	0.516	0.575	0.882

Source: Processed Data by the Researcher (2026)

Based on the cross loadings test results, all indicators have the highest loading values on their respective measured constructs compared to other constructs, thereby fulfilling the discriminant validity criteria. However, there is one indicator, namely Y1.1, which has a very low loading value on the Brand Awareness construct and is not higher than its loadings on other constructs. Therefore, it does not meet the discriminant validity criteria and is declared invalid.

The following figure presents the structural model of the Outer Model:

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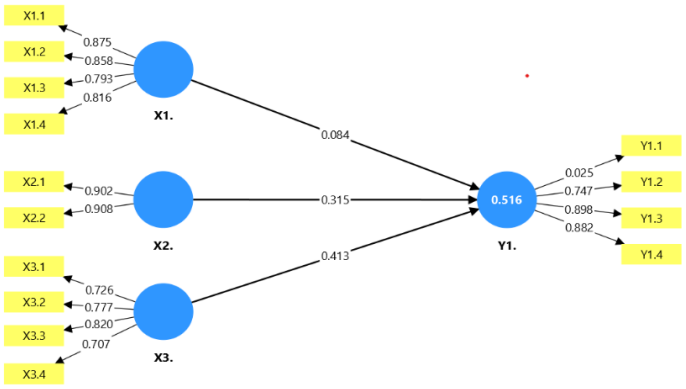


Figure 1. Path Diagram of the PLS Structural Model Algorithm
Source: Processed Data by the Researcher (2026)

Reability

In this study, reliability testing was conducted using Cronbach's Alpha and Composite Reliability. A variable is considered reliable if it has a value > 0.70. Conversely, if the value is < 0.70, the variable is considered unreliable.

Table 4. *Consturct Reliability dan Validity*

Variabel	*Cronbach's Alpha*	*Composite Reliability*	Remarks
Content Creativity (X1)	0.857	0.865	Reliabel
Content Attractiveness (X2)	0.779	0.78	Reliabel
Social Media Interaction (X3)	0.761	0.774	Reliabel
Brand Awareness (Y)	0.619	0.808	Reliabel

Source: Processed Data by the Researcher (2026)

Based on Table 4.14 of the reliability test results, all variables in this study have Composite Reliability values above 0.70, indicating that all constructs are considered reliable. Although the Cronbach's Alpha value for the Brand Awareness variable is below

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0.70, the high Composite Reliability value indicates that the construct still has good internal consistency and is appropriate for use.

Inner Model

The structural model, or inner model, is a model that describes the relationships among latent variables in a study. Latent variables are constructs that cannot be measured directly but are represented through a number of previously determined indicators. The inner model is used to explain and predict the strength of the relationships among latent variables, as well as to test the research hypotheses that have been formulated.

***R-Square* Value (R^2)**

Structural model evaluation is conducted by examining the coefficient of determination (R-Square) values of the endogenous constructs. The R-Square value indicates the extent to which the independent variables are able to explain the variation in the dependent variable within the research model. R-Square values are only owned by endogenous constructs because these constructs are influenced by other constructs. Therefore, the R-Square value provides an overview of the predictive capability and strength of the model toward the affected constructs

.

Table 1. ***R-Square***

Variable	*R-square*
Brand Awareness	0.516

Source: Processed Data by the Researcher (2026)

Based on the R-Square test results, the Brand Awareness variable has an R^2 value of 0.516, indicating that the independent variables in this study are able to explain 51.6% of the variation in Brand Awareness. The R-Square value falls into the moderate category, indicating that the model has fairly good predictive capability.

***F-Square* Value (F^2)**

The effect size test (F-Square) is used to assess the magnitude of the contribution of each exogenous variable to the endogenous construct in the structural model. The F-Square value indicates how much the R-Square value of the endogenous construct

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changes when an exogenous construct is removed from the model. F-Square values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects at the structural level, respectively.

Table 6. *F-Square*

	Brand Awareness Y	Keterangan
Content Creativity (X1)	0.006	Very Small
Content Attractiveness (X2)	0.085	Small
Social Media Interaction (X3)	0.203	Moderate

Source: Processed Data by the Researcher (2026)

Hypothesis Testing

A hypothesis is a temporary answer to the research problem formulation whose validity still needs to be empirically tested. To examine the validity of the hypotheses, this study employed two analytical methods, namely the partial significance test (t-test) and path analysis. According to Hair et al. (2022), at a significance level of 5% (two-tailed), the critical t-value is 1.96. Therefore, a hypothesis is considered significant if the T-Statistic value is > 1.96 or the P-Value is < 0.05.

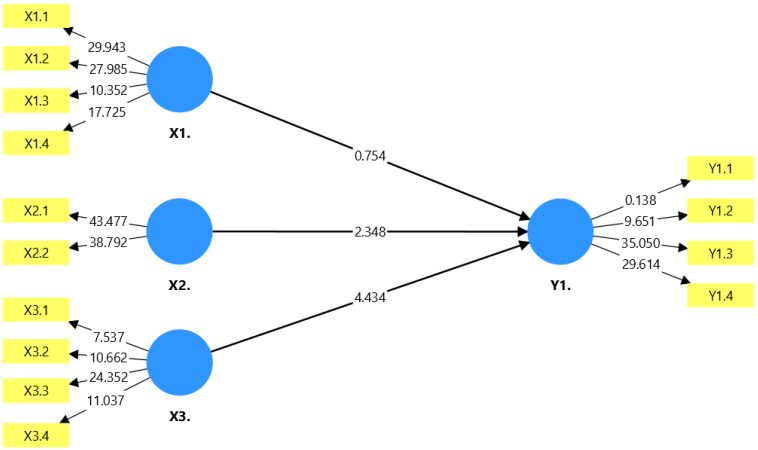


Figure 2. Path Diagram of the PLS Structural Model Bootstrapping

Source: Processed Data by the Researcher (2026)

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Table 7. Hasil Path Coefficient

Variabel	*Original Sample*	*Sample Mean*	*Standard Deviation*	*T-Statistics*
Content Creativity -> Brand Awareness	0.084	0.104	0.112	0.754
Content Attractiveness -> Brand Awareness	0.315	0.304	0.134	2.346
Social Media Interaction -> Brand Awareness	0.413	0.417	0.093	4.434

Source: Processed Data by the Researcher (2026

DISCUSSION

The Influence of Content Creativity on Brand Awareness

The results of this study prove that content creativity has a positive and significant effect on the Brand Awareness of Evangeline perfume. These findings indicate that the more creative the content created by TikTok content creators, the higher the level of brand awareness among audiences toward Evangeline perfume. The concept of content creativity in this study includes the creators' ability to present content that is educational, informative, entertaining, and capable of building audience trust in the promoted product. Based on the respondent answer index results, the indicators of education and information were categorized as high, meaning that respondents perceived the content as being able to provide knowledge and clear information regarding Evangeline perfume products. In addition, the entertainment and trust elements contained in the content also made audiences more interested in paying attention to, recognizing, and remembering the brand.

These findings are consistent with several previous studies. Permana et al. (2024) explained that creative, trend-following, and audience-relevant content is able to increase audience attention and make brands easier for consumers to remember. Research by Y. Bilgin (2018) showed that creativity in delivering social media content can build emotional

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relationships between consumers and brands, thereby increasing brand awareness. Meanwhile, research conducted by A. M. Gshayyish (2025) found that unique and innovative content can expand audience reach on social media and strengthen brand positioning in consumers' minds.

In the context of social media platforms such as TikTok, creativity becomes an important factor because audiences tend to prefer content that is unique, trend-oriented, and attractively packaged. Creative content is capable of creating enjoyable experiences for audiences, allowing promotional messages to be more easily accepted without appearing as direct advertisements.

The Influence of Content Attractiveness on Brand Awareness

The results of this study prove that content attractiveness has a positive and significant effect on Brand Awareness. These findings indicate that the higher the attractiveness of a piece of content, the greater its ability to increase audience brand awareness of Evangeline perfume. Content attractiveness in this study includes rational appeal and emotional appeal. Based on the research findings, both indicators obtained high category scores, meaning that respondents perceived the content as being able to attract attention from both logical and emotional perspectives.

Visual attractiveness such as the use of colors, video editing, music, creators' expressions, and engaging message delivery is able to make audiences more focused on viewing promotional content. In addition, the emotional approach used by creators in conveying their experiences with using perfume is also capable of creating emotional closeness with audiences.

These findings are in line with several previous studies. Larasati et al. (2021) explained that attractive and aesthetic visual displays are able to capture audience attention, making brands easier to recognize and remember. Research by Y. Bilgin (2018) showed that content with emotional appeal can build closeness between consumers and brands, thereby increasing brand awareness. Meanwhile, research conducted by V. E. Legasari (2013) found that the use of attractive and communicative promotional messages can increase consumer attention toward a product and strengthen brand awareness in audiences' minds.

This condition makes audiences more likely to remember the Evangeline perfume brand when they later see or hear about perfume products. In the highly competitive content environment of TikTok, content attractiveness becomes one of the main factors that enables content to gain audience attention and have the opportunity to appear on

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the For You Page (FYP). Therefore, the more attractive the content presented by content creators, the greater the opportunity to increase the brand awareness of Evangeline perfume among Generation Z.

The Influence of Social Media Interaction on Brand Awareness

The results of this study prove that social media interaction has a positive and significant effect on the Brand Awareness of Evangeline perfume. These findings indicate that the higher the level of interaction between audiences and content creators on TikTok, the higher the level of brand awareness toward Evangeline perfume. Social media interaction in this study includes activities such as giving likes, comments, shares, viewing content, and audience involvement in following content created by creators.

These findings are consistent with several previous studies. Akbar et al. (2021) explained that high levels of interaction such as likes, comments, and shares are able to increase content distribution, making brands more widely recognized by the public. Research by Putri, A., & Sukardi, Y. O. (2025) showed that active communication between creators and audiences can build emotional closeness, making consumers more likely to remember a brand. Meanwhile, Muttaqin et al. (2026) found that high audience engagement on social media can strengthen brand visibility and increase consumer awareness of promoted products.

Based on the analysis of respondents' answer index results, the indicators of social media consumption, social media creation, perceived enjoyment, and social media involvement were categorized as high. This indicates that audiences are not only passive viewers but are also actively involved in interacting with promotional content for Evangeline perfume. High levels of interaction provide positive signals to the TikTok algorithm, making the content easier to distribute to other users and increasing its chances of becoming viral. This condition indirectly helps increase the brand exposure of Evangeline perfume to a wider audience.

CONCLUSION

Based on the results of the research and data analysis conducted regarding the influence of TikTok content creators on the brand awareness of Evangeline perfume among Generation Z in Samarinda, it can be concluded that the variables of content creativity, content attractiveness, and social media interaction have a positive influence on the brand awareness of Evangeline perfume.

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Content creativity has been proven to increase brand awareness because educational, informative, entertaining content that is able to build audience trust can attract consumer attention and make the brand easier to remember. Creative content that follows TikTok trends also provides engaging experiences for audiences, allowing promotional messages to be delivered more effectively. The results of this study indicate that the more creative the content produced by content creators, the higher the level of brand awareness of Evangeline perfume among Generation Z.

Content attractiveness also has a positive influence on brand awareness. Content with attractive visual appearances, the use of trending music, good video editing, and communicative message delivery is able to increase audience attention toward the product. In addition, the emotional approach used in promotional content can create closeness between audiences and the brand, making consumers more likely to recognize and remember Evangeline perfume. Therefore, content attractiveness becomes one of the important factors in the success of promotion through TikTok.

Furthermore, social media interaction is the most dominant variable influencing the brand awareness of Evangeline perfume. High audience activities such as giving likes, comments, shares, and involvement in following content creators indicate that active interaction is able to expand promotional reach and increase brand exposure to the wider public. The higher the interaction occurring on TikTok content, the greater the opportunity for the content to spread through TikTok's algorithm and be recognized by more users. This condition makes the Evangeline perfume brand easier for consumers, especially Generation Z in Samarinda, to remember and recognize.

Overall, this study proves that the use of TikTok as a digital marketing medium through content creators is an effective strategy for increasing the brand awareness of Evangeline perfume. The combination of content creativity, content attractiveness, and social media interaction is able to create marketing communication that is more engaging, interactive, and aligned with the characteristics of Generation Z as active social media users. Therefore, companies are advised to continue developing digital promotional strategies that are creative, attractive, and capable of encouraging audience engagement in order to further increase product brand awareness.

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