

EXAMINING THE EFFECTS OF CUSTOMER ENGAGEMENT AND BRAND AWARENESS ON PURCHASE DECISIONS FOR WARDAH PRODUCTS AMONG TIKTOK SHOP USERS IN TANGERANG CITY

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Abstract

This research analyzes how Customer Engagement and Brand Awareness affect consumers' decisions to purchase Wardah products through TikTok Shop in Tangerang City. The research applied a quantitative methodology based on primary information obtained from questionnaires, complemented by secondary information from relevant academic literature and other supporting references. A total of 280 respondents participated in the study, all of whom were TikTok Shop users in Tangerang City with previous experience purchasing Wardah products through the platform. The analysis indicates that Customer Engagement and Brand Awareness both contribute positively and significantly to consumers' Purchase Decisions. Customer Engagement demonstrated a significant individual influence, accounting for 18.71% of the contribution to Purchase Decisions. Similarly, Brand Awareness produced a significant effect and contributed 55.25%. Furthermore, the two independent variables jointly demonstrated a significant influence on Purchase Decisions. The R^2 value of 0.739 suggests that Customer Engagement and Brand Awareness collectively explain 73.9% of the variation in Purchase Decisions, while the remaining 26.1% may be associated with other variables that were not included in the present research model.

Keywords: *Customer Engagement, Brand Awareness, Purchase Decision, TikTok Shop, Wardah.*

A. INTRODUCTION

In the current era of globalization, various changes and developments in the modern business world are reflected in people's mindsets, technological advancements, and changing lifestyles. The internet has also had a positive impact on the business and marketing sectors. It is now widely utilized as an e-commerce-based marketing medium, enabling buying and selling activities, trade, and business transactions to be conducted through extensive networks without being restricted by geographical location or time.

TikTok is an interactive short-form video platform that has experienced rapid growth and has become an effective medium for digital marketing. (Qodariyyah et al., 2025) state that TikTok can influence consumer behavior and purchase intention through high consumer engagement with digital content. According to (Santi Putri et al., 2024), TikTok's algorithm determines content based on user preferences, previous

interactions, and content popularity. Therefore, creative, attractive, and innovative content on TikTok Shop can increase consumer engagement and encourage purchase intention.

Wardah is one of Indonesia's well-known local halal cosmetic brands, established in 1995 by Nurhayati Subakat. With its strong positioning based on halal, natural, and innovative values, Wardah has gained consumer trust and competed with international brands. Its presence on digital platforms, particularly TikTok Shop, reflects its adaptation to changing consumer behavior through short-form videos, live streaming, and influencer collaborations. Among major marketplaces, TikTok records the highest sales performance for Wardah products, indicating its strong potential as a sales channel. This success is closely related to Customer Engagement and Brand Awareness, which can influence consumers' purchase decisions.

Based on the results of a preliminary survey conducted with 15 respondents, several problems were identified regarding the Customer Engagement variable. Some respondents stated that Wardah's live-stream hosts on TikTok did not explain the benefits of the products in sufficient detail, were not willing to recommend the products to their family or friends, and did not feel fully involved in the interactions during live-streaming sessions. These conditions indicate that the interaction between Wardah and its consumers through TikTok Shop still needs to be improved, particularly in terms of information delivery, two-way communication, and consumer involvement. Regarding the Customer Engagement variable, studies by (Novalianti et al., 2026) and (Verawati et al., 2026) reported consistent findings, indicating that Customer Engagement has a significant effect on purchase decisions. However, a different finding was reported by (M. Ikhwan Syarif et al., 2025), who found that Customer Engagement did not have a significant effect on purchase decisions.

In addition to Customer Engagement, Brand Awareness is also a factor that may influence purchase decisions. (Azhar et al., 2025) stated that Brand Awareness refers to consumers' ability to recognize and recall a brand within a particular product category. The preliminary survey results indicate that some respondents did not consider Wardah's packaging to be more attractive than that of other cosmetic brands, did not consider TikTok Shop their primary platform for purchasing Wardah products, and did not find Wardah easier to recall than other cosmetic brands. This indicates that increasingly intense competition among cosmetic brands on digital platforms may affect consumers' level of brand awareness and brand recall of Wardah. Regarding the Brand Awareness variable, studies by (Wulandari & Kencana, 2026) and (Dewanggara et al., 2026) reported consistent findings, showing that Brand Awareness has a significant effect on purchase decisions. However, (Mokoagouw et al., 2023) reported a different finding, namely that Brand Awareness does not have a significant effect on purchase decisions.

This study aims to analyze the influence of Customer Engagement and Brand Awareness on the Purchase Decisions of Wardah products among TikTok Shop users in Tangerang City, both partially and simultaneously. This research is important because the development of TikTok Shop has changed consumer interaction and purchasing patterns, while the preliminary survey indicates that there are still issues related to consumer engagement and Wardah's brand awareness. In addition, the inconsistent findings of previous studies regarding the effects of Customer

Engagement and Brand Awareness on purchase decisions indicate a research gap that requires further investigation. The findings are expected to provide academic contributions and serve as an evaluation for Wardah in developing more effective digital marketing strategies

B. LITERATURE REVIEW

1. Customer Engagement

According to Novalianti et al. (2026), Customer Engagement is defined as a form of emotional, psychological, and behavioral involvement demonstrated by consumers toward a brand. Such engagement can be observed through consumers' active participation in interacting with the brand, such as providing reviews, commenting on social media, and participating in online campaigns organized by the company. Emotional bonds between consumers and brands can be strengthened through a high level of customer engagement, thereby creating the potential to increase customer trust and loyalty. According to Syariif et al. (2025), the dimensions and indicators of Customer Engagement can be described as follows:

a. Cognitive Dimension

The cognitive dimension encompasses consumers' thoughts and evaluations toward a brand. The indicators of the cognitive dimension are: 1) Consumers understand a brand based on the information they possess; 2) Consumers assess a brand based on the information they possess; and 3) Consumers evaluate a brand based on the information they possess.

b. Affective Dimension

The affective dimension relates to the feelings and emotions that arise from interactions with a brand. The indicators of the affective dimension are: 1) Trust in the brand; 2) Emotional attachment to the brand.

c. Behavioral Dimension

The behavioral dimension encompasses the actual actions performed by consumers. The indicators of the behavioral dimension are: 1) Interaction; 2) Recommendation; and 3) Sharing experiences with others.

2. Brand Awareness

According to Riyani and Sarah (2026), Brand Awareness is considered a fundamental first step in marketing communication because before consumers can develop perceptions of product quality or brand associations, they must first be aware of the existence of the brand. According to Triyana and Sarah (2026), the dimensions and indicators of Brand Awareness are as follows:

a. Unaware of the Brand

Unaware of the Brand refers to consumers' lack of awareness of the existence of a particular brand. The indicators are:

- 1). Consumers do not recognize the product.
- 2). Consumers do not recognize the brand's logo, symbol, or identity.

b. Brand Recognition

Brand Recognition refers to consumers' ability to recognize a brand through its logo, packaging, or promotional activities. The indicators of Brand Recognition are visual recognition and conceptual recognition.

c. Brand Recall

Brand Recall refers to consumers' ability to remember a brand without assistance or external cues. The indicators of Brand Recall are:

- 1). Consumers are able to recall the brand without assistance.
- 2). Product attributes.

d. Top of Mind

Top of Mind refers to the extent to which a brand is the first brand that comes to consumers' minds within a particular product category. The indicators are:

- 1). The first brand that comes to mind when thinking about a particular product category.
- 2). The brand that becomes the consumer's primary choice when making a purchase.

3. Purchase Decision

According to Khusnah and Fatimah (2026), Purchase Decision is an important indicator of the success of a marketing strategy. A purchase decision reflects the process through which consumers evaluate various alternatives before ultimately selecting a product. According to Triyana and Sarah (2026), the dimensions and indicators of Purchase Decision are as follows:

a. Product Choice

Product Choice refers to consumers' considerations in selecting a product to purchase based on their needs and the available product variations. The indicators are:

- 1). Product suitability to consumer needs.
- 2). Variety of products offered.

b. Brand Choice

Brand Choice refers to consumers' decisions to select a particular brand based on their preferences and confidence in its quality. The indicators are:

- 1). Consumer preference for a particular brand.
- 2). Confidence in product quality.

c. Dealer Choice

Dealer Choice refers to the ease with which consumers can obtain products through various distribution channels or sellers. The indicators are:

- 1). Ease of access.
- 2). Product availability across various distribution channels.

d. Purchase Timing

Purchase Timing refers to consumers' considerations in determining the appropriate time to make a purchase. The indicators are:

- 1). Appropriateness of purchase timing.
- 2). Purchasing during promotions or discounts.

e. Purchase Quantity

Purchase Quantity refers to the number of products purchased and the frequency of purchases made by consumers. The indicators are:

- 1). Number of products purchased.
- 2). Purchase frequency.

f. **Payment Method**

Payment Method refers to the method used by consumers to complete a purchase transaction. The indicators are:

- 1). Ease of payment methods.
- 2). Security of payment transactions.

C. METHOD

This study applies a quantitative approach with an explanatory research design to examine the relationships and effects among variables through hypothesis testing. The population consists of consumers in Tangerang City who have purchased Wardah products through TikTok Shop. Since the population size is unknown, the sample was determined based on Hair et al. (2021), using 5–10 times the number of indicators. With 28 indicators, 280 respondents were selected (28×10). The sampling technique used was cluster sampling based on administrative areas in Tangerang City. Respondents were required to be at least 17 years old, reside in Tangerang City, and have purchased Wardah products through TikTok Shop. Primary data were collected using a five-point Likert-scale questionnaire, while secondary data were obtained from books, journals, reports, and relevant literature. Data were analyzed using SPSS through descriptive statistics, validity and reliability tests, and multiple linear regression. Hypotheses were tested using the t-test, F-test, and coefficient of determination (R^2).

D. RESULT AND DISCUSSION

This Research involved 280 respondents who were consumers of Wardah products and had previously made purchases through TikTok Shop in Tangerang City. In terms of gender, Female participants represented the majority of the respondents. (65.7%), and 34.3% counted as male, indicating that Wardah products are more widely preferred by female consumers. Range age, the largest proportion of respondents were aged 25–30 years (35.0%), reflecting the dominance of the productive-age group and consumers who are actively engaged in online shopping.

According occupation profil, the respondents were predominantly private-sector employees (27.9%), followed by students (22.9%) and civil servants (19.3%). Regarding educational background, the majority of respondents were high school/vocational high school or equivalent graduates (39.6%), followed by bachelor's degree holders (34.6%). Meanwhile, in terms of domicile, the respondents were distributed across all sub-districts in Tangerang City with relatively balanced proportions in accordance with the implementation of cluster sampling. Therefore, the sample is considered sufficiently representative of the characteristics of Wardah consumers who use TikTok Shop in Tangerang City.

1. Validity Test

The validity test results indicate that all indicators for Customer Engagement (X1.1–X1.16), Brand Awareness (X2.1–X2.16), and Purchase Decision (Y1.1–Y1.24) are valid. The calculated r-values for Customer Engagement (0.241–0.513), Brand Awareness (0.273–0.838), and Purchase Decision (0.243–0.673) exceed the r-table value

of 0.1170, with significance values below 0.05. Thus, all indicators meet the validity requirements and are suitable for use as research instruments.

2. Reliability Test

Table 1. Reliability Test

Variable	Cronbach's Alpha	Alpha Threshold	Remark
Customer Engagement	0.632	0.6	Reliable
Brand Awareness	0.788	0.6	Reliable
Purchase Decision	0.765	0.6	Reliable

Source: Data Processed Using SPSS (2026)

The reliability analysis shows that all study variables obtained Cronbach's Alpha coefficients above the acceptable threshold of 0.60. Customer Engagement recorded a coefficient of 0.632, followed by Brand Awareness at 0.788 and Purchase Decision at 0.765. Thus, all research instruments are declared reliable, indicating that they are capable of producing consistent and trustworthy measurements when used to measure the same object under relatively similar conditions.

3. Partial Test

Table 2. Partial Test

Model		Unstandardized CoefficientsB	Unstandardized CoefficientsStd. Error	Standardized CoefficientsBeta	t	Sig.
1	(Constant)	29.281	3.331		8.789	.000
	X1	.412	.070	.258	5.899	.000
	X2	.672	.045	.657	15.052	.000

Source: Data Processed Using SPSS (2026)

The partial t-test was performed to assess whether each independent variable individually influences the dependent variable. At the 5% significance level, the critical t-value was 1.969. The findings are presented as follows:

- Customer Engagement: The obtained t-statistic of 5.899 exceeds the critical value of 1.969, while the significance level is 0.000, which is below 0.05. Accordingly, H_{01} is rejected and H_{a1} is supported, confirming that Customer Engagement exerts a positive and statistically significant influence on Purchase Decision.
- Brand Awareness: The analysis produced a t-statistic of 15.052, exceeding the critical value of 1.969, with a significance level of $0.000 < 0.05$. Hence, H_{02} is rejected and H_{a2} is supported, demonstrating that Brand Awareness has a positive and statistically significant effect on Purchase Decision.

4. Simultaneous Test

According to Ghazali (2021, p. 98), the F-test is used to determine whether all independent variables included in the model simultaneously affect the dependent variable. The Result as Follow:

Table 3. ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9794.035	2	4897.017	392.681	.000 ^b
	Residual	3454.390	277	12.471		
	Total	13248.425	279			

Source: Data Processed Using SPSS (2026)

The ANOVA results demonstrate that the F-statistic of 392.681 exceeds the critical F-value of 3.03, with a significance level of 0.000, which is below the 0.05 threshold. Consequently, H0 is rejected and H1 is supported. This finding confirms that Customer Engagement (X1) and Brand Awareness (X2), when considered jointly, exert a positive and statistically significant influence on Purchase Decision (Y).

5. Coefficient of Determination Test

According to Ghozali (2021, p. 147), the coefficient of determination test is used to measure the extent to which the independent variables in the model are able to explain variations in the dependent variable.

Table 4. Partial Determination Test

Variable	Beta	Zero Order	Coefficient of Determination (CD)
Customer Engagement	0.412	0.725	$0.258 \times 0.725 \times 100\% = 18.71\%$
Brand Awareness	0.672	0.841	$0.657 \times 0.841 \times 100\% = 55.25\%$

Source: Data Processed Using SPSS (2026)

The partial coefficient of determination indicates that Customer Engagement contributes 18.71% to Purchase Decision. The remaining 81.29% is influenced by other variables outside Customer Engagement, including Brand Awareness and other factors not examined in this study. Meanwhile, Brand Awareness has a partial coefficient of determination of 55.25%, indicating that it contributes 55.25% to Purchase Decision. The remaining 44.75% is influenced by other variables outside Brand Awareness, including Customer Engagement and other factors not included in the research model.

Table 5. Results of the simultaneous determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.860 ^a	.739	.737	3.53139	1.434

Source: Data Processed Using SPSS (2026)

The simultaneous coefficient of determination shows an R Square value of 0.739. This indicates that Customer Engagement (X1) and Brand Awareness (X2) jointly explain 73.9% of the variation in Purchase Decision (Y). The remaining 26.1% is explained by other variables outside the research model, such as price, product quality, promotion, and other factors not examined in this study.

6. Multiple Linear Regression Analysis

According to Sugiyono (2023), a regression equation can be used to predict the value of a dependent variable when the values of the independent variables are changed. The multiple linear regression equation obtained in this study is: $Y = 29.281 + 0.412X_1 + 0.672X_2$. The constant of 29.281 represents the estimated Purchase Decision value when Customer Engagement and Brand Awareness are held at zero. The regression coefficient of 0.412 indicates that a one-unit increase in Customer Engagement is associated with a 0.412-unit increase in Purchase Decision, assuming

Brand Awareness remains unchanged. This positive coefficient indicates a positive relationship between Customer Engagement and Purchase Decision. The regression coefficient of 0.672 shows that a one-unit increase in Brand Awareness corresponds to a 0.672-unit increase in Purchase Decision, with Customer Engagement held constant. The positive coefficient confirms that Brand Awareness has a positive relationship with Purchase Decision.

The regression analysis shows that Customer Engagement has a positive and significant effect on Purchase Decision, with a coefficient of 0.412, t-value of 5.899 > 1.969, and significance of 0.000 < 0.05. Thus, greater consumer engagement with Wardah through TikTok is associated with stronger purchase decisions. The partial determination coefficient of 18.71% indicates that Customer Engagement explains 18.71% of Purchase Decision, while the remaining 81.29% is attributable to other factors, including Brand Awareness.

TikTok has developed beyond being merely an entertainment platform and has become a social commerce platform that integrates content, interaction, and transactions within a single application. Consumers no longer simply view product advertisements but also interact through features such as comments, likes, live streaming, user reviews, and sharing product experiences. These interactions can establish closer relationships between consumers and brands, thereby increasing trust and confidence in the products offered.

For Wardah products, various educational contents regarding product benefits, product-use tutorials, reviews from beauty influencers, and live shopping sessions on TikTok provide consumers with opportunities to obtain information directly while interacting with the brand. The high level of Customer Engagement enables consumers to become more familiar with the products, gain positive experiences, and develop greater confidence in making purchase decisions. Therefore, the findings of this study indicate that marketing strategies oriented toward increasing Customer Engagement through social media, particularly TikTok, constitute an important factor in increasing consumers' purchase decisions regarding Wardah products. Furthermore, this study supports the research conducted by Verawati et al. (2026), which found that Customer Engagement has a significant effect on Purchase Decision. The higher the level of consumer engagement in interactions with a brand, the greater the tendency of consumers to make a purchase.

The regression results indicate that Brand Awareness has a positive and significant effect on Purchase Decision, with a coefficient of 0.672, t-value of 15.052 > 1.969, and significance of 0.000 < 0.05. This finding suggests that stronger awareness of the Wardah brand increases consumers' tendency to purchase its products through TikTok Shop. Brand Awareness contributes 55.25% to Purchase Decision, while the remaining 44.75% is explained by Customer Engagement and other factors outside the research model.

The findings of this study are relevant to current digital marketing conditions, in which TikTok has become one of the major platforms for building brand awareness through creative content, live shopping, influencers, and algorithms capable of reaching consumers on a broad scale. Consumers are increasingly exposed to various types of Wardah content, ranging from educational videos and product-use tutorials to reviews from beauty influencers and live broadcasts on TikTok Shop. Repeated

exposure to such content makes it easier for consumers to recognize Wardah's logo, packaging, distinctive colors, and brand image. When consumers need cosmetic products, Wardah becomes one of the brands that first comes to their minds (top of mind), thereby encouraging Purchase Decision.

In line with these findings, this study also supports the research conducted by Wulandari and Kencana (2026), which found that Brand Awareness has a significant effect on Purchase Decision. High brand awareness makes it easier for consumers to recognize and choose a product compared with competing brands.

The simultaneous analysis confirms that Customer Engagement and Brand Awareness jointly exert a positive and significant influence on Purchase Decisions, as indicated by an F-value of $392.681 > 3.03$ and a significance level of $0.000 < 0.05$. The R^2 value of 0.739 shows that both variables account for 73.9% of the variance in Purchase Decisions, while the remaining 26.1% is attributed to other factors not included in the model. These findings indicate that active consumer interaction and strong brand recognition can jointly strengthen purchase decisions. Consumers tend to choose brands that are familiar and easily recalled, while positive engagement with the brand can increase trust and purchase confidence. Therefore, strengthening both Customer Engagement and Brand Awareness through TikTok Shop can be an effective strategy for increasing Wardah's consumer purchase decisions. This study supports the findings of (Chairy et al., 2025) and (Ayu et al., 2025) which found that Customer Engagement and Brand Awareness have a significant effect on Purchase Decisions.

E. CONCLUSION

The findings reveal that Customer Engagement and Brand Awareness significantly shape consumers' Purchase Decisions in a positive direction. In essence, consumers who interact more actively with the Wardah brand and possess stronger brand recognition are more inclined to proceed with purchases through TikTok Shop. Among the two predictors, Brand Awareness emerges as the more influential determinant, highlighting the importance of sustaining strong brand visibility and recognition to encourage consumer purchasing behavior.

Wardah should enhance Customer Engagement through TikTok Shop referral programs offering incentives such as vouchers or points, while maintaining consistent visual branding across digital content. Future studies may incorporate variables such as Brand Trust, Content Marketing, and e-WOM, as well as examine other digital platforms for broader insights.

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