

The role of artificial intelligence marketing efforts on brand preference mediated by brand experience of TikTok users in DKI Jakarta

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ABSTRACT

Keywords:

AI marketing efforts

AI technology

artificial intelligence

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brand preference

This study aims to examine the role of Artificial Intelligence (AI) in customer brand preference mediated by brand experience within the context of DKI Jakarta, Indonesia. The study adopted a cross-sectional design, collecting data at a single point in time from August to December 2023. The research focused on TikTok users in DKI Indonesia, targeting individuals aged 18-34 years who had experience using short video platforms like Instagram Reels and YouTube Shorts. For inferential analysis, the study applied Structural Equation Modeling (SEM) using SmartPLS 3.2.9 software. The results showed that brand experience is developed based on the experience of using the services powered by AI technology, thereby shaping brand preference among users. This study found that there is a positive influence between AI marketing efforts on brand experience and brand preference. There are positive influences of brand experience on the brand preference of Tik Tok users. The findings of this study have implications for the companies that specialize in technology and social media, specifically for the Tiktok company.

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INTRODUCTION

Digital transformation has become the reason for revolutionary changes in business paradigms in recent years (Rajkhowa & Das, 2020). In the business sector, digital transformation can be defined as the integration of technology into all business processes to achieve efficiency, productivity, speed, security, and innovation. Artificial Intelligence (AI) become one of the technological aspects needed during this transformation. AI plays an important role in the business sectors, such as providing better data extraction, exploration, and utilization, which generates more accurate and real-time data. In certain industries, AI is actively implemented by marketers into social media algorithms, bringing revolutionary changes to users's interaction and communication channels through social media (Kang & Lou, 2022). They actively implement AI into their social media algorithms in order to increase the amount of time users spend on their platforms (Golino, 2021). The efforts to improve customer experience become a challenge for businesses as customer expectations continue to rise (Daqar & Smoudy, 2019). Therefore, businesses can utilize AI or technology machines that are capable of "thinking", creating patterns, learning aspects, and making appropriate decisions. As a result, it will strengthen customer relationships, brand satisfaction, and brand loyalty by adding value to customers through good experiences. Moreover, a valuable experience will create brand preference among customers (Goode et al., 2010).

In Indonesia, the phenomenon of digital transformation is evidenced by the increasing number of internet users by 5,2% in early 2023 (Haryanto, 2023) which 78% of the internet users are social media users or the equivalent of 167 million people (Muhtar, 2023). The three popular social media platforms in Indonesia are WhatsApp, Facebook, and Instagram, followed by TikTok. According to Hootsuite (We are Social): Indonesian Digital Report 2023, the number of social media users has increased over the past 3 years since 2020, whereas TikTok has experienced a rapid increase to 205,4% compared to WhatsApp, Facebook, and Instagram which are 86,7%, 3,9%, and 75,7% respectively. In addition, Indonesia become the second highest of TikTok users after the United States, with a total of 113 million users, which increased 3 times from its initial presence in 2020 (Rizaty, 2022).

The growth of TikTok as a social media platform is due to many aspects and factors, one of which is that TikTok has a strong foundation of integrating AI technology to ensure users are satisfied and keep returning to the application (Li, 2022). The first time a user opens the app, the AI system effectively and quickly analyzes the consumer's preferences in less than 40 minutes and subsequently displays similar types of content in short videos. TikTok treats each user as an individual with different specific needs and demands, which leads users to binge-watch more content, spend more time on TikTok, and ultimately create an addictive experience for their users. TikTok became popular because the AI-based algorithm has integrated into its main functionality as a social media platform (Kang & Lou, 2022). Therefore, the algorithm plays a significant role in TikTok compared to other social media because it applies a user-centered approach (Rach & Peter, 2021). The report from We Are Social related to the Indonesian Digital Report 2023 proves that TikTok is ranked No. 1 globally in 2022 regarding the Average Time of Use for Android users, which is 23.5 hours per month. This beats the time usage on YouTube and Facebook at 23.1 hours and 19.7 hours per month respectively.

TikTok's algorithm is able to learn users' interests and vulnerabilities in less than 40 minutes, making it extremely powerful and aggressive (Lovejoy, 2021). The powerful AI-based algorithm on TikTok was launched through the "For You Page" (FYP) which is the main page that presents a stream of videos that have been curated by personalization and recommendation system algorithms. While users do not explicitly state their interests or search for videos they like, FYP will automatically adjust the content which brings a more personalized experience to them. Users are left with no option either to watch or skip the recommended videos which both decisions will prompt the algorithm to assess the level of compatibility between the recommended video and the user's interests (Li, 2022). Furthermore, FYP keeps providing new experiences by displaying new categories of content to constantly track the interest of users and to provide new perspectives and experiences for users over time.

The ability of the FYP feature to work is based on several factors (TikTok, 2020). First, the system looks at user interactions, such as liking, commenting, or sharing the content video. Secondly, the system looks at the information of the liked videos, such as text, objects, sound, and hashtags used. Third, the system observes each user's account and device settings, including language, country, and device type. Last, the system will assess users' interest indicators, such as whether the user watched a short video in its entirety. TikTok's algorithm is highly capable of recognizing objects, people, animals, sounds, and places in each video, hence they can promptly display content that users like to maintain their attention (Jordan, 2024). The implementation of AI will generate new value for customers and consequently improve their experience. The pleasant experience gained by customers will create a positive value on brand preference, helping a brand to gain competitive advantage and differentiation (Kumar et al., 2019).

The rapid growth of TikTok has spurred other social media competitors, Instagram and YouTube, to compete by launching similar features called Instagram Reels and YouTube shorts, which is a short video format that is similar to FYP. In June 2021, Instagram officially announced the launch of a new feature in Indonesia called Instagram Reels, which is a short video feature that lasts 15-90 seconds (Stephanie & Yusuf, 2021). One month later, in July 2021, YouTube also launched a new feature in Indonesia called YouTube Shorts, which is a short video feature of 15-60 seconds (Kristianti, 2021). To win the competition from TikTok, Meta launched various new features on Instagram Reels in March 2023, such as information related to trending topics and hashtags, and giving Gifts from followers/fans to creators (Eraspase, 2023). YouTube also claims they were experimenting with adding new features in YouTube Shorts that resemble TikTok, such as previews of live videos, creator monetization, and membership to rival TikTok's dominance as a short video platform. This phenomenon can be a challenge for TikTok, as the users possibly have other preferences in terms of short-video platforms. As a result, the strong AI integration in TikTok can create a good user experience that will be fundamental to customer brand preference and stimulate future purchasing decisions (Brakus et al., 2009; Gentile et al., 2007; Schmitt, 1999).

There is previous research by Ho & Chow (2024) which is the main reference for this research where it is proven that there is a relationship between AI Marketing Efforts on Consumer's brand preference & repurchase intention mediated by brand experience in the retail bank industry in Hong Kong. The novelty of this research is the research objects that this study examines from the social media perspective. Social media is one of the important aspects of the digital transformation that occurs currently in various industries (Kraus et al., 2021).

This research study attempted to discuss the role of AI in customer brand preference mediated by brand experience, particularly in DKI Jakarta, Indonesia. In addition, the differences in technological development, customer preferences, and culture become the reasons to conduct this study that is later applicable according to the needs and situations in Indonesia. The research contribution of this study lies in its exploration of the role of Artificial Intelligence (AI) in influencing customer brand preference, with a specific focus on how this relationship is mediated by brand experience within the context of DKI Jakarta, Indonesia. It provides valuable insights into how technological advancements, combined with localized customer preferences and cultural

nuances, shape consumer behavior in Indonesia. This study fills a gap in understanding AI's impact on brand dynamics in emerging markets and offers a framework for businesses to align AI-driven strategies with the unique needs and cultural characteristics of Indonesian consumers. By contextualizing its findings, the research offers practical applications for businesses aiming to leverage AI effectively in similar markets.

The hypotheses used in the research were:

- 1) H1a: AI marketing efforts - Interaction - positively influences the brand experience of TikTok users in DKI Jakarta.
- 2) H1b: AI marketing efforts - Information - positively influences the brand experience of TikTok users in DKI Jakarta.
- 3) H1c: AI marketing efforts - Accessibility - positively influences the brand experience of TikTok users in DKI Jakarta
- 4) H1d: AI marketing efforts - Customization - positively influences the brand experience of TikTok users in DKI Jakarta
- 5) H1e: AI marketing efforts - Entertainment - positively influences the brand experience of TikTok users in DKI Jakarta
- 6) H2: Brand experience positively influences the brand preference of TikTok application users in DKI Jakarta.
- 7) H3: AI marketing efforts positively influence the brand preference of TikTok users in DKI Jakarta
- 8) H4: There is a positive influence of AI marketing efforts on brand preference mediated by the brand experience of TikTok users in DKI Jakarta.

METHOD

This study employed a quantitative approach, aligning with its aim to test the relationships between variables based on established theories. An explanatory research approach was utilized to explain and expand the understanding of the phenomenon under investigation and to test theoretical frameworks. The study adopted a cross-sectional design, collecting data at a single point in time from August to December 2023.

The research focused on TikTok users in DKI Jakarta, targeting individuals aged 18–34 years who had experience using TikTok and other short video platforms like Instagram Reels and YouTube Shorts. A non-probability purposive sampling method was applied, ensuring that respondents met the criteria relevant to the study. The sample size was determined using the inverse square root method for PLS-SEM analysis, with a minimum of 155 respondents targeted based on Hair et al. (2013)'s guidelines.

Data collection involved primary and secondary sources. Primary data was gathered through a survey distributed via Google Forms, using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Secondary data included literature from journals, articles, books, theses, and credible online sources. Before the full data collection, a pre-test involving 30 respondents was conducted to assess the reliability and validity of the survey instrument using Cronbach's Alpha (minimum value of 0.6) and the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (minimum value of 0.5).

Descriptive statistical analysis utilized the mean to capture trends in respondents' perceptions of the variables. For inferential analysis, the study applied Structural Equation Modeling (SEM) using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach via SmartPLS 3.2.9 software. Two models were evaluated:

- 1) Measurement Model (Outer Model):
 - a) Reliability was assessed with Cronbach's Alpha (≥ 0.6) and Composite Reliability (≥ 0.7).
 - b) Convergent validity was determined through outer loadings and Average Variance Extracted (AVE), with a threshold of ≥ 0.5 .
 - c) Discriminant validity was tested using the Fornell-Larcker Criterion and Cross-Loading Criterion.
- 2) Structural Model (Inner Model): Relationships between variables are analyzed through the Coefficient of Determination (R^2), Cross-Validated Redundancy (Q^2), and Path Coefficients.

The theoretical framework for this research was based on the Stimulus–Organism–Response (S-O-R) model, widely used in marketing literature to analyze consumer behavior. In this study, AI marketing efforts are conceptualized as the stimulus (S), brand experience as the organism (O) that mediates the relationship, and brand preference as the response (R). This model facilitates understanding of how AI-driven marketing efforts on TikTok influence brand experience, which in turn shapes brand preference among users.

RESULTS AND DISCUSSION

Respondent Profile

The questionnaire was distributed from the 2nd to the 4th week of November 2023 and successfully filled out by 167 respondents, but only 155 respondents passed the filtering questions. The filtering question

consists of those domiciled in DKI Jakarta, aged 18 - 34 years, a TikTok application user, and have ever used other short video applications, such as Instagram Reels or YouTube Shorts. Thus, there are 155 responses to be analyzed in this study.

There were 54 (34.8%) respondents residing in North Jakarta, 36 (23.2%) residing in South Jakarta, 34 (21.9%) residing in East Jakarta City, 25 (16.1%) residing in West Jakarta, and 6 (3.9%) residing in Central Jakarta. Respondents were dominated by female respondents as many as 102 people (65.8%) and male respondents as many as 53 people (34.2%) of the total respondents. Based on age group, there are 108 respondents (38.4%) in the 18 - 21 age group, 34 respondents (21.9%) in the 22 - 25 age group, 10 respondents (6.5%) in the 26 - 29 age group, and 3 respondents (1.9%) in the 30 - 34 age group. Based on occupation, 121 respondents were students (78.1%), 26 respondents (16.8%) were private employees, 3 respondents (1.9%) were entrepreneurs, 2 respondents (1.3%) were civil servants/state-owned enterprises employees, and 1 respondent each who worked as a lawyer, freelancer, and housewife or 0.6% of the total respondents.

In addition, the majority of respondents use the TikTok application every day, totaling 105 people (67.7%) of the total respondents. A total of 24 respondents (15.5%) use TikTok 3 - 4 days a week, 15 people (9.7%) use TikTok 1 - 2 days, and 11 people (7.1%) use TikTok 5 - 6 days a week. In terms of time spent, 62 respondents (40%) spend 30 - 60 minutes per day. Another 34 respondents (21.9%) spend 1 - 2 hours a day, 32 respondents (20.6%) spend more than 2 hours, and 27 respondents (17.4%) of the total use TikTok for less than 30 minutes a day. Most respondents have used Instagram Reels, amounting to 79 people (51%) of the total respondents. This was followed by 73 people or 47.1% who had used both Instagram Reels and YouTube Shorts. Lastly, for those who have used YouTube Shorts solely, there are 3 respondents, or 1.9% of the total respondents.

Validation and Reliability Test

The pre-test was conducted to assess the variables' and indicators' validity and reliability, distributed to 33 respondents through social media platforms. The researcher used the SPSS method through IBM SPSS version 29. The validity test was carried out using the Kaiser-Meyer Olkin Measure of Sampling Adequacy (KMO-MSA) method and Anti-Image Matrices with a minimum value of ≥ 0.5 . To test reliability, researchers used Cronbach's Alpha as the minimum value ≥ 0.6 .

Table 1. Validity and Reliability Test Results (n = 30)

Indicators Code	KMO	Anti-Image	Remarks	Cronbach's Alpha	Remarks
<i>Expected Value</i>	≥ 0.5	≥ 0.5	<i>Valid</i>	≥ 0.6	<i>Reliable</i>
AI Marketing Efforts					
AI Marketing Efforts - Interaction					
A1	0,619	0,581	Valid	0,692	Reliable
A2		0,594	Valid		
A3		0,790	Valid		
AI Marketing Efforts - Information					
B1	0,607	0,702	Valid	0,684	Reliable
B2		0,600	Valid		
B3		0,573	Valid		
AI Marketing Efforts - Accessibility					
C1	0,641	0,643	Valid	0,646	Reliable
C2		0,611	Valid		
C3		0,684	Valid		
AI Marketing Efforts - Customization					
D1	0,612	0,581	Valid	0,685	Reliable
D2		0,786	Valid		
D3		0,585	Valid		
AI Marketing Efforts - Entertainment					
E1	0,707	0,725	Valid	0,773	Reliable
E2		0,676	Valid		
E3		0,724	Valid		
Brand Experience					
BE1	0,688	0,632	Valid	0,821	Reliable
BE2		0,714	Valid		

BE3	0,704	Valid		
BE4	0,848	Valid		
BE5	0,602	Valid		
Brand Preference				
BP1	0,740	Valid		
BP2	0,701	Valid		
BP3	0,771	Valid		
BP4	0,821	Valid	0,827	Reliable
BP5	0,684	Valid		
BP6	0,763	Valid		
BP7	0,868	Valid		

Based on Table 1, it can be stated that all variables and dimensions are valid and reliable. Thus, the indicators are suitable for measuring a variable and have intercorrelation within items so that they can be used in the main test survey.

Descriptive Statistical Analysis

Table 2. Mean Value of AI Marketing Efforts, Brand Experience, Brand Preference

Indicators Code	Item	Mean Value	Remarks
AI Marketing Efforts			
A1	FYP is sensitive to my current needs	4.14	High
A2	FYP has the knowledge to answer user demands	4.11	High
A3	FYP gives individual attention	4.03	High
B1	FYP helps me to understand the current phenomena	4.30	Extremely high
B2	FYP provides recommendation on products or services that I looking for	4.21	Extremely high
B3	FYP provides information that helps in decision making	3.75	High
C1	FYP gives a real-time response	3.86	High
C2	FYP is convenient and efficient	4.11	High
C3	FYP can be accessed directly anytime and anywhere	4.66	Extremely high
D1	FYP can meets my personal needs	3.83	High
D2	If there is less interesting video, FYP can handle and adjust it immediately	3.81	High
D3	FYP has the ability to shows video based on my preferences	4.28	Extremely high
E1	I feel happy while watching video on the FYP of TikTok	4.24	Extremely high
E2	FYP displays fun and interesting recommendations	4.30	Extremely high
E3	I enjoyed watch video recommended by FYP more than searching on my own	4.11	High
Mean Value of AI Marketing Efforts		4.116	High
Brand Experience			
BE1	I enjoy using FYP of TikTok	4.33	Extremely high
BE2	I feel the experience using FYP is interesting	4.28	Extremely high
BE3	I am happy with the overall experience of using FYP	4.32	Extremely high
BE4	I am happy while watching short videos recommended by FYP	4.22	Extremely high
BE5	I feel TikTok offers interactive videos through FYP	4.14	High

Mean Value of Brand Experience		4.258	Extremely high
Brand Preference			
BP1	TikTok is one of the best in short video apps	4.42	Extremely high
BP2	I am very satisfied with the video recommendation in TikTok	4.26	Extremely high
BP3	TikTok is very professional in fulfilling user's needs	4.07	High
BP4	I feel TikTok is superior compared to other short video apps (Instagram Reels/ YouTube Short)	4.18	High
BP5	TikTok is my preferred short video app over other brands (Instagram Reels/ YouTube Short)	4.05	High
BP6	Anytime I want to watch a short video, TikTok is my first preferred app	4.1	High
BP7	I will recommend TikTok to others	4.08	High
Mean Value of Brand Preference		4.165	High

According to the table above, the mean value of the AI marketing efforts variable is 4.116 and categorized as high. Then, the mean value of the brand experience variable is 4.258 and is classified as very high. Lastly, the mean value of the brand preference variable is 4.137 which belongs to the high category. In conclusion, most respondents agree with the statements on each indicator.

Structural Equation Modeling

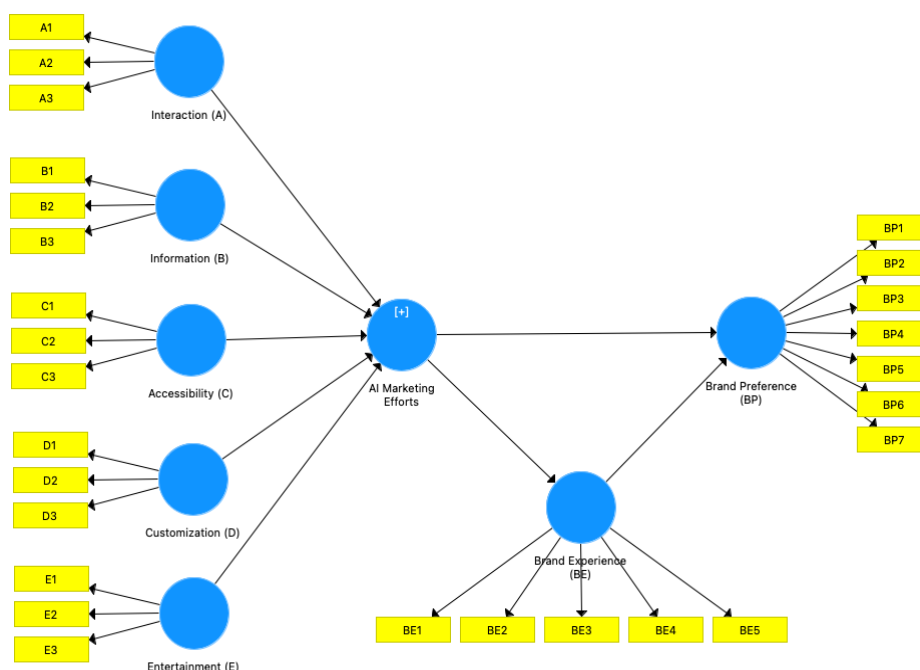


Figure 1. Model Validation

Measurement Model/ Outer Model

Table 3. Outer Loading and Average Variance Extracted (AVE) Results

Variable	Indikator	Outer Loading	AVE	Remarks
AI Marketing Efforts	Expected Value	> 0,7	> 0,5	Valid
	A1	0,728	0,649	Valid
	A2	0,887		Valid
	A3	0,793		Valid
	B1	0,770	0,638	Valid
	B2	0,825		Valid

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	B3	0,801		Valid
	C1	0,803		Valid
	C2	0,859	0,576	Valid
	C3	0,589		Valid
	D1	0,793		Valid
	D2	0,759	0,630	Valid
	D3	0,827		Valid
	E1	0,880		Valid
	E2	0,892	0,736	Valid
	E3	0,799		Valid
Brand Experience	BE1	0,861		Valid
	BE2	0,849		Valid
	BE3	0,854	0,668	Valid
	BE4	0,811		Valid
	BE5	0,698		Valid
Brand Preference	BP1	0,785		Valid
	BP2	0,753		Valid
	BP3	0,596		Valid
	BP4	0,825	0,582	Valid
	BP5	0,832		Valid
	BP6	0,772		Valid
	BP7	0,756		Valid

Based on Table 3, Outer Loading and AVE values showed that all variables and indicators were valid and qualified in the convergent validity test. Although some indicators are below 0.7, a loading value of 0.5 - 0.6 is considered adequate for early-stage research (Chin, 1998).

Table 4. Fornell-Larcker Criterion Results

Variable	Accessibilit y (C)	Brand Experienc e (BE)	Brand Preferenc e (BP)	Customizatio n (D)	Entertainmen t (E)	Informatio n (B)	Interactio n (A)
Accessibility (C)	0.759						
Brand Experience (BE)	0.671	0.817					
Brand Preference (BP)	0.484	0.657	0.763				
Customizatio n (D)	0.613	0.680	0.560	0.794			
Entertainmen t (E)	0.639	0.762	0.615	0.640	0.858		
Information (B)	0.485	0.669	0.602	0.619	0.519	0.799	
Interaction (A)	0.441	0.558	0.581	0.599	0.477	0.597	0.805

Based on Table 5, it showed that each latent variable has an AVE square root value greater than the AVE square root value of other latent variables. Therefore, this study complied with the discriminant validity test.

Table 5. Cross-Loading Criterion Results

	<i>Interaction (A)</i>	<i>Information (B)</i>	<i>Accessibility (C)</i>	<i>Customization (D)</i>	<i>Entertainment (E)</i>	<i>Brand Experience (BE)</i>	<i>Brand Preference (BP)</i>
A1	0,728	0,393	0,245	0,333	0,249	0,354	0,337
A2	0,887	0,564	0,368	0,543	0,392	0,474	0,497
A3	0,793	0,469	0,428	0,536	0,479	0,500	0,539
B1	0,489	0,770	0,456	0,475	0,454	0,562	0,521
B2	0,466	0,825	0,350	0,546	0,408	0,538	0,458
B3	0,475	0,801	0,353	0,459	0,379	0,499	0,460
C1	0,447	0,453	0,803	0,554	0,450	0,493	0,372
C2	0,343	0,382	0,859	0,455	0,518	0,595	0,385
C3	0,179	0,243	0,589	0,370	0,503	0,433	0,347
D1	0,523	0,552	0,544	0,793	0,522	0,597	0,469
D2	0,382	0,434	0,420	0,759	0,449	0,494	0,328
D3	0,509	0,480	0,486	0,827	0,546	0,522	0,520
E1	0,363	0,502	0,574	0,591	0,880	0,724	0,562
E2	0,415	0,419	0,582	0,598	0,892	0,676	0,501
E3	0,457	0,413	0,484	0,450	0,799	0,552	0,520
BE1	0,519	0,616	0,566	0,584	0,643	0,861	0,558
BE2	0,450	0,587	0,543	0,543	0,623	0,849	0,564
BE3	0,485	0,544	0,659	0,643	0,679	0,854	0,619
BE4	0,466	0,524	0,492	0,524	0,613	0,811	0,499
BE5	0,339	0,448	0,460	0,465	0,544	0,698	0,422
BP1	0,477	0,444	0,438	0,452	0,431	0,506	0,785
BP2	0,488	0,561	0,457	0,495	0,556	0,605	0,753
BP3	0,396	0,448	0,479	0,472	0,476	0,517	0,596
BP4	0,458	0,423	0,286	0,381	0,500	0,491	0,825
BP5	0,408	0,415	0,287	0,408	0,437	0,452	0,832
BP6	0,355	0,380	0,221	0,328	0,389	0,407	0,772
BP7	0,466	0,478	0,331	0,391	0,432	0,459	0,756

Based on Table 5, the loading factor results on an indicator are greater than the cross-loading of other indicators. Thus, all the indicators comply with the discriminant validity test.

Table 6. Cronbach's Alpha and Composite Reliability Results

Variable	Cronbach's Alpha	Composite Reliability	Keterangan
Expected Value	≥ 0.6	≥ 0.7	Reliable
Interaction	0,729	0,846	Reliable
Information	0,716	0,841	Reliable
Accessibility	0,619	0,799	Reliable
Customization	0,706	0,836	Reliable
Entertainment	0,820	0,893	Reliable
Brand Experience	0,874	0,909	Reliable
Brand Preference	0,879	0,906	Reliable

Based on Table 6, the Cronbach's Alpha and composite reliability values for each indicator have met the minimum value which means the indicators have fulfilled the reliability test.

Structural Model/ Inner Model**Table 7.** Coefficient of Determination and Cross-Validated Redundancy Results

Variable	R ²	Q ²
Brand Experience	0,695	0,449
Brand Preference	0,517	0,277

Based on the R square value, the brand experience variable can be affected by exogenous variables, which are AI marketing efforts and brand preference by 69.5%. Furthermore, the AI marketing efforts variable can influence the brand preference variable by 51.7%. Based on the Q square value, the entire value of the endogenous latent variable is greater than 0. Thus, this research model has predictive relevance and is considered relevant and accurate in providing predictions.

Hypothesis test**Table 8.** Mean, STDEV, T-Values, P-Values

	Original Sample (O)	T-Statistics (O/STDEV)	P- Values	Interpretation	Remarks
H1: AI Marketing Efforts -> Brand Experience					
Interaction (A) -> Brand Experience (BE)	0,189	12,034	0,000	Positive, Significant	Accepted
Information (B) -> Brand Experience (BE)	0,205	13,825	0,000	Positive, Significant	Accepted
Accessibility (C) -> Brand Experience (BE)	0,175	12,074	0,000	Positive, Significant	Accepted
Customization (D) -> Brand Experience (BE)	0,206	15,742	0,000	Positive, Significant	Accepted
Entertainment (E) -> Brand Experience (BE)	0,256	12,761	0,000	Positive, Significant	Accepted
H2: Brand Experience (BE) -> Brand Preference (BP)					
Brand Experience (BE) -> Brand Preference (BP)	0,216	1,678	0,094	Positive, Insignificant	Accepted
H3: AI Marketing Efforts -> Brand Preference (BP)					
AI Marketing Efforts -> Brand Preference (BP)	0,529	4,606	0,000	Positive, Significant	Accepted
H4: AI Marketing Efforts -> Brand Experience (BE) -> Brand Preference (BP)					
AI Marketing Efforts -> Brand Experience (BE) -> Brand Preference (BP)	0,180	1,679	0,094	Positive, Insignificant	Accepted

H1a is accepted: There is a positive influence of AI marketing efforts - Interaction - on the brand experience of TikTok users in DKI Jakarta

The results indicated that the FYP page in the TikTok application is sensitive to the current needs of users and provides special attention to each user. Therefore, the FYP page can influence the user experience when using the TikTok application.

H1b is accepted: There is a positive influence of AI marketing efforts - Information - on the brand experience of TikTok users in DKI Jakarta

The results indicated that the FYP page in the TikTok application has information that assists users in making decisions and provides recommendations on their requests, such as products or services that users are searching for.

H1c is accepted: There is a positive influence of AI marketing efforts - Accessibility - on the brand experience of TikTok users in DKI Jakarta

The results showed that the FYP page actively delivers real-time responses, meaning the videos displayed are in accordance with the user's needs/requests. The convenience of accessing the FYP page in the

TikTok application will provide convenience and efficiency that enhances the user experience while using the App.

H1d is accepted: There is a positive influence of AI marketing efforts - Customization - on the brand experience of TikTok users in DKI Jakarta

The results found that the FYP page in the TikTok application can fulfill user needs based on individual preferences. Once there is unappealing video content, the FYP page in the TikTok app can adjust it directly and quickly. Thus, customized services will affect the user experience of using the TikTok app.

H1e is accepted: There is a positive influence of AI marketing efforts - Entertainment - on the brand experience of TikTok users in DKI Jakarta

The results of this study discovered that the FYP page is effective in generating recommendations for videos that are both interesting and exciting. Users also prefer to enjoy the videos recommended by the FYP page rather than searching on their own. The Algorithm's ability to learn user preferences and provide new video content categories allows users to continuously acquire different experiences over time.

H2 is accepted: There is a positive influence of brand experience on the brand preference of TikTok users in DKI Jakarta

The results showed that the TikTok application has given a pleasant and interesting experience while watching the FYP page. However, the relationship between brand experience and brand preference is not significant. This is due to other factors in the customer experience that may form brand preferences, such as consumer perceptions, user emotional attachment, and the time duration spent on TikTok.

H3 is accepted: There is a positive influence of AI marketing efforts on the brand preference of TikTok users in DKI Jakarta

The results showed that the TikTok application can build relationships with its users through the FYP page with the ability to display video recommendations according to each user's preferences. Therefore, respondents agreed that the TikTok application is superior to other short video applications, such as Instagram Reels / YouTube Shorts.

H4 is accepted: There is a positive influence of AI marketing efforts on brand preference mediated by the brand experience of TikTok users in DKI Jakarta

The result showed that brand experience is developed based on the experience of using the services powered by AI technology, thereby shaping brand preferences. However, the experience of using the FYP page curated by AI technology is still not optimal so its influence is insignificant in shaping their preference. This is because the FYP is still unable to adjust immediately if there are videos that seem less interesting. In addition, there is also a need to improve the interactivity of the FYP page to enhance user experience, which leads to their preference.

Discussion

The results of this study have implications for the companies that specialize in technology and social media, specifically for the TikTok company. It was discovered that AI marketing efforts, including interaction, information, accessibility, customization, and entertainment have a positive effect on user experience.

The research found FYP in the TikTok app is user-centric, which encourages users to interact when watching video content, such as liking/commenting on videos or sharing the content with others. Cheng & Jiang (2022) also found that consumers emotionally have a sense toward a brand to provide convenience and pleasure during online interactions. In a study by Godey et al. (2016), interaction through media platforms is defined as a place to share information and exchange opinions between users. Information or topics that are relevant to the user's interests can positively improve their experience.

The FYP page also actively provides real-time responses and can be accessed anytime and anywhere, indicating that the videos displayed are up-to-date or following user needs/requests. This is supported by the statement of Sultan & Wong (2019) that if a brand can provide 24/7 service, this will improve service quality, impacting the brand performance. Furthermore, this study found that the FYP page in the TikTok application has successfully fulfilled users' needs according to their preferences as well as helping users to understand current phenomena. This is in line with the study by Cheng & Jiang (2022) where efforts in the context of chatbot marketing efforts can provide and provide up-to-date information to bring satisfaction to customers. Ho & Chow (2024) explained that AI technology can bridge the communication of personalized products/services to target users. As a result, personalized services will satisfy each user's preferences which builds a strong relationship between the user and the brand and results in a positive user experience. Not only

that, FYP displays content that is fun, relevant, and has the potential to stimulate interaction and engagement among its users. Most respondents agreed that FYP pages can show compelling video recommendations to keep gaining different experiences over time. Overall, TikTok app users are satisfied with the experience while scrolling through the FYP page on the TikTok app. This is reflected in the fact that most respondents agreed that TikTok is superior and is their preferred short video application compared to other brands, such as Instagram Reels or YouTube Shorts.

On the other hand, there are some aspects in which TikTok needs to be improved. TikTok must provide suitable information to assist users in making decisions. Moreover, TikTok should improve its real-time response and adjust immediately if there is less interesting video for users. Overall, users greatly enjoy their experience using the TikTok application and it is proven that TikTok is one of the best in short video provider applications. Therefore, AI marketing efforts affect brand preference through experience, although the effect is more significant directly on brand preference without going through the experience. This is explained in the study of Ebrahim et al. (2016) that in reality there is no precise response to describe a customer's experience of a brand. For this reason, many other factors in the customer experience can be the basis for forming brand preferences, such as consumer perceptions, the emotional attachment of users, and the length of time users use the TikTok application. In terms of this research, the researcher found that the experience gained by TikTok application users is still not optimal, particularly in providing an interactive experience, hence it is not significantly influential as a mediator of brand preference. Accordingly, it becomes a signal for TikTok to improve the experience, especially in creating more interactive content and experience.

Interactive experiences can be created through UI/ UX improvements. In this context, UI is the User Interface and UX is the User Experience, both of which are interconnected. TikTok can develop its experience (UX) by establishing a good app user interface (UI). For instance, users can use buttons easily according to their functions. An interactive experience can also be created when an algorithm can know what users like and dislike in FYP. The algorithm should also offer more varied content categories to facilitate two-way interaction between users and the TikTok app. Thus, the interactive experience gained by consumers will shape preferences and purchase decisions. This will be a fundamental aspect of understanding consumer preferences and future purchasing decisions (Brakus et al., 2009; Zha et al., 2020). Generally, in this 4.0 era, companies should be able to implement and facilitate AI-based activities to leverage their brand appeal and business performance for the long term (Ho & Chow, 2024).

The adoption of AI is not only a support tool for a business but also serves as a long-term investment. It is proven in this study that customers or users get a great experience after experiencing the values of AI marketing efforts. In this sense, companies can utilize AI optimally to engage with users through the experience gained thereby creating a positive brand preference.

CONCLUSION

This study examined the impact of AI marketing efforts on brand preference, mediated by brand experience, among TikTok users in DKI Jakarta. The findings, based on data from 155 respondents, revealed positive relationships between AI marketing efforts and brand experience, brand experience and brand preference, and AI marketing efforts and brand preference, with brand experience serving as a mediator. However, the study faced limitations, including a restricted sample size and focus on a single city. Future research suggestions include expanding the geographical scope, addressing age range gaps, conducting longitudinal studies, exploring other social media platforms, and examining additional mediators such as consumer trust and perceived value. Practical recommendations for TikTok include optimizing UI/UX design to enhance user interaction and improving the responsiveness of its real-time algorithms, particularly on the FYP page, to sustain and elevate user experience. Broader studies incorporating behavioral metrics, industry-specific contexts, and global comparisons are also encouraged to deepen insights into the role of AI marketing in shaping brand preference.

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