

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *product placement* di TikTok terhadap *purchase intention* generasi z melalui *brand awareness* sebagai variabel mediasi pada produk Skintific di kota Jambi. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik analisis menggunakan *SmartPLS* versi 4.0. Sampel dalam penelitian ini terdiri dari 96 responden yang dipilih melalui teknik *purposive sampling*. Pengumpulan data dilakukan melalui observasi, kuesioner dan studi pustaka. Hasil penelitian menunjukkan bahwa *product placement* memiliki pengaruh positif dan signifikan terhadap *purchase intention*. Selain itu, *brand awareness* juga berpengaruh positif dan signifikan terhadap *purchase intention*. Pengujian efek mediasi menunjukkan bahwa *product placement* berperan dalam memediasi hubungan antara *brand awareness* terhadap *purchase Intention*. Implikasi dari penelitian ini menegaskan bahwa perusahaan perlu memperhatikan kebijakan dari *product placement* untuk meningkatkan *purchase inetntion* secara efektif. karena perusahaan tidak hanya mengandalkan *product placement* dalam membangun *purchase intention*. Oleh karena itu, perlu keseimbangan antara *product placement* dengan *brand awareness* agar pemasaran dapat tercapai secara optimal.

Kata Kunci: *Product Placement, Brand Awareness, Purchase Intention*

ABSTRACT

This study aims to analyze the influence of product placement on TikTok on the purchase intention of Generation Z, with brand awareness as a mediating variable, focusing on Skintific products in Jambi City. The research method used is a quantitative approach with analysis techniques using SmartPLS version 4.0. The sample in this study consists of 96 respondents selected through purposive sampling. Data collection was carried out through observation, questionnaires, and literature review. The results of the study show that product placement has a positive and significant influence on purchase intention. In addition, brand awareness also has a positive and significant effect on purchase intention. Mediation effect testing indicates that product placement plays a role in mediating the relationship between brand awareness and purchase intention. The implications of this study emphasize that companies need to pay attention to product placement policies in order to effectively increase purchase intention, as companies cannot rely solely on product placement to build purchase intention. Therefore, a balance between product placement and brand awareness is necessary to achieve optimal marketing outcomes.

Keywords: Product Placement, Brand Awareness, Purchase Intention