

PENGARUH *INFLUENCER MARKETING*, *SOCIAL MEDIA ENGAGEMENT*, DAN *PRODUCT KNOWLEDGE* TERHADAP *BRAND AWARENESS* DI TIKTOK SHOP

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *influencer marketing*, *social media engagement*, dan *product knowledge* terhadap *brand awareness*. Penelitian ini menggunakan data primer dengan metode pengumpulan data melalui penyebaran kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik yang digunakan dalam penelitian ini menggunakan metode *purposive sampling* dan sampel yang digunakan berjumlah 96 responden. Penelitian ini menggunakan metode kuantitatif. Analisis data yang dilakukan dalam penelitian ini adalah uji asumsi klasik, analisis regresi linear berganda dan uji hipotesis dengan alat bantu Statistical Program For Social Science (SPSS). Hasil analisis data menunjukkan bahwa secara bersama-sama *influencer marketing*, *social media engagement*, dan *product knowledge* berpengaruh terhadap *brand awareness*. Secara parsial *influencer marketing* dan *product knowledge* berpengaruh positif signifikan terhadap *brand awareness* yang artinya semakin efektif *influencer marketing* yang diberikan oleh pelaku usaha maka semakin tinggi pula *product knowledge* yang diterima oleh konsumen sehingga dapat meningkatkan *brand awareness*. Namun *social media engagement* tidak berpengaruh terhadap *brand awareness*. Dan koefisien determinasi atau r-square dengan nilai 0,473 artinya variabel *influencer marketing*, *social media engagement*, dan *product knowledge* memberikan pengaruh terhadap variabel *brand awareness* pada Tiktok Shop sebesar 47,3% sedangkan sisanya 52,7% dipengaruhi oleh faktor lain yang tidak diamati dalam penelitian ini.

Kata Kunci: *Influencer Marketing*, *Social Media Engagement*, *Product Knowledge*, dan *Brand Awareness*

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

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Abstract

This study aims to investigate the impact of influencer marketing, social media engagement, and product knowledge on brand awareness within the TikTok shop. This study utilizes primary data collected through the distribution of questionnaires that have been tested for validity and reliability. The sample comprises 96 respondents, selected with purposive sampling. This study employs a quantitative descriptive method. The data analysis conducted in this study included classical assumption tests, multiple linear regression analysis, and hypothesis testing using the Statistical Package for the Social Sciences (SPSS) tool. The results of the data analysis indicated that influencer marketing, social media engagement, and product knowledge together affected brand awareness. Partially, influencer marketing and product knowledge have a significant positive effect on brand awareness, which means that the more effective the influencer marketing provided by business actors, the higher consumers' product knowledge becomes, thereby increasing brand awareness. However, social media engagement does not affect brand awareness. The coefficient of determination, or R-squared, with a value of 0.473, indicates that the variables influencer marketing, social media engagement, and product knowledge account for 47.3% of the variation in the brand awareness variable on TikTok Shop, while the remaining 52.7% is attributed to other factors not observed in this study.

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