The Role of Brand Image and Brand Awareness in Micro, Small, and Medium Enterprises (MSMEs) Toward Tiktok Social Media Marketing Activities

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ABSTRACT: This study aims to examine how important the role of brand image and brand awareness in MSMEs is to TikTok social media marketing activities. The research was conducted using quantitative methods through distributing questionnaires to 52 respondents who followed Slinkywhite's TikTok account. Data collection was carried out from October to November 2023 and processed using Partial Least Square (PLS). With the research results that Social Media Marketing Activities have a positive effect on Brand Image and Brand Awareness.

KEYWORDS: brand image, brand awareness, social media marketing activity, TikTok.

I. INTRODUCTION

The development of social media is currently growing rapidly accompanied by many social media users around the world. From the large number of social media users, it also certainly affects many needs so that many new social media applications and new features have begun to emerge on social media. An example of an application is TikTok which consists of many features including video content, live streaming, shopping, and others.

The TikTok application can also be used as a medium for digital business and many have used it, ranging from Micro, Small and Medium Enterprises (MSMEs) to large companies. Over time, many businesses use social media as a marketing medium or what can be referred to as Social Media Marketing Activity (SMMA). This is done because TikTok has a fairly large influence in the business world and plays a role in increasing brand image and brand awareness. In addition, the spread of information and reach on TikTok is also very broad, reaching overseas. Therefore, this research is intended to discuss issues regarding the role of brand image and brand awareness in MSMEs through SMMA TikTok.

II. LITERATURE REVIEW

A. Theory of Social Media Marketing Activity

Theory development in the field of social media marketing activities continues to evolve along with rapid changes in technology and consumer behaviour. If consumers find social media marketing activities useful and easy to use, they will tend to engage. This is an understanding of technology acceptance and consumer adoption of social media marketing activities (Davis, 1989). A particular individual or group plays a role in influencing the perceptions and behaviour of groups within a social network. Marketers can identify influencers who can help expand the impact of promotions (Watts & Dodds, 2007).

Social media marketing activities can strengthen brand engagement and impact. In addition, user interaction and participation in social media is also very important (Kaplan & Haenlein, 2010). Social media marketing activities can increase the reach and spread of promotions to make online content famous or viral (Berger & Milkman, 2012). Activities that motivate consumers to interact and participate in a brand's content will affect consumer engagement in social media (Hollebeek et al., 2014).

B. Theory of Brand Awareness

Brand awareness refers to the level of consumer understanding and knowledge about a brand. Attention, Interest, Desire, Action (AIDA) emphasizes that brand awareness is an early step in the marketing process, with the Attention stage as the key to attracting consumers in brand awareness (E. St. Elmo Lewis, 1898). Consumers go through several stages from awareness to action, and

brand awareness is the initial stage in this process (Lavidge & Steiner, 1961).

Brand awareness is part of the innovation diffusion process, where consumers move from the unaware stage to becoming loyal customers (Rogers, 1962). Brand awareness facilitates the task of consumers in identifying and selecting brands among a lot of information (MacInnis & Jaworski, 1989). Brand awareness can 'splash' or have a spill-over effect to other attributes and associations of the brand, and strengthen overall brand equity (Keller, 1993).

C. Theory of Brand Image

Brand image refers to the perception or impression that consumers have of a brand. This brand image is formed through a series of experiences, information, and consumer interactions with the brand. The identity of a brand is understood through perceptions built in the minds of consumers including brand image, attributes, benefits, and consumer responses (Keller, 1993).

In forming a brand image, experience is also needed, which includes all forms of consumer interaction or contact with the brand, and can affect consumer perceptions and loyalty (Brakus, Schmitt, & Zarantonello, 2009). Fombrun considers that brand image is part of a company's reputation which is understood as a consistent perception associated with a brand and influences consumer preferences and behaviour (Fombrun, 1996). Brand image is related to the relative position of the brand itself in the hearts of consumers in the context of a competitive market (Ries & Trout, 1981).
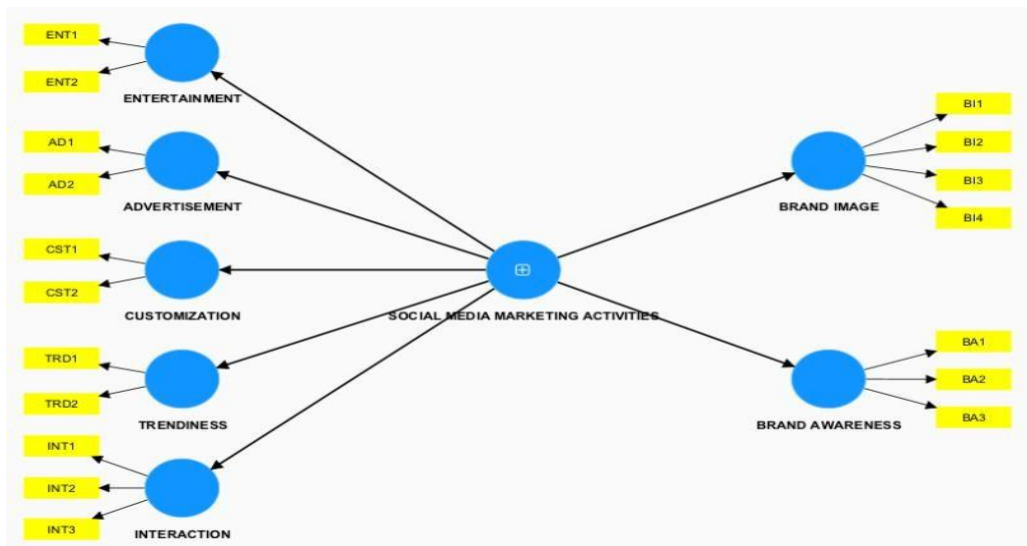
D. Hypothesis

Figure 1. Research Model

Hypothesis :

H1 : Social Media Marketing Activities affects Brand Image

H2 : Social Media Marketing Activities affects Brand Awareness

III. RESEARCH METHODS

This research uses a descriptive quantitative method, which describes data in the form of numbers taken from the answers of the respondents. Data collection was carried out by distributing online questionnaires through Google Form. In the research questionnaire, researchers used a 5-point Likert scale (5 = strongly agree and 1 = strongly disagree) as a measuring tool. The selection of respondents was taken from the calculation of the population of followers on Slinkywhite's TikTok account of 109 using the Slovin formula. This study also uses the Partial Least Square (PLS) research method.

Slovin's formula:

(rounded to 52)

$$n = \frac{N}{1+N(e)^2} = \frac{109}{1+109(0,1)^2} = \frac{109}{1+109(0,01)} = \frac{109}{1+1,09} = \frac{109}{2,09} = 52,15$$

Description:

n = Number of samples N = Total population

e = Tolerable error limit, which is 10% or 0.1

From the formula above, it can be concluded that the number of samples needed is 52 people.

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Table 1. Operationalization of Variables

Variable	Items
Entertainment	ENT1
	ENT2
Advertisement	AD1
	AD2
Customization	CST1
	CST2
Trendiness	TRD1
	TRD2
Interaction	INT1
	INT2
	INT3
Brand Image	BI1
	BI2
	BI3
	BI4
Brand Awareness	BA1
	BA2
	BA3

IV. RESULTS

Outer model analysis consists of latent variables and manifest variables, as well as the relationship between indicators and latent variables. The outer model includes Average Variance Extracted (AVE) > 0.5, Cronbach's Alpha > 0.7, and composite reliability > 0.7 for all constructs (Nasution et al., 2020), can be seen in Table 2.

Table 2. Outer Model

Variable	AVE	Cronbach's Alpha	CR
Advertisement	0.819	0.780	0.901
Brand Awareness	0.890	0.938	0.960
Brand Image	0.686	0.848	0.897
Customization	0.706	0.590	0.827
Entertainment	0.844	0.816	0.915
Interaction	0.631	0.713	0.836
Social Media Marketing Activities	0.468	0.884	0.905
Trendiness	0.730	0.630	0.844

In outer loading, all indicators of each variable in the model have a loading factor above 0.5 which has met convergent validity (Hair, 2017). All AVE values show that the construction value > 0.5, can be seen in Table 3.

Table 3. Outer Loading

	AD	BA	BI	CST	ENT	INT	SMMA	TRD
AD1	0.895							
AD1							0.670	
AD2							0.744	
AD2	0.916							
BA1		0.935						
BA2		0.965						
BA3		0.930						
BI1			0.840					
BI2			0.875					

BI3	0.881
BI4	0.705
CST1	0.791
CST1	0.614
CST2	0.811
CST2	0.886
ENT1	0.909
ENT1	0.600
ENT2	0.673
ENT2	0.928
INT1	0.786
INT1	0.767
INT2	0.518
INT2	0.727
INT3	0.865
INT3	0.595
TRD1	0.773
TRD1	0.869
TRD2	0.702
TRD2	0.839
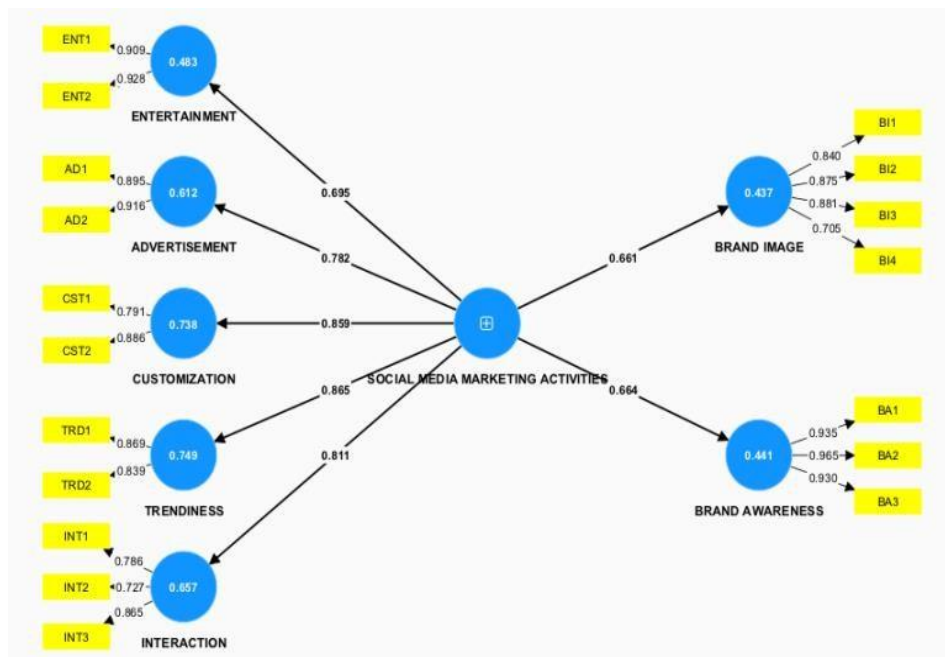
Figure 2. Outer Loading

Table 4. Fornell-Larcker Criterion

	AD	BA	BI	CST	ENT	INT	SMMA	TRD
AD	0.905							
BA	0.491	0.943						
BI	0.603	0.757	0.828					
CST	0.583	0.635	0.599	0.840				
ENT	0.369	0.286	0.429	0.589	0.919			
INT	0.520	0.613	0.432	0.604	0.428	0.795		
SMMA	0.782	0.664	0.661	0.859	0.695	0.811	0.684	
TRD	0.654	0.606	0.597	0.688	0.490	0.636	0.865	0.854

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Table 5. HTMT

	AD	BA	BI	CST	ENT	INT	SMMA	TRD
AD								
BA	0.574							
BI	0.735	0.852						
CST	0.850	0.830	0.833					
ENT	0.453	0.325	0.472	0.847				
INT	0.672	0.719	0.516	0.835	0.534			
SMMA	0.925	0.717	0.734	1.157	0.833	1.014		
TRD	0.920	0.783	0.797	1.100	0.682	0.929	1.145	

From the details of the test results in Table 5 and Table 6, it can be concluded that the discriminant validity in the study is in accordance with the predetermined criteria.

The T-statistics value is calculated using the PLS Bootstrapping calculation. All indicators with T-statistics > 1.96 or if the P-values < 0.05, it can be concluded that the hypothesis is significant and can be seen in Table 6.

Table 6. Path Coefficients

Effects	Path Coefficients	Mean	Standard Deviation	T statistics	P-Values	Results
Social Media Marketing Activities => Brand Awareness	0.672	0.676	0.081	8.348	0.000	Accepted
Social Media Marketing Activities => Brand Image	0.666	0.679	0.073	9.190	0.000	Accepted

Based on table 6, it can be concluded that :

1. Social Media Marketing Activities variable has a positive effect on Brand Awareness with the results of T Statistics 8.348 > 1.96 and P-Values or significance of 0.000. Therefore, hypothesis 1 (H1) which states that Social Media Marketing Activities have a positive and significant effect on Brand Awareness is statistically accepted.
2. Variable Social Media Marketing Activities has a positive effect on Brand Image with the results of T Statistics 9.190 > 1.96 and P-Values or significance of 0.000. Therefore, hypothesis 2 (H2) which states that Social Media Marketing Activities have a positive and significant effect on Brand Image is statistically accepted.

V. DISCUSSION

In this study, there are two hypotheses, namely Social Media Marketing Activities has a positive effect on Brand Image (H1) and Social Media Marketing Activities has a positive effect on Brand Awareness (H2). These hypotheses are proven valid because social media marketing activities can strengthen brand engagement and impact. User interaction and participation in social media is also very important (Kaplan & Haenlein, 2010). In addition, brand awareness can be achieved through the stages of Attention, Interest, Desire, Action (AIDA) (E. St. Elmo Lewis, 1898). Brand awareness also plays an important role for consumers in identifying and selecting brands among the large amount of information available (MacInnis & Jaworski, 1989). Brand image is related to the reputation of a company because it affects consumer preferences and behavior (Fombrun, 1996). In addition, brand image is also related to the relative position of a brand in the minds of consumers in a competitive market (Ries & Trout, 1981).

VI. CONCLUSION

Data analysis in this study was conducted using the PLS method. There are several conclusions, the first is entertainment, advertisement, customization, trendiness, and interaction are dimensions or indicators of social media marketing activities. Of the indicators, there is a dominant indicator, namely entertainment. This can be concluded because when consumers feel entertained, satisfied, and educated with the content presented by a brand on social media, it is likely that they will interact further and want

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to participate in the brand's activities (Oliver, 1980). In developing brand image and brand awareness, social media marketing activities are needed. Because even in social media marketing activities, a good brand image and strong brand awareness with consumers are needed.

From the hypothesis results, it is also concluded that social media marketing activities have a positive effect on brand image (H1) and social media marketing activities have a positive effect on brand awareness (H2). So, to realize social media marketing activities that easily attract consumers, it is necessary to build a good brand image and brand awareness first.

The results also show that social media marketing activities (SMMA) are the main factors that influence brand image and brand awareness in the TikTok application. This is concluded because TikTok is a social media that focuses on disseminating broad, interesting, and entertaining information.

Social media marketing activities (SMMA) include indicators that can influence brand image and brand awareness. Therefore, MSMEs must pay attention to all indicators in social media marketing activities in order to improve the brand image and brand awareness of the MSMEs themselves.

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