

## TABLE OF CONTENT

<b>UNDERGRADUATE THESIS APPROVAL</b> .....	<b>i</b>
<b>APPROVAL OF EXAMINATION PASSAGE</b> .....	<b>ii</b>
<b>DECLARATION OF ORIGINALITY</b> .....	<b>iii</b>
<b>MOTTO</b> .....	<b>iv</b>
<b>ABSTRACT</b> .....	<b>v</b>
<b>ABSTRAK</b> .....	<b>vi</b>
<b>ACKNOWLEDGEMENTS</b> .....	<b>vii</b>
<b>TABLE OF CONTENT</b> .....	<b>ix</b>
<b>TABLE OF FIGURE</b> .....	<b>xii</b>
<b>CHAPTER I</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
1.1. Background .....	1
1.2. Research Gap.....	2
1.3. Problem Statement .....	3
1.4. Research Questions .....	4
1.5. Research Objectives .....	5
1.6. Research Significance .....	6
1.7. Writing System.....	6
<b>CHAPTER II</b> .....	<b>8</b>
<b>LITERATURE REVIEW</b> .....	<b>8</b>
2.1. The Role of TikTok in Consumer Engagement .....	8
2.2. TikTok Fashion Content.....	9
2.3. TikTok Fashion Content and Brand Engagement .....	11
2.4. TikTok Fashion Content and Gen Z's Brand Awareness.....	12
2.5. TikTok Fashion Content and Gen Z's Purchase Intention .....	15
2.6. Hypotheses .....	17
<b>CHAPTER III</b> .....	<b>18</b>
<b>METHODOLOGY</b> .....	<b>18</b>
3.1. Research Design .....	18

3.2. Data Collection.....	18
3.3. Data Processing .....	20
3.3.1. H1: TikTok Fashion Content and Brand Awareness.....	21
3.3.2. H2: TikTok Fashion Content and Purchase Intention .....	21
3.3.3. H3: Relationship Between Brand Awareness and Purchase Intention	22
<b>CHAPTER IV.....</b>	<b>23</b>
<b>RESULTS .....</b>	<b>23</b>
4.1. Descriptive Analysis.....	23
4.2. Correlations Analysis .....	26
4.3. Regression Analysis .....	27
<b>CHAPTER V .....</b>	<b>36</b>
<b>CONCLUSIONS .....</b>	<b>36</b>
5.1. Conclusions .....	36
5.2. Theoretical Implications.....	38
5.2.1. H1: TikTok Fashion Content Exposure and Brand Awareness.....	38
5.2.2. H2: TikTok Fashion Content Exposure and Purchase Intention .....	39
5.2.3. H3: Brand Awareness and Purchase Intention .....	39
5.3. Managerial Implications.....	40
5.3.1 Enhancing Brand Awareness through TikTok Fashion Content .....	40
5.3.2 Leveraging Trust to Influence Purchase Intention.....	41
5.3.3 Targeting Gen Z through TikTok Fashion Content.....	42
5.3.4 Re-evaluating the Role of Control Variables.....	42
5.4. Strategic Recommendations .....	42
5.4.1. Focus on Content Engagement .....	43
5.4.2. Influencer Marketing .....	43
5.4.3. Brand Transparency and Authenticity .....	43
5.4.4. Innovative Campaigns .....	43
5.5. Limitations.....	44
<b>BIBLIOGRAPHY .....</b>	<b>45</b>
<b>APPENDICES .....</b>	<b>48</b>
<b>APPENDICES A .....</b>	<b>48</b>

**QUESTIONNAIRES .....48**

**Demographics & Variable Control .....48**



**FEB UNDIP**