

Research Article

# Influence of Branded Entertainment and Non-Promotional Educational Content on TikTok toward Gen Z's Perception and Purchase Intention

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## ABSTRACT

This study aims to analyze the influence of branded entertainment series (BES) and non-promotional educational content (NPEC) on positive perceptions and purchase intentions among Generation Z, focusing on TikTok users in the Bandung Raya area. Using a quantitative approach and Partial Least Squares Structural Equation Modeling (PLS-SEM), this research involved 113 respondents, consisting of Generation Z students actively using the TikTok application. The analysis revealed that BES has a significant positive impact on purchase intentions, although its effect on positive perceptions is relatively smaller. Conversely, NPEC demonstrated a stronger influence on positive perceptions and was also significant in affecting purchase intentions. These findings indicate that while BES effectively increases purchase intentions, NPEC plays a more significant role in shaping positive brand perceptions, ultimately influencing consumer purchase decisions. Positive perceptions were found to mediate the relationship between BES, NPEC, and purchase intentions, confirming the importance of building a good brand image as a preliminary step to influencing purchasing decisions. This study provides valuable insights for marketers in designing more effective marketing strategies, especially on social media platforms like TikTok, which are highly popular among Generation Z. By understanding the impact of BES and NPEC, brands can more accurately choose the content strategies to build stronger and more authentic relationships with young audiences.

**Keywords:** branded entertainment series; generation Z; purchase intentions; non-promotional educational content; positive perception.

## 1. INTRODUCTION

Generation Z represents a group of consumers whose consumption patterns and decision-making are highly influenced by interactions with the digital world. Social media platforms such as TikTok have become crucial spaces for this generation to seek both entertainment and information. The combination of entertaining and educational content on TikTok serves as a primary appeal that influences their perceptions and purchasing decisions. Branded entertainment content has been proven to create strong emotional connections with its audience (Chan-Olmsted & Kim, 2022). Moreover, this approach is considered effective in capturing attention without coming across as intrusive.

Research indicates that Generation Z tends to respond positively to informative and authentic content. Non-promotional educational content delivered through social media platforms like TikTok helps increase brand trust, thereby encouraging purchase intention (Munoz, 2022). Other studies highlight that educational content has the potential to strengthen positive brand perception by presenting information in ways that align with Generation Z's values (Dao, 2022). This strategy is considered more effective than overly explicit promotional tactics.

While numerous studies have examined the influence of social media on consumer behavior, research exploring the interaction between branded entertainment series and non-promotional educational content on TikTok in relation to Generation Z's purchase intention and positive perception remains limited (Li et al., 2024). Understanding this dynamic is increasingly important as Generation Z is projected to become the dominant consumer group in the future. Social media-based marketing strategies that are relevant and authentic are essential to meet the unique expectations and preferences of this generation.

This study aims to analyze how branded entertainment series and non-promotional educational content on TikTok influence Generation Z's purchase intention and positive perception. This research is expected to provide strategic insights

for marketing practitioners to enhance the effectiveness of their digital campaigns. In addition, it seeks to fill the academic literature gap concerning social media-based marketing strategies relevant to the characteristics of the digital generation. The findings are expected to contribute not only to digital marketing theory but also to offer practical guidance for companies in optimizing their marketing strategies.

## 2. LITERATURE REVIEW

### 2.1 Generation Z and Media Consumption Behavior

Generation Z, often referred to as digital natives, was born into a digital environment. They're accustomed to fast-paced interactions and tend to consume visually driven content like short videos (Turner, 2020). TikTok, as a short-form video platform, has become a primary medium for this generation to express themselves and seek entertainment. Generation Z also exhibits selective media consumption patterns, choosing content that aligns with their needs, particularly content that offers a personal experience (Djafarova & Bowes, 2021).

Generation Z's behavior is shaped by the increasing internet penetration and widespread smartphone use, which provide instant access to social media. A study by Hidayat & Setiawan (2021) found that the majority of Generation Z spends over three hours a day on platforms such as TikTok, Instagram, and YouTube. This generation isn't just seeking entertainment; they're also looking for educational content, inspiration, and social values that resonate with them. These habits have prompted advertisers to develop more personalized and interactive strategies. eJESSET highlights the importance of these interactive strategies, for example, in using TikTok to shape digital behavior in rural communities (Fauzi, 2025).

Moreover, Generation Z tends to place a high value on authenticity in the content they consume (Goh & Jie, 2019). They prefer brands or creators who are transparent, relevant, and provide real benefits. In this context, social media platforms like TikTok enable personalized content delivery through algorithms that cater to individual preferences. Other research shows how service features (trust, ease of use) on Shopee PayLater influence young people's decisions in using digital applications (Hasibuan, 2025), while a study on the use of digital technology in the learning process asserts that digital content aligning with Gen Z's characteristics will strengthen its effectiveness (Wau, 2025).

### 2.2 Branded Entertainment Series

Branded entertainment series is a marketing approach that integrates a brand into an entertainment-oriented narrative. This strategy is considered more effective in building emotional connections with consumers than conventional advertising, as it captures attention without appearing intrusive (Hudson & Hudson, 2020). According to Russell and Lane (2019), branded entertainment series effectively influence audience perception, particularly when the narrative is relevant to the target audience and delivered through appropriate channels such as social media.

In Indonesia, the branded entertainment approach is gaining popularity, especially among companies targeting Generation Z. Prasetyo (2021) noted that strong storytelling and audience interaction through platforms like TikTok can enhance consumer trust in a brand. This is because branded entertainment often provides an immersive and authentic entertainment experience. An example of this is interactive campaigns that allow TikTok users to participate in brand-generated trends or challenges.

Moreover, the effectiveness of branded entertainment in fostering positive perception lies in its ability to convey messages without disrupting the audience's experience (Wang et al., 2021). On platforms like TikTok, short-form videos that grab attention within the first few seconds are crucial for engaging Generation Z, who tend to have shorter attention spans. Therefore, branded entertainment series can serve as one of the most effective strategies to increase audience appeal and engagement.

### 2.3 Non-Promotional Educational Content

Non-promotional educational content is an approach that focuses on delivering value to the audience without explicitly promoting a product. According to Pulizzi (2019), this type of content aims to build long-term relationships with audiences by providing relevant information or insights. This allows audiences to perceive the brand as a credible and trustworthy source. A study conducted by Nugraha and Suryani (2020) found that non-promotional educational content on social media can increase user engagement by up to 40%. On TikTok, this type of content often takes the form of tutorials, interesting facts, or brief insights presented in a creative manner. Generation Z audiences tend to favor content that not only entertains but also offers tangible benefits.

In addition to increasing engagement, educational content also influences positive audience perception of a brand (Ahmad et al., 2021). Audiences feel that brands providing educational content are more attentive to their needs compared to those focused solely on promotion. In this context, brands can build strong emotional connections with consumers through an approach that does not come across as forceful.

## 2.4 The Relationship Between Content Types and Positive Brand Perception

The relationship between branded entertainment and educational content with positive brand perception is supported by research indicating that both content types have strengths in building emotional engagement and trust (Ashley & Tuten, 2020). When delivered creatively, branded entertainment content effectively captures audience attention, while educational content strengthens brand credibility through relevant information.

A study by Prasetyo (2021) emphasized the importance of integrating both content types into marketing strategies targeting Generation Z. This approach allows brands to leverage both emotional and cognitive appeal, resulting in a stronger positive brand perception. TikTok, as a creativity-driven platform, offers space for brands to explore the synergy between these content forms. Furthermore, research by Wong and Smith (2020) shows that consistency in delivering relevant content reinforces long-term brand–consumer relationships. Audiences who feel connected to a brand’s content are more likely to form a positive perception that supports brand loyalty.

## 2.5 Purchase Intention

Purchase intention among Generation Z is strongly influenced by digital content that is authentic, emotionally engaging, and relevant (Solomon et al., 2020). This generation values content that provides added value—whether informational or emotional—before making purchase decisions. Interactions with trusted content creators on platforms like TikTok, often perceived as peers or mentors, can significantly enhance purchase intention (Hidayat & Setiawan, 2021). Wang et al. (2021) also emphasize that content combining entertainment and education tends to be more effective in influencing Gen Z’s buying behavior.

However, not all educational content is free from marketing intent. Non-promotional educational content aims to inform without advertising purposes, yet in practice, boundaries often blur. Many so-called educational materials, especially those produced by industries, include brand claims or product mentions that are not supported by strong evidence (Grundy et al., 2020). These materials risk sponsorship bias and compromise credibility, particularly when authored by individuals with financial ties to sponsors.

Even in academic settings, educational media like MOOC introductions and university promotional videos often mix instructional elements with branding messages to attract students and enhance institutional image (Rajas-Fernández et al., 2021; Foretová, 2024). This blending of content influences audience attitudes and behaviors, with both educational and humorous formats shown to affect customer engagement and purchase intention (Salsabila & Hapsari, 2024). Additionally, strategic dissemination of educational content via social networks can rapidly improve institutional branding and manage reputational risks (Trofimov, 2024).

Despite their potential, many of these materials fall short in readability and accessibility standards, reducing their educational effectiveness (Chao, 2005). Given the prevalence of implicit promotion in so-called educational resources, clearer regulation and critical evaluation are necessary to preserve the independence and credibility of non-promotional educational content (Grundy et al., 2020; Sidhu, 2002). Striking the right balance between marketing and meaningful education remains a key challenge in today’s content-driven digital landscape (Rajas-Fernández et al., 2021; Foretová, 2024).

## 2.6 Research Hypotheses

- H1: Branded entertainment series have a positive effect on Generation Z’s positive brand perception.
- H2: Branded entertainment series have a positive effect on Generation Z’s purchase intention.
- H3: Non-promotional educational content has a positive effect on Generation Z’s positive brand perception.
- H4: Non-promotional educational content has a positive effect on Generation Z’s purchase intention.
- H5: Generation Z’s positive brand perception has a positive effect on their purchase intention.
- H6: Branded entertainment series and non-promotional educational content simultaneously affect Generation Z’s positive brand perception.
- H7: Branded entertainment series and non-promotional educational content simultaneously affect Generation Z’s purchase intention.
- H8: Positive brand perception mediates the relationship between branded entertainment series and non-promotional educational content with Generation Z’s purchase intention.

## 3. RESEARCH METHOD

This study adopts a quantitative method grounded in the philosophy of positivism. According to Sugiyono (2019), a quantitative approach is used to measure the relationships between variables in a numerical and objective manner. This research investigates the influence of branded entertainment series and non-promotional educational content on TikTok on Generation Z’s positive brand perception and purchase intention in the Greater Bandung area.

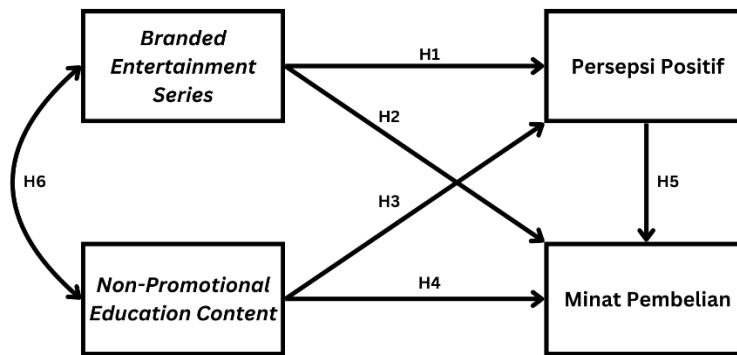


Figure 1. Research Framework

The population in this study consists of Generation Z individuals residing in the Greater Bandung area who are active TikTok users. The sample was selected using purposive sampling, in which respondents were chosen based on specific criteria: aged 18–25 years and actively consuming both branded entertainment series and non-promotional educational content on TikTok. The total number of respondents used in this study was 113. The sample size refers to Tabachnick and Fidell's (2019) recommendation that statistical analyses such as Structural Equation Modeling (SEM) require at least 100 samples to ensure model validity and reliability. This number also satisfies the rule of ten times the number of indicators in the most complex construct, as suggested by Hair et al. (2019).

Data were collected through an online questionnaire distributed via Google Forms. The research instrument was developed based on relevant theories and prior studies. The variable of branded entertainment series was measured using six indicators covering dimensions of entertainment and audience relevance (Hudson & Hudson, 2020). Non-promotional educational content was measured through six indicators encompassing perceived value and content relevance (Pulizzi, 2019). Positive brand perception was measured using eight indicators based on the brand attitude model (Wong et al., 2021), while purchase intention was measured through eight indicators reflecting desire and intention to buy (Ahmad et al., 2021). All questionnaire items used a 5-point Likert scale, where respondents rated each statement from "Strongly Disagree" to "Strongly Agree."

The validity and reliability of the instrument were tested using a measurement model (outer model) analysis with SmartPLS 4. Convergent validity was tested through a minimum loading factor of 0.7 and an Average Variance Extracted (AVE) above 0.5, while discriminant validity was examined by comparing the square root of AVE with inter-construct correlations (Hair et al., 2019). Reliability was tested using Composite Reliability (CR) and Cronbach's Alpha, both of which should exceed 0.7.

Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The analysis process consisted of two stages: first, the measurement model analysis to assess construct validity and reliability; second, the structural model analysis to examine relationships between latent variables through path coefficients and the coefficient of determination ( $R^2$ ). Significance testing was carried out using bootstrapping with 5,000 subsamples and a 5% significance level ( $p < 0.05$ ).

This study adheres to research ethics principles by obtaining informed consent from respondents prior to data collection. Respondents were informed about the purpose of the study, and participation was voluntary. The confidentiality of personal data was guaranteed, and participants had the right to withdraw at any time without consequences. However, this study has several limitations. Potential bias may arise from respondents' answers due to the online nature of the survey, which relies on their understanding and honesty. Furthermore, the limited population scope—Generation Z in the Greater Bandung area—may affect the generalizability of the research findings.

## 4. RESULTS AND DISCUSSION

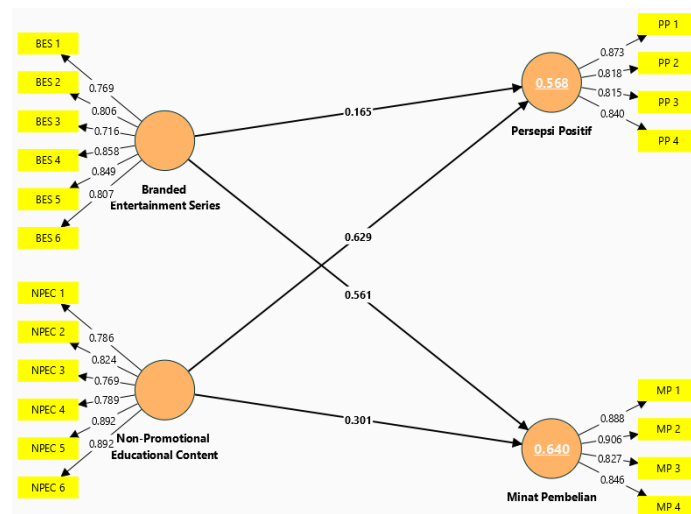
### 4.1 RESULTS

The total number of respondents in this study was 113 individuals, ranging in age from 16 to 27 years. Among them, 67 respondents (59.3%) were female, and 46 respondents (40.7%) were male. The majority of respondents had completed senior high school or equivalent education, totaling 69 individuals (61.1%), while 42 respondents (36.3%) had attained education at the diploma or undergraduate level.

**Table 1.** Respondents' income and/or allowances

Amount of income and/or allowance each month	Number of Respondents	Percentage
Rp0 - Rp1.000.000	40	35.40%
Rp1.000.001 - Rp2.000.000	24	21.24%
Rp2.000.001 - Rp3.000.000	13	11.50%
Rp3.000.001 - Rp4.000.000	11	9.73%
> Rp4.000.000	25	22.12%

Respondents' monthly income or allowance varied considerably. A total of 40 respondents (35.4%) reported monthly income in the range of IDR 0–1,000,000, 24 respondents (21.2%) fell within the IDR 1,000,001–2,000,000 range, and 13 respondents (11.5%) had income between IDR 2,000,001–3,000,000. Additionally, 11 respondents (9.7%) earned IDR 3,000,001–4,000,000, while 25 respondents (22.1%) reported income above IDR 4,000,000 (Table 1). In terms of TikTok usage, 80 respondents (70.8%) reported using the app 6–7 days a week, and 62 respondents (54.9%) spent an average of 2–4 hours per day on the platform.



**Figure 2.** The relationship design between BES and NPEC with Positive Perception and Purchase Intention

The research model diagram illustrates the relationships among the variables: Branded Entertainment Series (BES), Non-Promotional Educational Content (NPEC), Positive Perception (PP), and Purchase Intention (PI). Each latent variable is represented by a set of indicators measured by their respective loading factor values. This diagram also depicts the causal relationships between the study variables. The path coefficients show that BES and NPEC have direct effects on PP and PI. Furthermore, PP serves as a mediating variable that influences the relationship between BES, NPEC, and PI. These relationships form the basis for further evaluation in the structural analysis.

In this diagram, all indicator loading factors exceed 0.7, indicating that each indicator significantly contributes to representing the measured variable. This supports the model's convergent validity and strong reliability. As such, the final model offers a more accurate depiction of the relationships among BES, NPEC, PP, and PI. The diagram also displays the strength of relationships between variables using path coefficient values. BES has a significant direct influence on PI with a coefficient of 0.561, while its effect on PP is smaller, at 0.165. In contrast, NPEC demonstrates a strong influence on PP with a coefficient of 0.629 and also affects PI with a coefficient of 0.301. This visual model highlights that NPEC contributes more significantly to the formation of positive perception than BES. In addition, the relationship between PP and PI is clearly visualized, emphasizing the mediating role of PP in this study.

**Table 2.** Outer Loading Matrix

	Branded Entertainment Series	Purchase Intention	Non-Promotional Educational Content	Positive Perception
BES 1	0.769			
BES 2	0.806			

BES 3	0.716
BES 4	0.858
BES 5	0.849
BES 6	0.807
PP 1	0.888
PP 2	0.906
PP 3	0.827
PP 4	0.846
NPEC 1	0.786
NPEC 2	0.824
NPEC 3	0.769
NPEC 4	0.789
NPEC 5	0.892
NPEC 6	0.892
PP 1	0.873
PP 2	0.818
PP 3	0.815
PP 4	0.84

The results of the validity analysis indicate that all indicators have outer loading values above 0.7, thus meeting the criteria for convergent validity (Table 2). For instance, indicators BES1 to BES6 show loading factors ranging from 0.716 to 0.858, demonstrating that each indicator consistently measures the branded entertainment series construct. The same applies to other variables, such as non-promotional educational content, positive perception, and purchase intention

**Table 3.** Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
<b>Branded Entertainment Series</b>	0.889	0.9	0.915	0.643
<b>Purchase Interest</b>	0.89	0.895	0.924	0.752
<b>Non-Promotional Educational Content</b>	0.907	0.912	0.928	0.684
<b>Positive Perception</b>	0.859	0.868	0.903	0.7

Results and Discussions contain results obtained by author during the research activities. The results of the research submitted in advanced as whole which continues by doing the discussion. The discussions are presented systematically from general to the specific. The data can be presented with tables or figures. Results and discussions must also interconnect with theory that used. Avoid excessive use of citations and discussion of published literature.

**Table 4.** Path Coefficient List

	Path coefficients
<b>Branded Entertainment Series → Purchase Interest</b>	0.561
<b>Branded Entertainment Series → Positive Perception</b>	0.165
<b>Non-Promotional Educational Content → Purchase Interest</b>	0.301
<b>Non-Promotional Educational Content → Positive Perception</b>	0.629

Path coefficient analysis indicates that branded entertainment series has a significant effect on purchase intention, with a coefficient value of 0.561, while its effect on positive perception is recorded at 0.165. Non-promotional educational content shows a significant influence on purchase intention (0.301) and demonstrates a stronger effect on positive perception, with a coefficient value of 0.629 (Table 4).

**Table 5.** R-square

	R-square	R-square adjusted
<b>Purchase Intention</b>	0.64	0.634
<b>Positive Perception</b>	0.568	0.561

The R-Square value indicates that positive perception is explained by the variables branded entertainment series and non-promotional educational content by 56.8% ( $R^2 = 0.568$ ). Meanwhile, purchase intention is explained by both independent variables by 64% ( $R^2 = 0.64$ ). These values indicate that the model has a good predictive power in explaining the variation in positive perception and purchase intention among the respondents (Table 5).

**Table 6.** f-square list

	f-square
<b>Branded Entertainment Series → Minat Pembelian</b>	0.45
<b>Branded Entertainment Series → Persepsi Positif</b>	0.033
<b>Non-Promotional Educational Content → Minat Pembelian</b>	0.13
<b>Non-Promotional Educational Content → Persepsi Positif</b>	0.472

The F-squared effect size illustrates the contribution of each independent variable to the dependent variable. Branded entertainment series has a large effect on purchase intention ( $f^2 = 0.45$ ) and a small effect on positive perception ( $f^2 = 0.033$ ). Conversely, non-promotional educational content has a large effect on positive perception ( $f^2 = 0.472$ ) and a moderate effect on purchase intention ( $f^2 = 0.13$ ) (Table 6).

After processing the data using the PLS-SEM method with SmartPLS 4 software, the study yielded findings regarding the relationships among the variables tested through the research hypotheses. Each hypothesis was analyzed based on the path coefficient values and levels of significance. The following outlines the results of hypothesis testing, starting from the influence of branded entertainment series (BES) and non-promotional educational content (NPEC) on positive perception (PP) and purchase intention (PI), to the mediating role of PP within the research model.

- H1: Branded entertainment series has a positive effect on positive perception.**  
 The analysis shows that branded entertainment series has a positive effect on positive perception with a path coefficient of 0.165. Although statistically significant, the effect size is relatively small, suggesting that BES alone is insufficient to build a strong positive perception without the support of other elements.
- H2: Branded entertainment series has a positive effect on purchase intention.**  
 The effect of BES on purchase intention is significant, with a path coefficient of 0.561. This confirms that entertainment-based content successfully captures Generation Z's attention and directly influences their purchase decisions.
- H3: Non-promotional educational content has a positive effect on positive perception.**  
 Non-promotional educational content has a significant positive effect on positive perception, with a path coefficient of 0.629. This indicates that NPEC is highly effective in fostering consumer trust and creating a favorable brand image.
- H4: Non-promotional educational content has a positive effect on purchase intention.**  
 NPEC also shows a significant effect on purchase intention, with a path coefficient of 0.301. This finding suggests that educational content, even without direct promotional elements, can enhance consumers' willingness to buy.
- H5: Positive perception has a positive effect on purchase intention.**  
 The analysis reveals that positive perception significantly influences purchase intention, affirming that building a favorable perception of the brand is a crucial step toward enhancing consumer buying intent.

Thus, the study confirms that one hypothesis (H1) is rejected, while the remaining hypotheses (H2, H3, H4, H5, H6, H7, and H8) are accepted. The findings indicate that branded entertainment series (BES) and non-promotional educational content (NPEC) significantly influence both positive perception (PP) and purchase intention (PI). However, the direct influence of BES on PP is weak and not statistically significant, leading to the rejection of H1. Conversely, NPEC has a

strong and significant effect on PP, and both BES and NPEC are proven to significantly impact PI. Additionally, PP is confirmed to act as a mediating variable in the relationship between BES, NPEC, and PI. These findings underscore the importance of NPEC in fostering positive perception, as well as the effectiveness of BES in driving purchase intention. The results of the model testing using PLS-SEM with SmartPLS 4 software are presented in Tables 2–6.

Overall, this study reveals that non-promotional educational content exerts a stronger influence on positive perception, while branded entertainment series more directly affects purchase intention. The combination of both strategies is effective in fostering positive perception and enhancing purchase intention among Generation Z, particularly on the TikTok platform. These findings provide valuable insights for advertisers and content creators in designing relevant and data-driven marketing strategies to engage the Gen Z audience.

## 4.2 DISCUSSION

The results of this study indicate that branded entertainment series (BES) has a significant influence on purchase intention, although its effect on positive perception is relatively weaker. The path coefficient of BES on purchase intention is 0.561, suggesting that entertainment content integrated with brand messaging is effective in capturing audience attention and enhancing purchase intention, particularly on platforms like TikTok, which are widely used by Generation Z. This finding aligns with Wavemaker (2022), which noted that branded entertainment holds substantial potential in strengthening brand-consumer relationships through entertainment elements, although a deeper approach is required to shape a strong positive brand perception.

On the other hand, non-promotional educational content (NPEC) demonstrates a much stronger impact on positive perception, with a path coefficient of 0.629. NPEC also significantly influences purchase intention (0.301), though its primary strength lies in shaping positive perception. This indicates that educational content without direct promotional elements has greater appeal, especially among younger audiences like Generation Z, who tend to value content that provides added value rather than overt advertising. This finding is consistent with research by Influencer Marketing Hub (2024), which stated that educational and informative content fosters greater brand trust compared to purely entertainment-based content.

Positive perception is proven to be a significant mediating variable between BES, NPEC, and purchase intention. This supports the brand attitude theory proposed by Keller (2003), which suggests that favorable brand perception influences consumers' purchase intentions. Therefore, while BES effectively stimulates immediate purchase interest, fostering long-term consumer relationships requires a focus on enhancing positive brand perception through relevant and authentic content.

## 5. CONCLUSION

This study aims to examine the influence of branded entertainment series (BES) and non-promotional educational content (NPEC) on positive perception and purchase intention among Generation Z in the Greater Bandung area. Based on the findings, it can be concluded that both types of content have a significant impact on purchase intention, albeit with varying intensities.

Branded entertainment series was found to have a positive influence on purchase intention, with a path coefficient of 0.561. However, its effect on positive perception was relatively weak (0.165). This indicates that although BES is effective in increasing purchase interest, it is insufficient to build a strong positive perception of the brand unless supported by other factors, such as content relevance and audience engagement. Conversely, non-promotional educational content exhibited a stronger effect on positive perception (0.629) and also had a significant influence on purchase intention (0.301). Non-promotional educational content proved effective in generating brand trust and credibility qualities highly valued by Generation Z, who tend to seek content that provides added value without appearing overtly promotional.

Furthermore, positive perception was shown to act as a mediating variable between BES, NPEC, and purchase intention. This confirms that establishing a positive brand image is a crucial step in increasing purchase intention, as explained in Keller's (2003) brand attitude theory. This study suggests that brands should consider integrating both BES and NPEC in their marketing strategies, as these content types play complementary roles in fostering stronger consumer relationships, particularly on social media platforms like TikTok, which are widely popular among Generation Z.

## RECOMMENDATIONS

Based on the findings of this study, several strategic recommendations can be proposed to help brands effectively engage Generation Z through digital content marketing. These recommendations aim to enhance both purchase intention and positive brand perception:

1. Combine Entertainment and Educational Content

Brands should adopt a hybrid content strategy that integrates Branded Entertainment Series (BES) to drive purchase

- intention and Non-Promotional Educational Content (NPEC) to build positive brand perception. This approach leverages the strengths of both content types to effectively engage Generation Z.
2. **Prioritize Authentic and Value-Driven Messaging**  
Given that positive perception significantly mediates purchase intention, marketers should focus on delivering authentic, informative, and non-intrusive messages. Generation Z values content that provides meaningful insights rather than overt promotion.
  3. **Leverage TikTok's Platform-Specific Strengths**  
As TikTok is highly popular among Generation Z, brands are encouraged to tailor content to match the platform's dynamics—such as short-form videos, storytelling, and user interaction—to maximize reach and engagement.

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## AUTHOR'S CONTRIBUTIONS

All authors discussed the results and contributed to from the start to final manuscript.

## CONFLICT OF INTEREST

The authors declare that they have no competing interests.

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