

The Influence of Social Media Marketing on Consumer Brand Engagement (Adidas Study on Tiktok Application in Bandung City)

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Abstract

In the rapidly developing digital era, social media, especially TikTok, has become an important platform for brand marketing. Adidas, as a leading global brand, uses TikTok to increase interaction with consumers, especially in the city of Bandung. However, it still needs to be understood to what extent Social Media Marketing on TikTok influences consumer engagement with the Adidas brand. This research aims to explore this, providing important insights for marketing strategies in this digital era. This research explores the impact of Social Media Marketing on consumer engagement with brands, especially on the TikTok application, with a focus on the Adidas account in Bandung City. This research used 417 samples collected through an online questionnaire with a purposive sampling technique with the criteria of being 17 - 25 years old, active social media users who follow the Adidas account on TikTok. The results of the analysis show that the Consumer-brand engagement variable has a significant effect on the Brand Awareness variable, the Consumer Brand Engagement variable has a significant effect on the Brand Image variable, the Customization variable has a significant effect on the Consumer Brand Engagement variable, the E-Wom variable has a significant effect on the Consumer Brand Engagement variable, the Entertainment variable has a significant effect on the Consumer variable, the Brand Engagement variable, the Interaction variable has a significant effect on the Consumer Brand Engagement variable, the Trendiness variable has no significant effect on Consumer Brand Engagement. This research provides important insights for companies like Adidas in designing more effective social media marketing strategies.

Keywords: social media marketing, TikTok, consumer brand engagement, Adidas

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1. Introduction

Social Media Marketing reflects significant changes in the way communication and marketing is carried out along with the development of social media. Since the emergence of platforms such as Facebook, TikTok, Twitter, Instagram, and LinkedIn at the beginning of the 21st century, social media has become an inevitable center of online interaction for global society. The number of billions of social media users makes it a very potential platform for businesses to reach a wide audience. Social media has also become a vital platform for building brands, advertising and communicating directly with customers. Additionally, social media gives businesses access to a wealth of user data, which can be used for in-depth data analysis of consumer behavior. With increasingly fierce competition in social media, developing an effective SMM strategy and adapting to ongoing changes in these platforms is key to achieving success in modern marketing. Therefore, a solid understanding of the background of SMM has become important for today's business and marketing.

The background to consumer brand engagement is the context in which brands interact with consumers and try to build attachments or connections with consumers. This involves a variety of factors that influence the way consumers interact with brands, including social, psychological, technological, and cultural factors. Consumer-brand engagement (CBE) is an area of marketing research that is attracting substantial interest (Cheung, Pires, & Rosenberger, 2020; Dessart, Veloutsou, & Morgan-Thomas, 2015; Harmeling, Moffett, Arnold, & Carlson, 2017). Several background factors that can influence consumer brand engagement include changes in consumer behavior, where consumer behavior continues to develop over time, especially with advances in technology and information accessibility. Consumers today are more connected and interacting with brands through multiple channels, including social media, digital platforms and in-person

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experiences. This is followed by technological developments. Technological developments have given consumers easier access to information about brands, products and services. Consumers can now search, compare and share their experiences with brands online

It can be seen from the table above that according to the databox, adidas is the fashion brand of choice in Indonesia in 2021 with a score of 47.3, which also means that adidas is interested and is being looked at by the Indonesian people. Technological developments have also enabled brands to provide better interactive and personalized experiences. There are also social and cultural factors, including social and cultural values, which also influence consumer brand engagement. For example, consumer preference for brands that are sustainable or that have a greater social purpose is increasing. Consumers also tend to be more interested in brands that reflect people's identity and lifestyle.

TRACKSUITS			RUNNING/ SPORTS SHOES		
Brand	TBI	Rank	Brand	TBI	Rank
Adidas	48.70%	TOP	Adidas	31.20%	TOP
Nike	21.30%	TOP	Nike	23.30%	TOP
Puma	11.70%	TOP	Ardiles	8.30%	
Reebok	11.60%		Reebok	6.70%	
			Diadora	5.60%	

Source: Top Brand Award (www.topbrand-award.com)

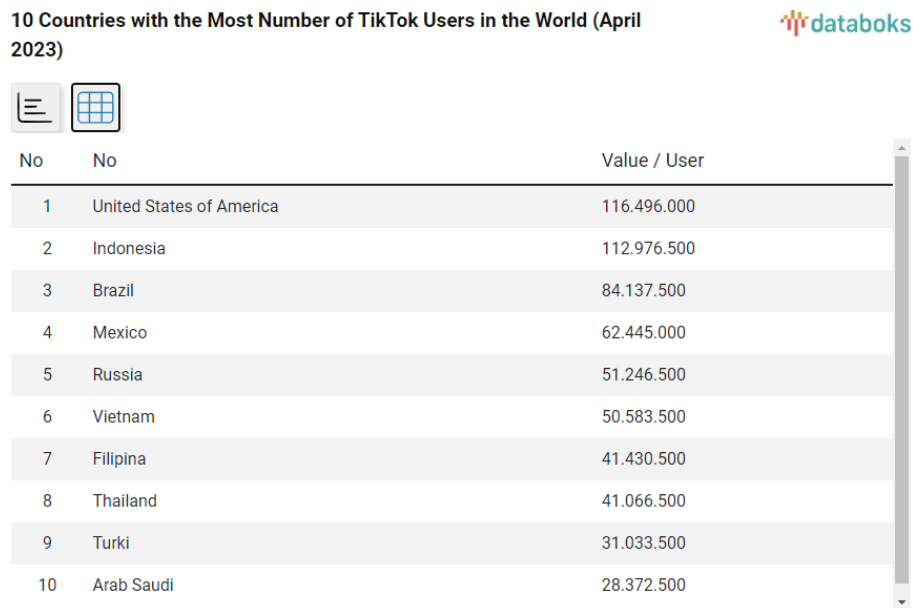
Figure 1. Sports Apparel Brands in 2023

Source: Top Brand Award, 2023

Apart from that, according to data from the 2023 Top Brand Award, Adidas also has quite high scores in the sportswear and sports shoes categories. The influence of social media also has an impact on social media has become an important platform for consumer brand engagement. CBE is an influential part for building customer satisfaction, brand love, and brand loyalty and for increasing advertising effectiveness (Cheung et al., 2020). Therefore, consumers can also interact directly with brands, provide feedback, and share their experiences with many people. Brands that are active on social media can also build closer relationships with consumers and increase brand engagement. And finally Customer experience, Positive customer experience has a huge impact on consumer brand engagement. A good experience includes quality service, ease of use of the product, responsiveness to consumer problems, and personal and relevant interactions. Consumer brand engagement is important for brands in building long-term relationships with consumers, creating brand loyalty, and achieving their business goals. By understanding the background consumer brand engagement, brands can develop more effective strategies for interacting with consumers and building strong relationships.

Related to CBE SMM background (Social Media Marketing) is the development and influence of social media in the marketing domain. Social media has changed the way consumers interact with brands, communication channels, and the way brands promote their products and services. Of course, SMM plays a considerable role in influencing consumer perceptions of brands (Cheung et al., 2020; Kotler & Keller, 2016; Langaro, Rita, & de Fátima Salgueiro, 2018). Some relevant background factors for SMM are the growth of social media users. The number of social media users continues to increase rapidly. Platforms like TikTok, Instagram, Twitter, LinkedIn, and others have millions to billions of active users every month. This growth creates huge opportunities for brands to interact and communicate with a wide audience. Then social media consumer engagement provides an opportunity for consumers to actively engage with brands. Consumers can provide feedback, express their preferences, and share their experiences with brands directly. This creates a two-way interaction that allows brands to build closer relationships with consumers. Then easy access to social media information provides easy access to information about brands, products and services. Consumers can search for information, read user reviews, view visual content, and gain insight into a brand in seconds. Brands must ensure that their information is accessible, accurate and interesting to consumers. Meanwhile, there is also a need for good target segmentation, where social media allows them to identify and reach the target audience more effectively.

10 Countries with the Most Number of TikTok Users in the World (April 2023) databoks



No	No	Value / User
1	United States of America	116.496.000
2	Indonesia	112.976.500
3	Brazil	84.137.500
4	Mexico	62.445.000
5	Russia	51.246.500
6	Vietnam	50.583.500
7	Filipina	41.430.500
8	Thailand	41.066.500
9	Turki	31.033.500
10	Arab Saudi	28.372.500

Figure 2. 10 Countries with the Largest Number of TikTok Users in the World

Source: Top Brand Award, 2023

It can be seen from this data that Indonesia is the second most Tik Tok user in the world with 113 million users, which from this data is a reference in collecting data in conducting a survey of TikTok users in the city of Bandung based on the number of TikTok users. Brands can use social media advertising and analytics tools to gain a better understanding of their audience's behavior and preferences, and then direct messages and ads to them specifically. User influence and recommendations also influence user opinions and recommendations have a significant influence on consumer purchasing decisions. Social media allows consumers to share their experiences with brands easily. If brands are able to build strong relationships with consumers, they can generate positive influence and strong recommendations among consumers' social circles. Better measurement and analysis social media provides powerful measurement and analysis tools. Brands can track and analyze campaign performance, consumer engagement levels, follower base growth, and so on. This information allows brands to measure the effectiveness of their marketing efforts and optimize sales strategies.

2. Literature Review

2.1. Social Media Marketing (SMM)

Social media plays a role as a company's marketing activity in building individual relationships with customers and giving companies an advantage in accessing customers (Adriana & Widodo, 2019; Sari & Widodo, 2022). Social Media Marketing is a marketing strategy that uses social media platforms to promote brands, products, or services. SMM involves using a variety of tactics and techniques, including creating engaging content, sharing content consistently, interacting with users, and using paid advertising on social media platforms. Social media refers to “a group of internet-based applications that are built on the ideology and technological foundations of Web 2.0 and that enable the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010). It is recognized as one of the most important communication platforms for brand information because its interactive features enable participatory, collaborative activities and knowledge sharing (Knoll, 2016; Kusumasondjaja, 2018; Valos, Maplestone, Polonsky, & Ewing, 2017), with a greater capacity to reach communities than traditional media, such as print, TV and radio (Bowen, 2015). Social media includes consumer review sites, content community sites, Wikis, Internet forums (Zeng & Gerritsen, 2014).

2.2. Entertainment

Entertainment is one of the important elements in SMM. This includes creating interesting and entertaining content to attract the attention of social media users. Entertainment can be in the form of funny videos, memes, interesting stories, or content that provokes laughter and joy in users. Through entertainment, brands can create an emotional bond with

their audience and build positive engagement. Entertainment in the context of SMM can help brands stand out among the competition and increase brand appeal and popularity on social media platforms. As an element in SMM, entertainment occurs when marketers create experiences that customers find enjoyable and entertaining when using social media platforms (Agichtein, Castillo, Donato, Gionis, & Mishne, 2008). Entertainment activities, such as games, sharing videos, and participating in contests, can make consumers enjoy their experiences on social media and motivate their participation in social media-based brand communities (Ashley & Tuten, 2015).

2.3. Customisation

Customization is one of the important elements in SMM. This involves personalizing content, products, or experiences to meet consumers' individual preferences and needs. In the context of SMM, customization may include the use of usernames, personalized displays, tailored product recommendations, or content relevant to the user's interests. Through customization, brands can build closer relationships with consumers, increase their engagement, and increase customer satisfaction. Customization can also increase perceived brand value and differentiate a brand from competitors on social media. By providing personalized experiences, brands can strengthen consumer loyalty and increase their brand influence within social media communities. Customization refers to the degree to which services, marketing efforts, and messages are tailored to meet consumers' personal preferences (Godey et al., 2016).

2.4. Interaction

Interaction is one of the important elements in SMM. This involves active engagement between brands and consumers, as well as between consumers and each other, via social media platforms. Interaction can occur in various forms, such as comments, likes, shares and responses to brand content, participation in discussions, polls or quizzes, as well as sharing experiences and recommendations between social media users. Interaction refers to the extent to which a social media platform provides opportunities for two-way exchange of opinions and sharing of information (Dessart et al., 2015; Kim & Ko, 2012).

2.5. EWOM

EWOM (Electronic Word of Mouth) is a term used to describe the process when consumers use social media platforms or other online channels to share their experiences, opinions and recommendations about products or services with others. EWOM can take the form of product reviews, testimonials, comments, or social media posts that provide a personal view of a consumer's experience with a brand or product. EWOM has a significant influence in shaping consumer perceptions about brands and purchasing decisions. Consumers tend to rely on EWOM because they believe that recommendations and opinions from independent fellow consumers can provide more objective and trustworthy information than direct marketing messages from brands. In the digital and social media era, EWOM is becoming increasingly important because users can easily share their experiences with a wider reach. This influences brand perception, reputation, and consumer purchasing decisions. Brands that receive positive EWOM can utilize it to strengthen brand image, increase consumer trust, and influence purchase intentions. Conversely, negative EWOM can harm a brand's reputation and reduce consumer trust

2.6. Trendiness

Trendiness can be described as providing the latest information about products or services (Marhantara & Widodo, 2021). This reflects the perceived connectedness and relevance to emerging needs and preferences in society. Trendiness is often associated with a modern appearance, current styles, and the desire to stay up-to-date with changes and developments in a particular social, cultural, or industrial environment. In the context of social media, trendiness can be reflected in the use of popular keywords, adapting content to ongoing trends, and adapting to styles and norms that are currently popular on social media platforms

2.7. Brand Awareness

A brand can influence customers' perceptions and attitudes towards it in several ways, including brand awareness, perception of image, and preference for this brand (Manthiou, Rokka, Godey, & Tang, 2016). Brand awareness is the level of knowledge and awareness that consumers have about a brand. This refers to the extent to which consumers

recognize the brand, whether they know about the brand's existence, and how familiar they are with the products or services offered by the brand. A high level of brand awareness is important because it can help a brand to attract more customers, increase marketing and sales, and build consumer attachment and loyalty to the brand. Brand awareness refers to the nodal strength of a brand, or the trace of this brand in memory, which represents the consumer's ability to identify the brand under various conditions (Rossiter & Percy, 1987).

2.8. Brand Image

Brand image is a perception about a brand that is reflected in the brand associations that exist in consumers' memories (Keller, 1993). Brand image can influence a company's long-term profits and cash flow, consumers' willingness to pay premium prices, merger and acquisition decisions, stock prices, sustainable competitive advantage, and marketing success (Reza Jalilvand & Samiei, 2012). Brand image is the image or picture that is formed about a brand in the minds of consumers. This includes the perceptions, associations and views that consumers have towards the brand. Brand image can be influenced by various factors such as advertising, product quality, user experience, and the brand image conveyed by the company. Brand image is very important because it can influence consumer preferences, purchasing decisions, and brand loyalty (Godey et al., 2016).

2.9. Relationship between variables

The relationship between Social Media Marketing (SMM) and Consumer Brand Engagement (CBE) is that SMM can increase Brand Awareness by creating interesting content on social media, which in turn influences the level of consumer engagement with the brand. SMM also enables direct interaction with consumers and building emotional connections through inspiring content. In research in Bandung City, you can test whether the use of SMM significantly influences consumer engagement with brands through SMM activity data and consumer responses on TikTok.

H1. The entertainment element in marketing activities via social media (SMM) has a direct, positive and significant effect on consumer-brand engagement.

The relationship between Customer and Consumer Brand Engagement (CBE) is that customization allows consumers to change products or services according to their preferences. This can increase consumer engagement with the brand because it provides a sense of ownership, a more personalized experience, and a unique product. Customization also helps brands differentiate themselves from competitors and attract consumers who are looking for products according to their preferences. In research, you can test whether customization significantly affects consumer engagement levels by collecting data on consumer preferences, engagement, and perceptions of the brand.

H2. The customization element in marketing activities via social media (SMM) has a direct, positive and significant effect on consumer-brand engagement

The relationship between Interactivity and Consumer Brand Engagement (CBE) is that interactivity plays a key role in increasing consumer engagement towards brands. When consumers can actively interact with a brand through multiple communication channels, they feel more engaged and connected to the brand, strengthening the relationship between the two. A good response from a brand to consumers can also increase CBE by building trust and more positive relationships. In research, you can test whether the level of brand interactivity significantly affects the level of consumer engagement by collecting data on consumer interactions, brand responses, consumer perceptions of brand interactivity, and consumer CBE levels.

H3. The interactivity element in marketing activities via social media (SMM) has a direct, positive and significant effect on consumer-brand engagement.

The relationship between Electronic Word of Mouth (eWOM) and Consumer Brand Engagement (CBE) is that eWOM can increase consumer engagement with brands. When consumers read or engage in positive eWOM such as reviews and recommendations, they feel more connected and emotional towards the brand. eWOM also influences consumer trust and influences their perception of the brand. Interaction and participation in eWOM discussions can form an engaged user community, which can also increase CBE. In research, you can test whether eWOM exposure and consumer participation in eWOM significantly influence the level of consumer engagement with the brand by collecting data on eWOM, consumer participation, consumer perception, and level of CBE.

H4. E-WOM elements in marketing activities via social media (SMM) have a direct, positive and significant effect on consumer-brand engagement.

The relationship between Trendiness and Consumer Brand Engagement (CBE) is that Trendiness can increase consumer interest in the brand, strengthen trust in the brand, and encourage consumer engagement with the brand. Consumers tend to be attracted to brands that look current and in line with current trends, which can increase CBE. Perceptions of brand trendiness can also build consumer trust and influence their engagement. In research, you can test whether consumer perceptions of a brand's trendiness significantly influence consumer engagement levels by collecting data on consumer perceptions, engagement, and attitudes toward brands that are considered trendy.

H5. The trendiness element in marketing activities via social media (SMM) has a direct, positive and significant effect on consumer-brand engagement.

The relationship between Consumer Brand Engagement (CBE) and Brand Knowledge is that CBE can increase consumer knowledge about brands. Through active engagement, positive experiences, and emotional engagement with brands, consumers can accumulate deeper knowledge about brand attributes, benefits, and values. Consumer engagement also allows for repeated brand exposure, which helps in building brand awareness. In research, you can test the relationship between CBE levels and brand knowledge by collecting data on consumers' engagement, their knowledge of the brand, and other relevant measurements.

H6. The consumer-brand engagement element in marketing activities via social media (SMM) has a direct, positive and significant effect on brand awareness

The relationship between Consumer Brand Engagement (CBE) and Brand Awareness is mutually influencing. When consumers actively engage with a brand and feel an emotional attachment, they are more likely to pay attention to and remember the brand. High consumer involvement can strengthen brand awareness. Conversely, CBE can also increase Brand Awareness by generating more interactions between consumers and brands, as well as expanding brand reach through sharing experiences and recommendations. In research, you can test the relationship between CBE levels and Brand Awareness by collecting data on consumer engagement, brand awareness, and other relevant measurements.

H7. The consumer-brand engagement element in marketing activities via social media (SMM) has a direct, positive and significant effect on brand image

3. Methods

This research uses quantitative research methods. The population of this research is all users of the TikTok application, the exact number of which is not known. The sampling technique used was purposive sampling with the criteria being respondents aged 17-25 years, currently residing in the city of Bandung and followers of the Adidas account on the TikTok application. Data analysis and processing uses statistical methods with Partial Least Square (PLS) to predict path models that can be used for complex models and include many variables. This statistical model is assisted by SmartPLS 3.0 software. The variables used in this research are sub-variables from Social Media Marketing which contain entertainment, customization, interaction, EWOM, trendiness. Apart from that, it also uses consumer brand engagement sub-variables containing cognitive processing, affection, and activation. Brand awareness and brand image.

The data sources used are primary data and secondary data. Primary data was obtained from data collection compiled using Google Form and distributed directly to respondents via Google Form. Dissemination of Google Form via social media via Instagram, Twitter and Telegram to the millennial generation in the Bandung city area. Meanwhile, secondary data was obtained from books, scientific works and journals. This research uses a questionnaire instrument where the question items in the social media marketing variable refer to entertainment, customization, interaction, EWOM, trendiness. Customer engagement refers to cognitive processing, affection, and activation. Brand awareness and brand image Each question item was designed using a five-point Likert scaling technique from "strongly disagree" with a value of 1 to "strongly agree" with a value of 5. The research model shown in Table 3.

4. Results

4.1. Respondent characteristics

In this research, a total of 417 respondents were declared eligible and met the criteria. Respondents are followers of the Adidas account on the TikTok application. Based on the data obtained, it was concluded that in the total number of respondents of 417 respondents, the majority of respondents were women, of which there were 318 people (78%) while

there were 109 male respondents (22%). This means that in this study the female gender dominated their interest in using TikTok social media products in Bandung.

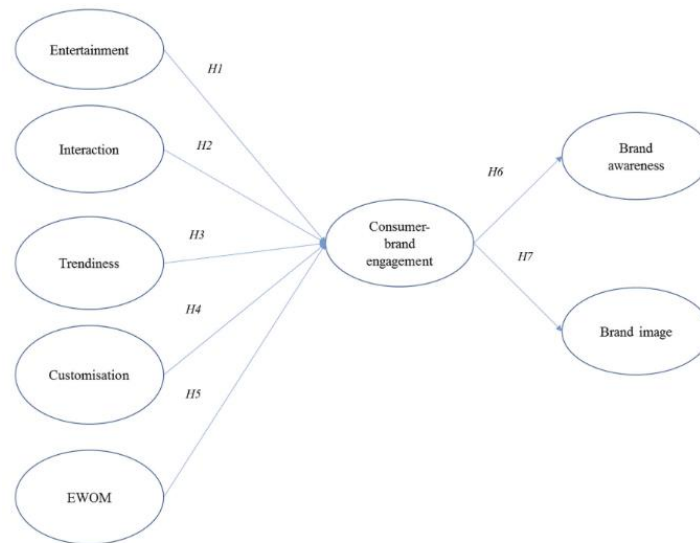


Figure 3. Research Model

4.2. Validity test and Reliability Test

Validity tests are used to assess the extent to which a research instrument can be used to measure certain concepts. In this research, there are two types of validity used, namely convergent validity and discriminant validity. Convergent validity is declared valid and good if the value is greater than 0.70. However, in the scale development stage, a loading factor value of 0.5-0.6 is still acceptable. (Ghozali, 2014). The results of the analysis show that the value of each loading factor was obtained for all indicators of each variable, where all loading factor values were > 0.7, meaning that validity in this study was met.

The discriminant validity test uses cross loading factors to determine whether the construct has sufficient discriminants, by comparing the cross loading factor values on the target construct with the cross loading factor values on other constructs Chin in (Willy & Jogiyanto, 2015). Based on the cross loading value obtained, it was concluded that the discriminant validity for the above variables was stated to be good because the cross loading value for the latent variable was higher than for other latent variables.

When conducting reliability testing, the desired Cronbach's alpha value must be more than 0.6 and the composite reliability value must be more than 0.7 (Willy & Jogiyanto, 2015). The composite reliability value shows how well a variable is reliable, while the Cronbach's alpha value is the lowest measure of reliability of the variable. The results of the analysis on Table 1 showed that the Cronbach's alpha value for the Customization, E-WOM, and Trendiness variables was below 0.6, but for the composite reliability value for each latent variable, all the values were greater than 0.7, meaning that the reliability test in this study was met.

4.3. Model feasibility test (Goodness of Fit)

To evaluate the suitability of a model to the data, Goodness of Fit is used, and to measure this the Normed Fit Index (NFI) value can be used. According to (Ghozali & Latan, 2015), NFI has a value between 0-1 and is calculated from a comparison between the hypothesized model and a certain independent model. The closer the value is to 1, the higher the fit of the model to the data.

Based on the table 2, the NFI value is 0.772. With the assessment criteria, the model is declared good if the NFI value is between 0 - 1, it can be concluded that this research model is suitable for use.

Table 1. Validity and Reliability Test Results

Variables	Indicator	Loading Factor	Ave	Cronbach's Alpha	Composite Reliability
Brand Awareness	SMME1	0.575	0.388	0.605	0.759
	SMME2	0.753			
	SMME3	0.749			
	SMME4	0.650			
Brand Image	SMMI1	0.616	0.390	0.737	0.816
	SMMI2	0.686			
	SMMI3	0.610			
	SMMI4	0.661			
Consumer Brand Engagement	SMMT1	0.689	0.377	0.815	0.857
	SMMT2	0.713			
	SMMT3	0.706			
Customization	SMMC1	0.655	0.378	0.588	0.751
	SMMC2	0.535			
	SMMC3	0.651			
	SMMC4	0.597			
E-Wom	SMMW1	0.712	0.483	0.465	0.737
	SMMW2	0.697			
	SMMW3	0.676			
Entertainment	CBEAC1	0.633	0.470	0.621	0.778
	CBEAC2	0.663			
	CBEAC3	0.664			
	CBEAF1	0.530			
	CBEAF2	0.549			
	CBEAF3	0.555			
	CBEAF4	0.600			
	CBECP1	0.647			
	CBECP2	0.625			
	CBECP3	0.652			
Interaction	BA1	0.574	0.415	0.531	0.739
	BA2	0.601			
	BA3	0.677			
	BA4	0.675			
	BA5	0.577			
Trendiness	BI1	0.699	0.494	0.489	0.746
	BI2	0.589			
	BI3	0.580			
	BI4	0.538			
	BI5	0.652			
	BI6	0.655			
	BI7	0.643			

Source: SmartPLS data processing, 2023

Table 2. GoF test

Goodness of Fit	Saturated Model	Estimated Model
SRMR	0.057	0.057
d_ ULS	1.494	1.494
d_ G	1.304	1.304
Chi-Square	646.650	646.650
NFI	0.772	0.772

Source: SmartPLS data processing, 2023

Based on the table 3, it can be explained that the independent variable has an influence of 81.4% on the dependent variable, while the remaining 28.6% is influenced by variables that are not included in this study.

Table 3. R-Square Tests

Variable	R Square	R Square Adjusted
Brand Awareness	0.602	0.601
Brand Image	0.549	0.548
Consumer Brand Engagement	0.675	0.671

Source: SmartPLS data processing, 2023

4.4. Hypothesis testing

Hypothesis testing is used with the aim of finding out whether there is a clear and reliable relationship between the independent variable and the dependent variable. According to (Ghozali & Latan, 2015) statistical tests basically show how far the influence of an explanatory (independent) variable individually is in explaining variations in the dependent variable.

Table 4. t tests

Hypothesis	T Statistics (O/STDEV)	P Values	Coefficient	Information
Consumer Brand Engagement -> Brand Awareness	32.440	0.000	0.776	Significant
Consumer Brand Engagement -> Brand Image	17.349	0.000	0.741	Significant
Customization -> Consumer Brand Engagement	4.604	0.000	0.211	Significant
E-Wom -> Consumer Brand Engagement	3.712	0.000	0.196	Significant
Entertainment -> Consumer Brand Engagement	4.295	0.000	0.318	Significant
Interaction -> Consumer Brand Engagement	3.738	0.000	0.178	Significant
Trendiness -> Consumer Brand Engagement	1.467	0.143	0.074	Not significant

5. Discussions

Based on the table 4 above, the t-statistic value is 32.440 and the p-value is 0.000 with a confidence level of 0.05, so $0.001 < 0.05$, meaning that the Customer Brand Engagement variable has a significant effect on the Brand Awareness variable. The t-statistic value is 17.349 and the p-value is 0.000 with a confidence level of 0.05, so $0.000 < 0.05$ means that the Customer Brand Engagement variable has a significant effect on the Brand Image variable. The t-statistic value is 4.604 and the p-value is 0.000 with a confidence level of 0.05, so $0.001 < 0.05$ means that the Customization variable

has a significant effect on the Consumer Brand Engagement variable. The t-statistic value is 3.712 and the p-value is 0.000 with a confidence level of 0.05, so $0.000 < 0.05$ means that the E-WoM variable has a significant effect on the variable. The t-statistic value is 4.295 and the p-value is 0.000 with a confidence level of 0.05, so $0.001 < 0.05$ means that the Entertainment variable has a significant effect on the Consumer Brand Engagement variable. The t-statistic value is 3.738 and the p-value is 0.000 with a confidence level of 0.05, so $0.000 < 0.05$ means that the Interaction variable has a significant effect on the Consumer Brand Engagement variable. The t-statistic value is 1.467 and the p-value is 0.143 with a confidence level of 0.05, so $0.143 > 0.05$ means that the Trendiness variable has no significant effect on the Consumer Brand Engagement variable

5.1. The influence of entertainment elements in marketing activities through social media (SMM) consumer-brand engagement

The results of the analysis that has been carried out show Entertainment have a significant effect on purchase intention. This is in line with the results of the hypothesis test which indicates that H1 is accepted. Based on the answers to the questionnaire filled out by 417 selected respondents, most of them were quite concerned about the suitability of the subscription price with the benefits offered by TikTok, the affordability of the subscription price, the subscription price offered in accordance with their purchasing power and being sensitive to price movements. The results of this research are in line with previous research conducted by (Leowarin & Thanasuta, 2021) as well as research from (Iglesias, Morgado, Guerra, Fernandes, & Brando, 2019).

5.2. The influence of customization elements in marketing activities via social media (SMM) on consumer-brand engagement

The author hypothesizes customization has a positive effect on Consumer Brand Engagement in platform streaming TikTok. This hypothesis is not in line with the results of research that has been carried out, where customization does not have a significant effect on purchase intention so the results are also not in line with previous research done by (Yip & Mo, 2020) and (Ramadhan, Marsudi, & Praharjo, 2021)

This is because some respondents considered that the information was related genre, age limits, actors/actresses and the synopsis provided by TikTok for the show are still not explained well or completely and are not interesting and make them curious. In addition, the number of impressions you want is limited, not all platform streaming presents the impressions that consumers want because each has its own focus on the type of broadcast as Unique Selling Point (USP) they are like platform TikTok focuses on football shows and local dramas, not necessarily everyone likes the shows that TikTok presents. The results of this research are in line with previous research conducted by (Achmad, Hapsari, & Prayogo, 2021) regarding consumer subscription intentions on Video-on-Demand Islamic broadcast that explains that customization does not have a significant effect on purchase intention.

5.3. The influence of interactivity elements in marketing activities via social media (SMM) on consumer-brand engagement

The author hypothesizes interactivity has a positive effect on Consumer Brand Engagement in platform streaming TikTok. This hypothesis is in line with the results of the analysis that has been carried out interactivity have a significant effect on purchase intention.

Based on the answers to the questionnaire filled out by 180 selected respondents, most of them paid enough attention to the speed of the application's response when opening content or available features, intensity error application, privacy security which is good because each application stores its users' personal data as consumer data for the company. The results of this research are in line with previous research conducted by (Alqudah et al., 2023) and (Ardiansyahmiraja, Andajani, & Wicaksono, 2023).

5.4. The influence of E-WoM elements in marketing activities via social media (SMM) on consumer-brand engagement

The author hypothesizes E-WoM has a positive effect on Consumer Brand Engagement in platform streaming TikTok. This hypothesis is not in line with the results of research that has been carried out, where E-WoM does not have a significant effect on purchase intention so the results are also not in line with previous research conducted by (Samudro & Widyastuti, 2020) and (Yusuf, 2021).

This is because several respondents thought that the TikTok application was not very easy to operate user interface itself is still difficult to understand, the operation of the TikTok.com application is similar to the application streaming others so they are used to it and find it easy, not all the features offered by platform TikTok meets needs and the average respondent in this study is from the millennial generation and generation Z and they are people who adapt easily and are not free from technology so they can quickly master using the TikTok application, therefore the level of ease is not the main factor that can be used. form subscription interest platform This. The results of this research are in line with previous research conducted by (Subagio & Jessica, 2020) regarding intentions to use the MyTelkomsel application which explained that EWoM does not have a significant effect on intention to use.

5.5. The influence of trendiness elements in marketing activities via social media (SMM) on consumer-brand engagement

The author hypothesizes trendiness has a positive effect on Consumer Brand Engagement in platform streaming TikTok. This hypothesis is not in line with the results of research that has been carried out, where trendiness does not have a significant effect on purchase intention so the results are also not in line with previous research conducted by (Kian & Chia, 2021) and (Aprianty & Basuki, 2021).

This is because some respondents did not find pleasure in themselves when watching or accessing the features available in platform TikTok and not all the shows or features it offers platform TikTok is in accordance with the wishes of the user so it cannot create feelings of joy and satisfaction in oneself. The results of this research are in line with previous research conducted by (Yonaldi & Darma, 2020) on intention transaction in MSMEs that adopt e-commerce in the city of Padang which explains that trendiness does not have a significant effect on intention transaction MSMEs.

5.6. The influence of consumer-brand engagement elements in marketing activities via social media (SMM) on brand awareness

The author hypothesizes that consumer brand engagement can also moderate the influence of the independent variable (Entertainment, customization, interactivity, E-WoM and trendiness) to the dependent variable (purchase intention) raised by the author. This hypothesis is not in line with the results of the author's research, where consumer brand engagement only able to moderate the relationship trendiness to purchase intention and cannot moderate the influence of the relationship between Entertainment on purchase intention, customization on purchase intention, interactivity on purchase intention and E-WoM on purchase intention. Therefore, the results of this study are in contrast to previous research conducted by (Shaikh, Malik, Akram, & Chakrabarti, 2017) which explains that strategy consumer brand engagement what can be done can improve online impulse buying behavior.

5.7. The influence of consumer-brand engagement elements in marketing activities via social media (SMM) on brand image

The author hypothesizes that the variable consumer brand engagement can influence the independent variable (Entertainment, customization, interactivity, E-WoM and trendiness) to the dependent variable (brand image) raised by the author. This hypothesis is not in line with the results of the author's research, where consumer brand engagement unable to moderate influence Entertainment on purchase intention, customization on purchase intention, interactivity on purchase intention, E-WoM on purchase intention and trendiness on purchase intention. Therefore, the results of this study are in contrast to previous research conducted by (Jermisittiparsert, Siam, Issa, Ahmed, & Pahi, 2019) which explains the strategy consumer brand engagement carried out through social media Facebook positively moderates the influence between CRM capabilities to customer relationship performance.

6. Conclusion

Based on the research results, it can be concluded that the validity and reliability items (Outer Model) of all variables meet the minimum research requirements. For the results of the Inner Model test, it is concluded that the exogenous variables in this model have good predictive relevance for predicting endogenous variables. The results of the hypothesis test conclude that not all factors raised in this research can influence Consumer Brand Engagement for several reasons that have been explained. First, in terms of direct influence, only the trendiness variable does not have a significant influence on consumer brand engagement on the TikTok platform (brand image and brand awareness).

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