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Analysis of the Relationship Between TikTok Engagement and SME Brand Awareness Using Pearson Correlation and Linear Regression (Case Study: Fanny's Lapis Labu Samarinda)

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ABSTRACT

The increasing use of social media, particularly TikTok, has strengthened its role as a digital marketing platform that encourages customer interaction and enhances brand awareness. This study investigates the relationship and influence of TikTok engagement on brand awareness in SME Fanny's Lapis Labu Samarinda. A quantitative approach was implemented using questionnaire responses obtained from 100 participants. The collected data were analyzed through Pearson correlation and simple linear regression techniques. The findings reveal that TikTok engagement has a very strong and statistically significant positive relationship with brand awareness, as indicated by a correlation coefficient of 0.839. In addition, TikTok engagement explains 70.5 percent of the variation in brand awareness. These results confirm the substantial contribution of TikTok engagement to strengthening brand awareness among SMEs. Furthermore, user interaction data generated through TikTok can be utilized as strategic information to support more effective data-driven marketing decisions.

INTRODUCTION

Developments in digital innovation have transformed many dimensions of daily life, particularly in the field of marketing. Social media has become a key platform for digital marketing and business communication. According to the Digital 2024: Indonesia report, social media users in Indonesia exceeded 139 million in 2024, highlighting its significant potential as a promotional and communication channel between businesses and consumers [1]. Through social media, companies can expand market reach, deliver information rapidly, and establish stronger interactions compared to conventional marketing approaches [2], [3].

Among the rapidly growing platforms, TikTok has attracted significant attention by enabling users to create and share short-form video content. Its interactive features and content distribution algorithm contribute to increased audience reach and enhanced content visibility. Prior research suggests that TikTok contributes meaningfully to digital marketing activities while also influencing user behavior [4], [5].

For small and medium enterprises (SMEs), TikTok has become an important platform for competing in the digital marketplace. This platform allows businesses to promote products, enhance customer engagement, and strengthen brand awareness [6], [7]. In increasingly competitive markets, brand awareness is an essential factor because it influences consumers'

ability to recognize and recall a product or business.

In the context of digital marketing, user interaction with content is commonly referred to as customer engagement. This concept reflects the level of interaction between users and brands through activities such as viewing, liking, commenting on, and sharing content [2], [8]. In contrast, brand awareness refers to consumers' ability to recognize and remember a brand, which can lead to greater purchase opportunities and long-term customer loyalty [7], [9].

Previous studies have demonstrated that social media plays an important role in enhancing engagement and brand awareness [7], [8], [9], [10]. Nevertheless, most prior studies have concentrated on large-scale or national brands and have mainly employed descriptive approaches. As a result, empirical evidence concerning TikTok engagement and brand awareness among local SMEs remains limited. Quantitative studies in the Indonesian SME context are also relatively scarce, particularly those applying inferential statistical methods such as Pearson correlation and simple linear regression. Therefore, this study seeks to address the identified gap by providing evidence from a local SME setting and evaluating how TikTok engagement contributes to stronger brand awareness using a quantitative approach.

This research focuses on SME Fanny's Lapis Labu Samarinda, which actively utilizes TikTok as a promotional platform. Although the business consistently produces content, the relationship between engagement and brand awareness has not been quantitatively examined. Therefore, a more systematic analysis is required to evaluate the contribution of engagement to brand awareness.

From an information systems perspective, TikTok can be considered a digital platform that continuously generates user interaction data. Metrics such as views, likes, comments, and shares can be utilized as strategic insights in data-driven marketing decision-making [11]. This suggests that user interaction with digital systems can influence perceptions and behavior [12].

This study quantitatively investigates the relationship and influence of TikTok engagement on brand awareness in SME Fanny's Lapis Labu Samarinda. To clarify the relationship between variables, a conceptual research framework is proposed.

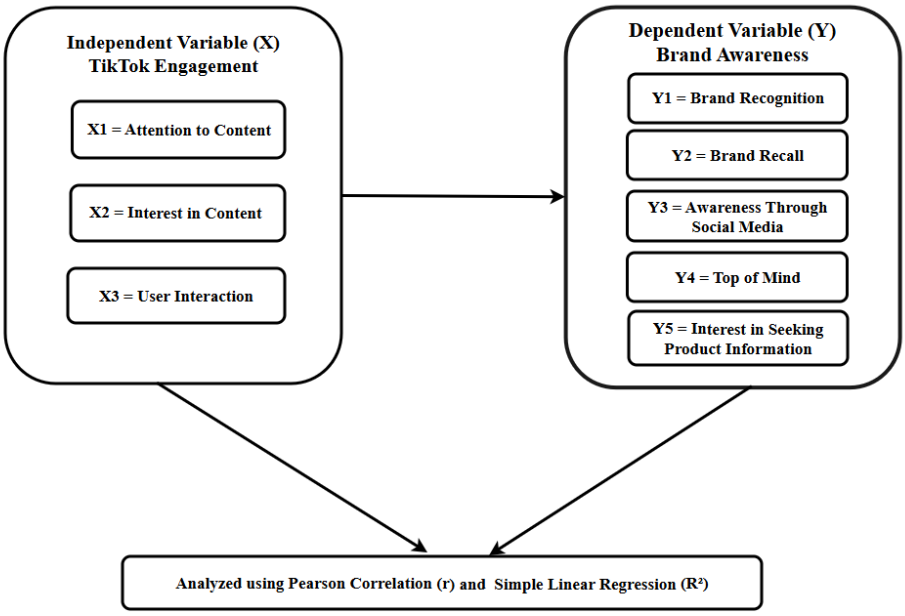

Figure 1. Research Conceptual Framework

Figure 1 presents the research framework, where TikTok engagement is positioned as the independent variable (X) and brand awareness as the dependent variable (Y). TikTok engagement is measured using three indicators: attention to content, interest in content, and user interaction, including likes, comments, and content sharing [2], [7]. Meanwhile, brand awareness is measured using five indicators: brand recognition, brand recall, awareness through social media, top of mind, and interest in seeking product information [3], [9]. Higher levels of

user engagement with digital content are expected to be associated with increased brand awareness [8], [10].

METHODS

Research Design

The relationship between TikTok engagement and brand awareness in SME Fanny's Lapis Labu Samarinda was investigated using a quantitative survey approach. A quantitative approach was considered suitable because the study focused on measurable variables collected through questionnaire responses [13]. Data collection was carried out from March to April 2026.

A correlational design was adopted to investigate the relationship between the observed variables without experimental manipulation. The study focused on two main variables: TikTok engagement as the predictor (X) and brand awareness as the outcome (Y). Pearson correlation was used to measure relationship strength, while simple linear regression was applied to estimate the influence of TikTok engagement on brand awareness. [14].

Population and Sample

The target population included TikTok users who had accessed content posted through the official TikTok account of Fanny's Lapis Labu Samarinda. Since the exact number of viewers could not be identified with certainty, the population size was treated as unknown.

Participants were recruited through purposive sampling, a non-probability method in which respondents were selected according to criteria relevant to the study objectives. This technique was considered appropriate because only users who satisfied the required qualifications were included in the research [13].

The respondent criteria included: (1) active TikTok users for at least three months before the study, (2) had watched TikTok content from Fanny's Lapis Labu Samarinda, and (3) were willing to complete the questionnaire voluntarily. A screening question was included at the beginning of the questionnaire to ensure that only qualified respondents were involved.

The final sample consisted of 100 respondents. This number was considered sufficient for correlation and regression analysis and adequate to produce reliable statistical findings [13].

Data Collection Technique

Research data were gathered through a web-based questionnaire administered using Google Forms to respondents who fulfilled the required criteria. This approach was selected to facilitate efficient data collection and to reach users who were actively engaged with digital platforms. The questionnaire items were developed based on indicators representing each research variable. TikTok engagement was measured using indicators of attention to content, interest in content, and user interaction, including liking, commenting, and sharing activities [2], [7]. Brand awareness was evaluated using indicators including brand recognition, brand recall, top of mind, awareness through social media, and consumers' interest in seeking product information [6], [9].

All questionnaire items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This scale was chosen because it is widely applied to evaluate respondents' attitudes, perceptions, and opinions in quantitative research and facilitates statistical analysis [15]. To ensure respondent suitability, a screening question was provided at the beginning of the questionnaire. Participants who did not satisfy the required criteria were excluded from the study.

Variable Operationalization

Operational definitions were developed to clarify the indicators used to measure each research variable. This study involved two variables, namely TikTok engagement as the independent variable (X) and brand awareness as the dependent variable (Y). TikTok

engagement reflects the extent of users' interaction and active involvement with content available on TikTok, whereas brand awareness indicates consumers' capacity to recognize, recall, and retain a brand in memory.

The measurement indicators for both variables are presented in Table 1 and were adapted from previous studies [2], [6], [7], [9].

Table 1. Variable Operationalization

Variable	Indicators	Scale
TikTok Engagement (X)	Attention to content	Likert (1–5)
	Interest in content	Likert (1–5)
	User interaction (likes, comments, shares)	Likert (1–5)
Brand Awareness (Y)	Brand recognition	Likert (1–5)
	Brand recall	Likert (1–5)
	Awareness through social media	Likert (1–5)
	Top of mind	Likert (1–5)
	Interest in seeking product information	Likert (1–5)

Source: Adapted from [2], [6], [7], [9].

Data Analysis Technique

Research data were processed using IBM SPSS Statistics through a series of statistical procedures, as outlined below:

1. Validity Test

   Instrument validity was assessed to determine whether each questionnaire item appropriately represented the intended research variable. An item was regarded as valid when the calculated r-value was higher than the corresponding r-table value at the 0.05 significance level [16]. A preliminary validity assessment was conducted using 30 respondents and generated an r-table value of 0.361. Only items that met this criterion were retained for the main analysis involving 100 respondents.

2. Reliability Test

   Instrument reliability was assessed to determine the internal consistency of the measurement items using Cronbach's Alpha. The instrument was classified as reliable when the Cronbach's Alpha coefficient exceeded 0.60 [16].

3. Normality Test

   Data normality was examined to verify whether the dataset fulfilled the normal distribution assumption prior to further analysis. The Kolmogorov–Smirnov test was used with a significance level of 0.05. The dataset was interpreted as normally distributed when the significance value exceeded 0.05.[17].

4. Linearity Test

   Linearity analysis was carried out to determine whether the association between TikTok engagement and brand awareness exhibited a linear form prior to simple linear regression analysis. The Test for Linearity procedure was applied at a significance level of 0.05. The relationship was considered linear when the significance value for linearity was less than 0.05 [13].

5. Pearson Correlation Analysis

   The strength and direction of the relationship between TikTok engagement and brand awareness were examined using Pearson correlation analysis. The correlation coefficient ranges from −1 to +1, where values closer to +1 reflect a stronger positive relationship, values closer to −1 reflect a stronger negative relationship, and values near zero indicate weak or no relationship [14]. The interpretation of the correlation coefficient values used in this study is presented in Table 2.

Table 2. Interpretation of Pearson Correlation Values

Correlation Value	Relationship Level
0.00 – 0.19	Very low
0.20 – 0.39	Low
0.40 – 0.59	Moderate
0.60 – 0.79	Strong
0.80 – 1.00	Very strong

Source: Surjono (2025) [14].

6. Simple Linear Regression Analysis

In addition to correlation analysis, the effect of TikTok engagement on brand awareness was further examined using a simple linear regression approach. The regression model applied in this study is presented as follows:

$$Y = a + bX \quad (1)$$

Where:
Y = Brand Awareness
X = TikTok Engagement
a = Constant
b = Regression coefficient

The t-test was applied to examine whether the independent variable significantly affected the dependent variable. Meanwhile, the F-test was used to assess overall model significance and model fit. A 0.05 significance level was adopted in this study [14].

RESULTS AND DISCUSSION

1. Validity Test

A validity test was undertaken to verify whether each questionnaire statement accurately reflected the variable it was intended to measure. Item validity was examined through Pearson Product-Moment correlation by assessing whether the computed r-value exceeded the relevant r-table benchmark at the 0.05 significance criterion. A preliminary test involving 30 respondents produced an r-table value of 0.361. The results of the validity assessment for TikTok engagement and brand awareness are displayed in Tables 3 and 4.

Table 3. Validity Test Results for TikTok Engagement Variable (X)

Item	r-count	r-table	Sig.	Validity
X1	0.724	0.361	0.000	Valid
X2	0.780	0.361	0.000	Valid
X3	0.714	0.361	0.000	Valid
X4	0.754	0.361	0.000	Valid
X5	0.749	0.361	0.000	Valid
X6	0.644	0.361	0.000	Valid

Source: IBM SPSS Output, 2026 (Processed Data)

Table 4. Validity Test Results for Brand Awareness Variable (Y)

Item	r-count	r-table	Sig.	Validity
Y1	0.659	0.361	0.000	Valid
Y2	0.643	0.361	0.000	Valid
Y3	0.682	0.361	0.000	Valid
Y4	0.672	0.361	0.000	Valid

Y5	0.454	0.361	0.012	Valid
Y6	0.696	0.361	0.000	Valid

Source: IBM SPSS Output, 2026 (Processed Data)

As reported in Tables 3 and 4, every questionnaire item used to measure TikTok engagement and brand awareness produced calculated r-values above the r-table benchmark of 0.361, with significance values ranging from 0.000 to 0.012. Accordingly, all items met the validity requirement.

The relatively strong r-values imply that each indicator had an adequate association with the total score of its respective variable. This outcome demonstrates that the research instrument was able to measure TikTok engagement and brand awareness appropriately. The result also supports the view of Anggraini et al. [16], who stated that an instrument may be classified as valid when the obtained r-value is greater than the related r-table value. Therefore, all questionnaire items were deemed suitable for subsequent statistical analysis.

2. Reliability Test

Reliability analysis was undertaken to assess the consistency of the research instrument in measuring the variables examined in this study. Instrument reliability was evaluated using Cronbach's Alpha with a minimum acceptance threshold of 0.60 [15].

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Description
TikTok Engagement	0.806	Reliable
Brand Awareness	0.682	Reliable

Source: IBM SPSS Output, 2026 (Processed Data)

As reported in Table 5, the Cronbach's Alpha coefficient for the TikTok engagement variable was 0.806, reflecting a high level of reliability because the value was above 0.80. In contrast, the Cronbach's Alpha coefficient for the brand awareness variable reached 0.682, indicating that the instrument fulfilled the required reliability criterion since the value exceeded the minimum threshold of 0.60 [16].

Both variables surpassed the required reliability standard, indicating that the research instrument had good internal consistency and was able to produce stable and dependable data. Therefore, all questionnaire items for both variables were regarded as reliable and suitable for further statistical analysis.

3. Normality Test

Normality testing was performed to determine whether the data followed a normal distribution before further statistical analysis. The Kolmogorov–Smirnov method was utilized with a significance level of 0.05. The data were considered normally distributed when the significance value was greater than 0.05 [17].

Table 6. Normality Test Results

Method	Asymp. Sig.	Description
Kolmogorov-Smirnov	0.052	Normal

Source: IBM SPSS Output, 2026 (Processed Data)

As shown in Table 6, the Kolmogorov–Smirnov test produced a significance value of 0.052. Because this value exceeded 0.05, the data were considered to meet the normality criterion [17]. Although the result was close to the threshold, it still satisfied the requirement for parametric analysis.

The obtained significance value indicates that the dataset did not show substantial deviation from a normal distribution. This suggests that the research data were sufficiently

balanced for the application of parametric statistical procedures. A normal data distribution is an important assumption in regression-based analysis because it supports the statistical reliability of estimated parameters and significance testing.

To strengthen the normality assessment, a visual examination was also conducted using the Normal Q-Q Plot, as presented in Figure 2.

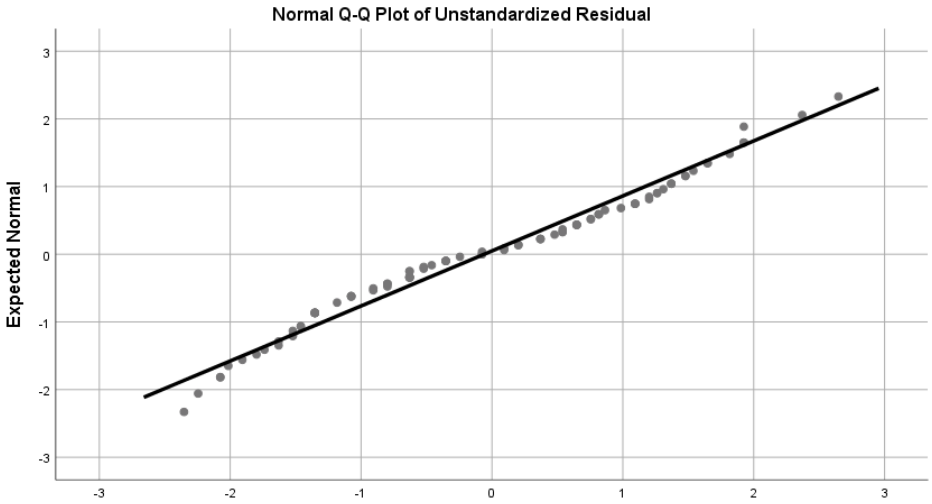

Figure 2. Normal Q-Q Plot of Regression Standardized Residual
Source: IBM SPSS Output, 2026 (Processed Data)

To reinforce the normality assessment, the distribution of residual data was further inspected using the Normal Q-Q Plot. The figure illustrates that most data points were positioned close to the diagonal reference line and generally followed its expected direction, suggesting that the residuals were normally distributed.

Accordingly, the dataset satisfied the normality assumption and was suitable for parametric statistical procedures. Since this requirement was met, subsequent analyses, including Pearson correlation and simple linear regression, could be performed appropriately and reliably [14].

4. Linearity Test

Linearity testing was conducted to examine whether the relationship between the predictor and outcome variables exhibited a linear pattern. The evaluation referred to the significance values shown in the linearity and deviation from linearity components. A relationship was interpreted as linear when the significance value for linearity was less than 0.05, whereas the significance value for deviation from linearity exceeded 0.05.

Table 7. Linearity Test Results

Criteria	Sig.	Standard	Description
Linearity	0.000	< 0.05	Linear
Deviation from Linearity	0.978	> 0.05	No Deviation

Source: IBM SPSS Output, 2026 (Processed Data)

Table 7 indicates that the significance value for linearity was 0.000, which is below 0.05, showing that TikTok engagement and brand awareness are linearly related. In addition, the significance value for deviation from linearity was 0.978, which is above 0.05, indicating the absence of deviation from linearity between the two variables [13].

The fulfillment of the linearity assumption indicates that increases in TikTok engagement tend to be followed by proportional increases in brand awareness. This finding supports the application of simple linear regression analysis, as it aligns with the characteristics of the data. Therefore, the relationship between the variables met the linearity assumption and was appropriate for further analysis using simple linear regression.

5. Pearson Correlation Analysis

The relationship between TikTok engagement and brand awareness was examined using Pearson correlation analysis to identify its strength and direction. The Pearson Product-Moment method was applied with a 0.05 significance level.

Table 8. Pearson Correlation Test Results

Variable	Pearson Correlation	Sig.	Description
X (TikTok Engagement) → Y (Brand Awareness)	0.839	0.000	Very Strong Positive

Source: IBM SPSS Output, 2026 (Processed Data)

As presented in Table 8, the Pearson correlation coefficient was 0.839, with a significance value of 0.000. Because the significance value was below 0.05, the relationship between TikTok engagement and brand awareness was statistically significant. Based on the Pearson interpretation criteria, a coefficient of 0.839 indicates a very strong positive relationship [14]. This means that higher TikTok engagement tended to be followed by stronger brand awareness in SME Fanny's Lapis Labu Samarinda.

This finding is consistent with Fernanda and Dwita [7], who reported that marketing activities through TikTok significantly increase brand awareness and consumer engagement. In addition, the present results support Sukur and Haryadi [8], who stated that user interaction on social media contributes substantially to strengthening product brand awareness. Furthermore, Amanda and Nurlaela [10] found that interaction between consumers and brands through social media can significantly improve brand awareness. Therefore, this study reinforces empirical evidence that engagement on social media platforms, particularly TikTok, has a very strong relationship with higher brand awareness among SMEs.

The strong correlation indicates that interactions with TikTok content, including likes, comments, and shares, help expand brand exposure among users. The more frequently users engage with content, the greater the possibility that the brand will be remembered and recognized by consumers.

From a digital consumer behavior perspective, high engagement reflects users' emotional and cognitive involvement with displayed content. Meanwhile, from an information systems perspective, engagement metrics such as likes, comments, and shares represent user interaction data that can be transformed into strategic information. Such information can be utilized by SMEs to evaluate content performance, understand audience responses, and support data-driven marketing decisions. In this context, TikTok functions not only as a promotional medium but also as a valuable digital information source for business development. These findings highlight the important role of user interaction data in enhancing digital marketing effectiveness among SMEs.

6. Simple Linear Regression Analysis

Simple linear regression was applied to examine how TikTok engagement influences brand awareness. Statistical significance was assessed at the 0.05 level.

Table 9. Model Summary

R	R Square	Adjusted R Square	Description
0.839	0.705	0.702	Strong

Source: IBM SPSS Output, 2026 (Processed Data)

Table 10. ANOVA (F-Test)

F	Sig.	Description
233.678	0.000	Model is Significant

Source: IBM SPSS Output, 2026 (Processed Data)

Table 11. Regression Coefficients

Variable	B	Sig.	Description
Constant	7.687	0.000	
X (TikTok Engagement)	0.712	0.000	Significant

Source: IBM SPSS Output, 2026 (Processed Data)

Table 9 indicates an R Square value of 0.705, meaning that TikTok engagement explains 70.5 percent of the variation in brand awareness, while the remaining 29.5 percent is linked to factors outside this study. These factors may include product quality, brand reputation, posting frequency, and other marketing strategies that were not examined in this research. This finding suggests that although TikTok engagement was a dominant contributor, additional variables also played a role in shaping brand awareness among SMEs.

A coefficient of determination of 70.5 percent indicates that TikTok engagement contributed substantially to brand awareness. Within the context of digital marketing research, this relatively high value suggests that user interaction on the TikTok platform has a considerable influence compared with other factors. These results imply that interactive and content-based marketing strategies on TikTok may serve as an important driver in strengthening brand awareness among SMEs.

Table 10 shows that the F-test produced an F-value of 233.678 and a significance level of 0.000, which falls below 0.05. This result indicates that the regression model is statistically significant and suitable for explaining the relationship between TikTok engagement and brand awareness. Therefore, the model was considered appropriate for further analysis [14].

Furthermore, Table 11 presents the regression equation as follows:

$$Y = 7.687 + 0.712X \quad (2)$$

Where:
Y = Brand Awareness
X = TikTok Engagement

The regression model indicates that each increase in TikTok engagement was associated with a 0.712-unit rise in brand awareness. A positive coefficient in the regression model indicates that higher TikTok engagement tends to be associated with stronger brand awareness. Meanwhile, the constant value of 7.687 reflects a baseline level of brand awareness even without an increase in TikTok engagement.

These findings are in line with Setiawan and Fadre [3], who demonstrated that social media marketing positively and significantly influences brand awareness. In addition, the present study is supported by Hati and Yuniati [5], who found that active use of TikTok is effective in strengthening product brand awareness among consumers. Furthermore, Suparto [6] emphasized that social media contributes strategically to enhancing brand awareness through consistent and interactive content.

From an information systems perspective, these regression results indicate that user engagement data can be used as predictive indicators in assessing improvements in brand awareness. Information such as likes, comments, and shares can be utilized by SMEs as a basis for evaluating content performance, making promotional decisions, and developing data-driven marketing strategies. Therefore, TikTok functions not only as a marketing communication medium but also as a digital information source that supports business development.

CONCLUSIONS

This study demonstrates that TikTok engagement exerts a significant positive influence on brand awareness in SME Fanny's Lapis Labu Samarinda. The Pearson correlation coefficient of 0.839 indicates a very strong positive association, suggesting that higher engagement on TikTok tends to correspond with stronger brand awareness.

The regression analysis generated a coefficient of determination of 0.705, indicating that 70.5 percent of the variance in brand awareness can be attributed to TikTok engagement, while

the remaining proportion may be influenced by factors beyond the scope of this study. These findings indicate that SMEs should manage TikTok engagement strategically as a measurable marketing asset rather than merely a promotional activity.

From an information systems perspective, TikTok functions not only as a social media platform but also as a source of digital interaction data. Metrics such as views, likes, comments, and shares can be utilized by SMEs to evaluate content performance and support data-driven marketing decisions.

Practically, these findings provide guidance for SME owners in developing marketing strategies through TikTok by improving content quality, maintaining consistency, strengthening user interaction, and utilizing interactive features to expand audience reach.

This study is subject to several limitations, particularly the dependence on questionnaire-based responses, which may introduce subjective bias. Future studies are encouraged to include additional variables such as content quality, posting frequency, and other digital marketing strategies to obtain a broader understanding of the factors affecting brand awareness.

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