

## THE ROLE OF SOCIAL MEDIA MARKETING AND CONSUMER EXPERIENCE AS A RESULT OF CUSTOMER BEHAVIOR

**Diana Fajarwati**

Esa Unggul University, Jakarta, Indonesia  
Corresponding Email: diana.f@esaunggul.ac.id

**Achmad Difa Pratama**

Esa Unggul University, Jakarta, Indonesia  
Email : achmadp73@gmail.com

**Jul Aidil Fadli**

Esa Unggul University, Jakarta, Indonesia  
Email : jul.fadli@esaunggul.ac.id

**Puji Astuti**

Esa Unggul University, Jakarta, Indonesia  
Email : puji.astuti@pmi.or.id

### **Abstract**

*This study highlights the important role of social media marketing activity (SMMA) and customer experience (CX) in shaping customer relationship quality on TikTok social media, with the aim of investigating the influence on customer relationship quality, and how this influence impacts purchase intention, loyalty intention, and participation intention. This study involved 504 respondents who were TikTok Shop users who had certain criteria using an online survey to measure six main variables through 47 statements. With this, the research developed a framework with the PLS-SEM method using SmartPLS. The results of this study show that all hypotheses are accepted and have a positive influence which indicates that consumer behavior, especially loyalty intention, has a high effect. good relationship quality increases loyalty intention because of trust, satisfaction, and transparent communication. SMMA and CX also play a role in influencing relationship quality by providing information and interactive content, and improving relationship quality. This research provides insight to companies regarding the potential of "TikTok" as a marketing channel to support sustainable business growth with marketing strategies that promote positive customer behavior by providing opportunities for marketers to develop strategies that focus more on visual creativity and marketing strategies through short videos, where Tiktok Shop can increase brand awareness and purchase intention can have a positive impact on marketing activities, increase brand awareness.*

**Keywords:** Social media marketing activity (SMMA), customer experience, loyalty intention, tiktok

### **INTRODUCTION**

Social Media Marketing Activity (SMMA) has a role in creating good relationship quality (S. C. Chen & Lin, 2019) and influences customer experience (CX) on the relationship quality (Rajaobelina, 2017). (Rajaobelina, 2017). The integration of SMMA and CX in the context of social media marketing is an important step. Managing Social Networking Sites (SNS) content based on what builds customer experience is a

necessary action, as CX has become a significant predictor. Through SMMA and CX, a strong relationship can be formed between customers and companies, which will ultimately affect customer behavior. Achieving good relationship quality is the main goal in relational marketing (Tajvidi et al., 2018) and has the potential to reduce efforts and costs by retaining existing customers (Tsai & Huang, 2007). (Tsai & Huang, 2007). Moreover, the role of social media as a source of consumer product information is increasingly significant, replacing the role of traditional media. Therefore, managing relationship quality is very important because a good relationship between customers and companies can increase customers' willingness to purchase, become loyal customers, and participate in company programs.

Purchase intention is influenced by trust and is related to trust in the seller. Trust is very important to make buyers use the services and products offered. This is certainly related to the desire to repurchase an item. What needs to be underlined is that commitment grows starting with strong trust in a seller. The last relationship quality is assessed based on satisfaction with the service, product, or price offered by the seller (Rahayu et al., 2017). Brand loyalty intention refers to the habit of consumers to continue buying services or products from a particular brand. Therefore, companies strive to build positive relationships with customers because they believe that good relationships will ultimately result in customer loyalty (Choi et al., 2017). (Choi et al., 2017). Participation intention highlights the role of factors that influence them to remain active in online brand communities after initially joining. In contrast to previous research which focuses more on the continued use of SNSs whose use influences an individual's intention to continue to participate in such communities (S. C. Chen & Lin, 2019).

Companies or anyone who wants to utilize social media as a marketing channel must provide marketing services, techniques, strategies, and designs that demonstrate social engagement and meet the characteristics of the community. (Ruangkanjanases et al., 2020). Marketing content on SNSs should not only focus on commercial aspects, but should also have a social dimension and facilitate active interaction between users (Ko, 2018). (Ko, 2018) which will result in deep communication and good relationships between them (Wang et al., 2016). (Wang et al., 2016). Creating marketing content on SNSs is challenging for companies as they need to be able to customize the content to customers' personal preferences or community preferences. Therefore, companies should choose the right marketing content to strengthen strong relationships, which in turn will drive customer behavior that contributes to the company's sustainable performance.

In previous research, various SNSs such as Instagram and Facebook were investigated to explore the impact of SMMA and CX on customer engagement. The engagement was measured through the concept of relationship quality. In addition, the study also investigated the effect on customers' purchase intention, loyalty intention, and participation intention in social commerce activities. (Wibowo et al., 2021). Currently, the SNS platform "TikTok" has become one of the main choices of consumers in Indonesia, especially in the Jabodetabek area, as a social media of

interest. This is due to the fact that some marketers have started utilizing "TikTok" as a marketing tool. Meanwhile, other studies only provide information regarding the impact of SMMA and CX on specific products (Duta, 2022).

Through this gap, this study will re-model existing research with a focus on the use of the SNS platform "TikTok" in response to research developments. The main objective is to provide a more comprehensive understanding of the research model that investigates the influence of SMMA and CX on customer relationship quality, as well as how this influence impacts purchase intention, loyalty intention, and participation intention of customers in SNS activities. Furthermore, this research will provide insights for companies to decide whether "TikTok" is the right marketing tool for them. Research by (Abbas et al., 2019) shows that the use of SNS marketing platforms by companies can measure and stimulate sustainable business performance. Furthermore, SNS is an important factor in the context of a sustainable marketing strategy that supports the development of positive customer behavior.

## **LITERATURE REVIEW**

### **Social Media Marketing Activity**

SMMA activities are actions performed within an SNS environment. SNSs are described as online programs, platforms, or media that allow people to interact, cooperate, or share content. (M. Haikal Sultana Abdullah & Aekram Faisal, 2022).. Based on the analysis conducted by (S. C. Chen & Lin, 2019) It was found that SMMA activities directly impact purchase intention, loyalty intention, and participation intention. SNS marketing is a process in which companies utilize SNS platforms to create, communicate, and deliver marketing offers online, with the aim of building and maintaining relationships between consumers and brands that can increase value for business owners. (Felix et al., 2017).

### **Consumer Experience**

(Zare & Mahmoudi, 2020) CX is the result of a combination of emotional or rational perceptions of customers when interacting directly or indirectly. CX basically creates customer satisfaction through the experience felt by the customer. CX is an important framework for managers in identifying and taking action to improve the company's competitive position. (Keiningham et al., 2020). Experiences with products or services offered online are often considered less satisfying due to the lack of direct communication with service personnel and limited face-to-face interaction. (McLean & Wilson, 2016). However, companies need to create stimuli that encourage consumers to engage in online experiences, such as providing clear information to customers, providing perceived benefits, and ensuring ease of use. (Rose et al., 2011).

### **Relationship Quality**

Relationship quality, according to (Dorai et al., 2021) is an overall assessment of the strength of a relationship. On the other hand, (Udaya & Gusmawan, 2020) describes relationship quality as a person's view or perception related to the extent to which expectations, predictions, desires, and goals are met in a relationship. The results of research conducted by (Mitang et al., 2020) shows that having a good relationship quality with customers has a significant impact. Therefore, it is important for companies to build good relationships with all their customers, with the aim of making consumers feel comfortable. This will help create a positive relationship between sellers and buyers. In a study conducted by (Liang et al., 2011) (Liang et al., 2011), relationship quality was measured by three dimensions, namely commitment, customer trust, and customer satisfaction.

### **Implementation of Customer Behavior**

Customer behavior is the way a person makes decisions in utilizing their resources, such as time, money, energy, and effort. Understanding customer behavior is a complex task because it is influenced by many interconnected factors. Therefore, the marketing strategy implemented by the company must be carefully thought out and consider all the factors at play. Factors that influence consumer behavior involve cultural elements, social aspects, individual characteristics, and psychological aspects. (Suhartopo & Waluyo, 2020). The application of customer behavior consists of three dimensions, namely purchase intention, loyalty intention, and participation intention. These three customer behavior variables are influenced by the relationship quality between customers and companies established through social media. (Wibowo et al., 2021).

Purchase intention is the desire to buy a product or service in the future, which is influenced by information and company advantages in social media marketing. This intention arises after consumers see the product and is influenced by various factors such as behavior, perception, and lifestyle. Indicators include transactional, referential, preferential, and exploratory interests. (Mahyuzar, 2022). Loyalty intention is a consumer's commitment to continue to buy or subscribe to products from a preferred brand consistently in the future, even if there is a potential influence from competitors that can encourage consumers to switch brands. (Anggara & Ratnasari, 2022). Participation intention is defined as the level of consumer involvement in discussions, programs, or events held by companies after they have seen marketing materials. It also reflects the desire to take part in company activities aimed at providing advice or recommendations regarding products and services. (Yunita & Syah, 2023).

### **Relationship between Social Media Marketing Activity, relationship quality, customer experience, loyalty intention, and participation intention.**

The five variables in this article, which include social media marketing activity, relationship quality, customer experience, loyalty intention, and participation intention form five relationships with each other. For ease of

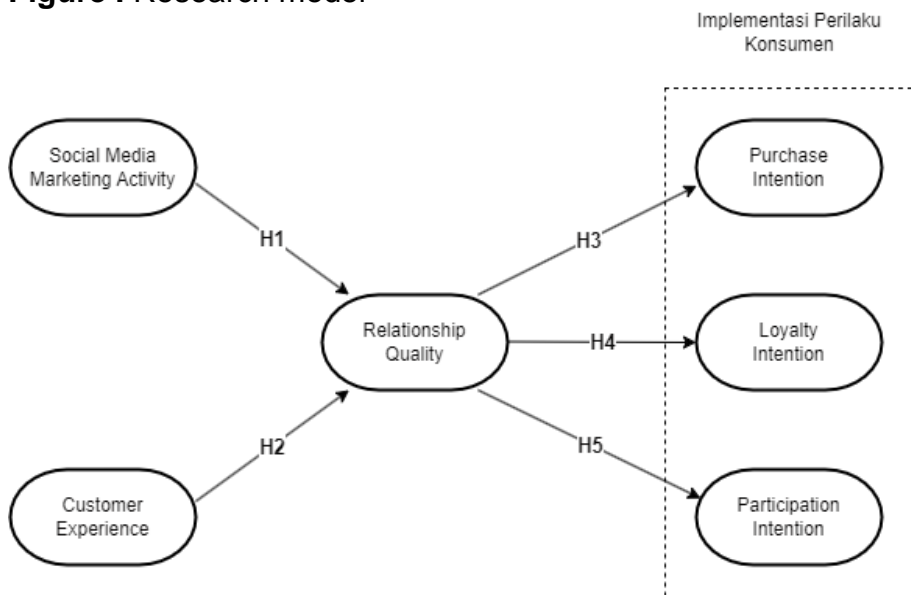
explanation, the nine relationships are presented in tabular form (see table 1) below:

**Table 1** Relationship between variables

Variables	Relationship between variables	Empirical evidence from previous research
Social media marketing activity and relationship quality	Relationship quality has a positive effect on relationship quality	(Dwivedi et al., 2021); (Haque & Mazumder, 2020) (Zhan et al., 2016)
Customer experience and relationship quality	Customer experience has a positive effect on relationship quality	((Rajaobelina, 2017) (Fernandes & Pinto, 2019).
Relationship quality and Purchase intention	Relationship quality has a positive effect on relationship quality	(C. C. Chen & Chang, 2018; Giovanis et al., 2015; Hajli, 2014; Oliveira et al., 2017; Ruswanti et al., 2019)
Relationship quality and loyalty intention	Relationship quality has a positive effect on loyalty intention	(Zhang et al., 2016;Choi et al., 2017).
Relationship quality and participation intention	Relationship quality has a positive effect on participation intention	(Agag & El-Masry, 2016; Liang et al., 2011; Wibowo et al., 2021)

Based on table 1, the research model in this study is as follows:

**Figure 1** Research model



## RESEARCH METHOD

In this research, quantitative methods are used to collect and analyze data and test conceptual. This research uses an online survey to collect data from respondents by distributing questionnaires to respondents. The method used to collect sample data is an online self-assessment questionnaire survey using Google Form from August 2023 to October 2023

with the criteria of age over 17 years, TikTok Shop users for more than 3 months, and shopping at TikTok Shop more than 3 times in 1 month. The number of successful respondents was 504 respondents who had experience in using social commerce. There are 6 variables, in the SMMA variable measured by 11 statements adopted from (Kim & Ko, 2012). (Kim & Ko, 2012) & (S. C. Chen & Lin, 2019). The CX variable is measured using 10 statements adopted from & (Hsu & Tsou, 2011). (H. Y. Hsu & Tsou, 2011) & (S. C. Chen & Lin, 2015). Relationship quality variables obtained from (Bonsón Ponte et al., 2015), (Lu et al., 2016) & (Oliveira et al., 2017) which consists of 12 statements. Customer behavior from the dimensions of purchase intention, loyalty intention, and participation intention for each measuring customer behavior items consisting of 3 items. For the purchase intention variable, it is measured using 4 statements adapted from (Hsu & Lin, 2015). (C. L. Hsu & Lin, 2015), (Ali, 2016) & (C. C. Chen & Chang, 2018). The loyalty intention variable is measured using 4 statements adapted from (Zhang et al., 2016) & (Choi et al., 2017). And finally, the participation intention variable is measured using 6 statements obtained from (Liang et al., 2011), (Hajli, 2014) & (S. C. Chen & Lin, 2019).

There are three main analyses in the measurement model, namely 1) measurement model test which evaluates the validity and reliability of the instrument, 2) goodness of fit which measures the extent to which the statistical model fits the data, and adjusted R<sup>2</sup> which provides an accurate measure of the variability that can be explained by the regression model. In addition, 3) the significance test of the path coefficients in the structural model is used to determine whether the relationship between variables has statistical significance. Testing Validity and reliability tests are assessed by looking at the AVE (Average Variance Extracted) value. If the AVE value exceeds 0.5, then the factor analysis is considered valid. Convergent validity tests measure the extent to which similar variation exists among indicators of the same construct, while discriminant validity tests evaluate the differences between those constructs and the extent to which they differ from other constructs that do not measure the same thing.

## RESULTS AND DISCUSSION

Based on the online distribution of questionnaires, data from 105 respondents were collected, with 69.5% (73 respondents) being female and 30.5% (32 respondents) being male. The occupational distribution included 19 students, 37 private employees, 15 civil servants, 27 entrepreneurs, and 7 individuals with professions outside the specified categories. The majority of respondents fell in the age range of 25-30 years, accounting for 29.5% (31 people). Furthermore, respondents with a high school/vocational high school education status comprised the dominant group, with 35.2% (37 people), and monthly expenses of ≤ Rp. 3,000,000-, constituting 60% (63 people). The detailed demographic analysis data of respondents is available in Appendix 4.

In terms of convergent validity, the outer loading value of each item in each variable exceeds 0.5, confirming the validity of each item within each variable. The researchers also employed discriminant validity, and the Root value of Average Variance Extracted (AVE) for each variable was found to be greater than 0.5, indicating the validity of each item in all variables. Additionally, the composite reliability test showed that the Cronbach's alpha value for each item in each variable surpassed 0.7, signifying the reliability of each item within each variable. This comprehensive evaluation ensures the validity and reliability of the items and variables in the study.

**Table 2.** Results of Hypothesis-testing

	Hypothesis	Coefficient	T Statistics	P Values	Conclusion
SMMA → Relationship Quality	H1	0,565	12,411	0,000	Accepted
CX → Relationship Quality	H2	0,186	3,860	0,000	Accepted
Relationship Quality → Purchase Intention	H3	0,668	20,730	0,000	Accepted
Relationship Quality → Loyalty Intention	H4	0,687	21,575	0,000	Accepted
Relationship Quality → Participation Intention	H5	0,629	18,691	0,000	Accepted

**Note:** t-table score = 1.96,  $\alpha = 0.10$

SMMA can influence consumer relationship quality in many positive ways. Enabling brands to interact directly with consumers, SMMA creates emotional engagement, and builds two-way communication. Content personalization, consumer feedback, and involvement in the community can improve relationship quality. In the third question item on the SMMA variable, where consumers recommend products purchased at tiktok shop to others, it has the most significant outer loading results. Because recommending products can improve relationship quality with brands through emotional involvement. By recommending, consumers create trust, feel a stronger connection with the brand, and identify with the brand. Group and community influence, positive experiences, word-of-mouth marketing, brand endorsement, and influence on purchase decisions all contribute to

increased relationship quality. It is important to maintain authenticity in recommending products to build genuine and positive relationships.

CX stimulates consumers to be interested in brand content and makes them respond emotionally and increase their curiosity about the brand where CX can affect the cognitive and affective of consumers, which can increase consumer brand engagement. CX becomes a performance measurement tool, helping brands to understand customer needs and continuously improve to strengthen positive long-term relationships. In the third question item on the CX variable where consumers see interesting content that can build or improve mood because the content displayed is creative, stimulates direct involvement, and interaction through challenges or activities that improve relationships with customers. Transparency, authenticity, and the presence of educational or entertaining content can reinforce trust. The use of music and visual effects, along with duet and share features, can increase appeal and trigger positive word-of-mouth. Relevant and well-prepared content helps create a professional impression, which overall improves the quality of the relationship between consumers and brands on TikTok Shop.

Good service can create relationship quality with customers through various reasons. Satisfactory service increases customer satisfaction, builds trust, and creates emotional engagement. In addition, responsive service and effective problem solving can increase customer loyalty. Open communication, memorable experiences, and positive feedback also contribute to the formation of positive and sustainable relationships. Overall, good service creates a strong foundation for a healthy and mutually beneficial relationship between companies and customers. This is in accordance with the results of significant outer loading on the twelfth question item on the relationship quality variable.

Relationship quality is assessed from various aspects, one of which is consumer satisfaction, a situation where consumers are satisfied with the product and consumers feel that buying at TikTok shop is a good thing, and it is guaranteed and provides very helpful service so that it can lead to purchase intention, loyalty intention, and participation intention which will increase brand awareness, this research is in line with that conducted by (Anastasiei & Dospinescu, 2017) A good experience can fulfill the characteristics or identity of consumers so that marketing goals to create a brand image are achieved.

This research is in line with that conducted by (Wibowo et al., 2021) SMMA and good CX can stimulate relationship quality. Therefore, CX is an important factor for relationship quality because consumers who feel happy

because the brand provides its products exceed their expectations which will have an impact on consumer satisfaction. (Rajaobelina, 2017). Other research conducted by (S. C. Chen & Lin, 2019) also found that relationship quality is related to SMMA because higher satisfaction with a brand will have a positive impact on purchase intention, loyalty intention, and participation intention.

Purchase Intention can be formed with a strong relationship quality, because consumers will always feel connected to the brand and will choose the brand in determining the purchase decision. Strong relationships enable a better understanding of customer needs, facilitate effective communication, and create a positive user experience. In a competitive market, good relationships can differentiate brands and influence customer perceptions, increase purchase intentions and build positive feedback. Thus, relationship quality is not only a supporting factor, but also an important foundation for stimulating customer purchase intention.

In the second question item on the purchase intention variable where consumers consider making repeat purchases with significant outer loading results, so that relationship quality in the context of TikTok shop can encourage consideration of buying products in the future. Factors such as built trust, positive service and experience, emotional involvement, customer loyalty, positive feedback and brand reputation, effective communication, and consideration of value and benefits all create a positive bond between customers and brands. As a result, customers tend to consider buying products from tiktok shop again, driven by a satisfying experience and a strong relationship with the brand.

High trust and satisfaction from previous experiences influence purchase intention, with consumers likely to believe they will get the desired value and consider buying from the brand again. In addition, a strong emotional attachment to the brand creates high loyalty, allowing consumers to choose the brand consistently. A satisfying customer experience also strengthens the sense of loyalty as consumers feel valued by the brand.

Relationship quality on loyalty intention highlights the close relationship between the two concepts. Established trust, customer satisfaction, emotional engagement and ongoing support from the brand are key elements that influence loyalty intention. Positive feedback and good brand reputation also contribute to the formation of loyalty intention, while perceived long-term value and benefits play an important role in maintaining a strong relationship. Overall, relationship quality not only creates a connection between the customer and the brand, but also becomes a major factor that shapes the customer's intention to remain loyal in the long term.

In the second question item on the loyalty intention variable where consumers recommend to others to buy the products offered at the tiktok shop with significant outer loading results, the role of relationship quality plays an important role in encouraging customers to recommend products from tiktok shop to friends and relatives. Built trust, shared positive experiences, emotional involvement, increased loyalty, positive word-of-mouth, personalized consideration, and ongoing support and relationships are key elements that shape the intention to provide positive recommendations. Overall, relationship quality creates a strong foundation for word-of-mouth marketing, where customers feel emotionally connected and want to share their positive experiences with those closest to them.

Good relationships with brands tend to encourage consumer involvement in various brand activities, such as loyalty programs or special events, while also allowing consumers to provide input and constructive feedback to continuously improve products or services. relationship quality on participate intention has a significant impact. Good relationships create emotional engagement, build trust and support, and provide positive experiences. Customers who feel connected to the brand tend to have a high intention to participate in various brand activities and initiatives. A positive influence is also seen through word-of-mouth, with satisfied and engaged customers more likely to share their positive experiences.

Overall, relationship quality not only builds loyalty, but is also the main driver for creating a strong intention to actively participate in brand activities. In the fifth question item on the participate intention variable where consumers share experiences and give advice to the closest person who wants to buy at the TikTok shop with significant outer loading results, the role of relationship quality in the context of TikTok Shop can encourage customers to share experiences and give advice to the closest person when they plan to buy. Built trust, shared positive experiences, emotional engagement, increased loyalty, positive word-of-mouth, willingness to help, personalized consideration, and support from the brand are all key elements that motivate customers to share positive information with friends. Overall, relationship quality creates the impetus to become a brand advocate by providing recommendations that are personal and convincing.

As one aspect of relationship quality, it has a positive influence on purchase intention (Bonsón Ponte et al., 2015). (Bonsón Ponte et al., 2015), (Lu et al., 2016) & (Oliveira et al., 2017) while satisfaction also has a significant effect on purchase intention (C. L. Hsu & Lin, 2015), (Ali, 2016) & (C. C. Chen & Chang, 2018). (Stiawan & Rahmat Syah, 2017) explains that purchase intention reflects the extent to which a person intends to buy a product. Purchase intention also reflects a person's readiness to make a

purchase. Purchase intentions are related to the actual act of buying. Advertising will encourage customers to achieve awareness, knowledge, interest, preference, and purchase. (Ruswanti et al., 2019). Furthermore, customer loyalty is an important result in describing the good relationship between the company and the customer (Zhang et al., 2016). (Zhang et al., 2016) & (Choi et al., 2017). In addition, customer interaction through virtual or physical channels will also affect long-term customer loyalty. (Ho & Wang, 2020). Customers' intentions to share experiences, knowledge, and information about specific products and services, as well as participate in company events, discussions, or programs, are characteristics of social commerce. This study found that customers' intention to participate in social commerce is influenced by Relationship Quality between the company and the customer (Liang et al., 2011). (Liang et al., 2011) & (Hajli, 2014).

By understanding that optimal SMMA and CX have an important role in stimulating relationship quality, this study aligns the findings with the concepts found by (Wibowo et al., 2021). The results of this study are in line with previous research showing that good relationship quality can be generated through effective SMMA and CX. Similar findings were also found in research conducted by (S. C. Chen & Lin, 2019) which confirms that relationship quality directly correlates with consumer satisfaction with the brand, has a positive impact on purchase intention, loyalty intention, and participation intention.

In this context, it can be concluded that a marketing strategy that focuses on interactive content on social media, which is informative, relevant to consumers' interests and needs, has great potential to build and strengthen relationships between brands and consumers. SMMA that is informative and inspires trust in the brand can create high relationship quality, which in turn increases the value perceived by consumers towards a product or brand. Therefore, it is important to understand that building strong relationships with consumers through SMMA and CX is not only a successful marketing strategy, but also a long-term investment in creating added value for brands.

## CONCLUSION

This study discusses consumer behavior at Tiktok Shop with average respondents in Jabodetabek, using SMMA and CX variables which are influenced by relationship quality which can build consumer behavior. The overall hypothesis results show that consumer behavior, especially loyalty intention, has a high influence in this study where the better the relationship quality, the more the results of loyalty intention given by consumers will increase for several reasons such as strong trust, consistent satisfaction, and open and transparent communication will affect ongoing loyalty.

Likewise, in purchase intention where relationship quality is built strongly to increase positive experiences, consistency, and rewards and incentives, as explained when a good relationship will create purchase intention. Then participation intention which involves the emotional role of consumers, a sense of belonging, and feeling connected, getting good service and a satisfying experience by building good interactions can strengthen consumer relationships that will create purchase intention and sustainable loyalty intention.

This is also influenced by the results of a good relationship on relationship quality where SMMA and CX are influencing variables. SMMA has positive hypothesis results on relationship quality, especially for Tiktok Shop users, because SMMA can offer information needed by Tiktok Shop users, provide trendy content, and be interactive with fellow consumers or with brands and consumers. And CX also affects relationship quality because the better CX will improve relationship quality.

In terms of CX, TikTok Shop brings a greater aspect of entertainment and authenticity. Consumers can see products in action, gain insights into how to use, and experience different atmospheres through videos. In addition, the ability to directly interact with brands or content creators through comments or messages can increase consumer engagement and strengthen brand relationships with consumers. However, while this phenomenon brings positive potential, it is also important to consider transparency of product information, transaction security, and providing an easy experience for consumers to shop. Consumers also get a more immersive shopping experience, seeing product demonstrations in short videos and easily navigating to the purchase page, consumer and brand interactions can be created which will increase consumer engagement.

The managerial implications of this study conclude that the company's efforts in ensuring customer loyalty must be through the right marketing strategy by utilizing SMMA and CX to improve relationship quality with the aim of making consumers loyalty because it has a very important role where it has a very high long-term value, low marketing costs, positive recommendations from consumers, and has stable competitiveness and has a very deep relationship with the brand. But besides that, companies must also see where aspects of purchase intention and participation intention also affect each other. First, managerial utilizes Tiktokshop as an SMMA tool to communicate and introduce a product.

Managers need to understand that the effectiveness of SMMA depends not only on the creativity of the campaign, but also on how its content builds consumer trust. Managing the consumer experience should be a key focus, with special attention to interactivity and customer service quality. Improving relationship quality requires a personalized approach and responsiveness to consumer feedback. In addition, managers should look at how these aspects influence each other. Monitoring relevant performance metrics, listening to consumer feedback, and responding quickly to TikTok Shop market dynamics will be key in guiding managerial decisions to improve these outcomes. Companies should focus on maintaining quality

customer relationships as it is proven to increase loyalty intention, purchase intention, and participation intention.

The limitation of this study lies in its focus only on social media marketing through TikTok. Future research is expected to involve other platforms and add variables such as brand awareness, consumer satisfaction, word of mouth or as well as mediating factors such as consumer trust or brand trust. Other factors such as cultural values, country of origin, perceived brand quality, and economic conditions may affect the results of the study, especially in different regions with various social, economic, and cultural factors.

But the phenomenon of shopping at Tiktok shop can provide opportunities for marketers to develop strategies that focus more on visual creativity and marketing strategies through short videos, where Tiktok Shop can increase brand awareness and purchase intention can have a positive impact on marketing activities, increase brand awareness.

## DAFTAR PUSTAKA

- Abbas, J., Mahmood, S., Ali, H., Raza, M. A., Ali, G., Aman, J., Bano, S., & Nurunnabi, M. (2019). The effects of corporate social responsibility practices and environmental factors through a moderating role of social media marketing on sustainable performance of business firms. *Sustainability (Switzerland)*, 11(12). <https://doi.org/10.3390/SU11123434>
- Agag, G., & El-Masry, A. A. (2016). Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: An integration of innovation diffusion theory and TAM with trust. *Computers in Human Behavior*, 60, 97–111. <https://doi.org/10.1016/j.chb.2016.02.038>
- Ali, F. (2016). Hotel website quality, perceived flow, customer satisfaction and purchase intention. *Journal of Hospitality and Tourism Technology*, 7(2), 213–228. <https://doi.org/10.1108/JHTT-02-2016-0010>
- Anastasiei, B., & Dospinescu, N. (2017). Facebook Advertising: Relationship Between Types of Message, Brand Attitude and Perceived Buying Risk. *Analele Universității Constantin Brâncuși Din Târgu Jiu : Seria Economie*, 1(6), 18–26.
- Anggara, A. K. D., & Ratnasari, R. T. (2022). Pengaruh Store Attribute terhadap Customer Experience dan Brand Loyalty. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 9(3), 379–387. <https://doi.org/10.20473/vol9iss20223pp379-387>
- Bonsón Ponte, E., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management*, 47, 286–302. <https://doi.org/10.1016/j.tourman.2014.10.009>

- Chen, C. C., & Chang, Y. C. (2018). What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness. *Telematics and Informatics*, 35(5), 1512–1523. <https://doi.org/10.1016/j.tele.2018.03.019>
- Chen, S. C., & Lin, C. P. (2015). The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study. *Technological Forecasting and Social Change*, 96, 40–50. <https://doi.org/10.1016/j.techfore.2014.11.011>
- Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140(November 2018), 22–32. <https://doi.org/10.1016/j.techfore.2018.11.025>
- Choi, Y. G., Ok, C. M., & Hyun, S. S. (2017). Relationships between brand experiences, personality traits, prestige, relationship quality, and loyalty: An empirical analysis of coffeehouse brands. *International Journal of Contemporary Hospitality Management*, 29(4), 1185–1202. <https://doi.org/10.1108/IJCHM-11-2014-0601>
- Dorai, S., Balasubramanian, N., & Sivakumaran, B. (2021). Enhancing relationships in e-tail: Role of relationship quality and duration. *Journal of Retailing and Consumer Services*, 58(August 2020), 102293. <https://doi.org/10.1016/j.jretconser.2020.102293>
- Duta, G. L. (2022). *PENGARUH SOCIAL MEDIA MARKETING TIKTOK DAN ONLINE CONSUMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN PRODUK JINISO (Studi Kasus pada Mahasiswa Pengguna TikTok di Indonesia)*. 8.5.2017, 2003–2005.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59(May), 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118–126. <https://doi.org/10.1016/j.jbusres.2016.05.001>
- Fernandes, T., & Pinto, T. (2019). Relationship quality determinants and outcomes in retail banking services: The role of customer experience. *Journal of Retailing and Consumer Services*, 50(May), 30–41. <https://doi.org/10.1016/j.jretconser.2019.01.018>
- Giovanis, A., Athanasopoulou, P., & Tsoukatos, E. (2015). The role of service fairness in service quality. In *Journal of Service Theory and Practice* (Vol. 25, Issue 6).
- Hajli, M. N. (2014). The role of social support on relationship quality and social commerce. *Technological Forecasting and Social Change*, 87, 17–27. <https://doi.org/10.1016/j.techfore.2014.05.012>

- Haque, U. N., & Mazumder, R. (2020). A Study on the Relationship Between Customer Loyalty and Customer Trust in Online Shopping. *International Journal of Online Marketing*, 10(2), 1–16. <https://doi.org/10.4018/ijom.2020040101>
- Ho, C. W., & Wang, Y. B. (2020). Does social media marketing and brand community play the role in building a sustainable digital business strategy? *Sustainability (Switzerland)*, 12(16), 1–17. <https://doi.org/10.3390/SU12166417>
- Hsu, C. L., & Lin, J. C. C. (2015). What drives purchase intention for paid mobile apps?-An expectation confirmation model with perceived value. *Electronic Commerce Research and Applications*, 14(1), 46–57. <https://doi.org/10.1016/j.elerap.2014.11.003>
- Hsu, H. Y., & Tsou, H. T. (2011). Understanding customer experiences in online blog environments. *International Journal of Information Management*, 31(6), 510–523. <https://doi.org/10.1016/j.ijinfomgt.2011.05.003>
- Keiningham, T., Aksoy, L., Bruce, H. L., Cadet, F., Clennell, N., Hodgkinson, I. R., & Kearney, T. (2020). Customer experience driven business model innovation. *Journal of Business Research*, 116(January), 431–440. <https://doi.org/10.1016/j.jbusres.2019.08.003>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Ko, H. C. (2018). Social desire or commercial desire? The factors driving social sharing and shopping intentions on social commerce platforms. *Electronic Commerce Research and Applications*, 28, 1–15. <https://doi.org/10.1016/j.elerap.2017.12.011>
- Liang, T. P., Ho, Y. T., Li, Y. W., & Turban, E. (2011). What drives social commerce: The role of social support and relationship quality. *International Journal of Electronic Commerce*, 16(2), 69–90. <https://doi.org/10.2753/JEC1086-4415160204>
- Lu, B., Fan, W., & Zhou, M. (2016). Social presence, trust, and social commerce purchase intention: An empirical research. *Computers in Human Behavior*, 56, 225–237. <https://doi.org/10.1016/j.chb.2015.11.057>
- M. Haikal Sultana Abdullah, & Aekram Faisal. (2022). The Role Of Social Media Marketing Activities In Increasing Brand Loyalty. *Jurnal Ekonomi*, 27(3), 478–499. <https://doi.org/10.24912/je.v27i3.1227>
- Mahyuzar, H. (2022). Peran Social Identification Dan Perceived Value Dalam Memediasi Hubungan Social Media Marketing Activities Dan Purchase Intention. *Journal of Digital Business and Management*, 1(1), 41–49. <https://doi.org/10.32639/jdbm.v1i1.41>
- McLean, G., & Wilson, A. (2016). Evolving the online customer experience ... Is there a role for online customer support? *Computers in Human Behavior*, 60, 602–610. <https://doi.org/10.1016/j.chb.2016.02.084>
- Mitang, B. B., Korbaffo, A., & Lay, D. (2020). Jurnal Inspirasi Ekonomi. *Jurnal Inspirasi Ekonomi*, 2(4), 2503–3123.

- Oliveira, T., Alinho, M., Rita, P., & Dhillon, G. (2017). Modelling and testing consumer trust dimensions in e-commerce. *Computers in Human Behavior*, 71, 153–164. <https://doi.org/10.1016/j.chb.2017.01.050>
- Rahayu, P., Budi, N. F. A., & Sensuse, D. I. (2017). Pengaruh Dukungan Dan Hubungan Sosial Terhadap Niat Membeli Produk Pada Social Commerce. *Jurnal Sistem Informasi*, 13(1), 21. <https://doi.org/10.21609/jsi.v13i1.507>
- Rajaobelina, L. (2017). The Impact of Customer Experience on Relationship Quality with Travel Agencies in a Multichannel Environment. *Journal of Travel Research*, 57(2), 206–217. <https://doi.org/10.1177/0047287516688565>
- Rose, S., Hair, N., & Clark, M. (2011). Online Customer Experience: A Review of the Business-to-Consumer Online Purchase Context. *International Journal of Management Reviews*, 13(1), 24–39. <https://doi.org/10.1111/j.1468-2370.2010.00280.x>
- Ruangkanjanases, A., Hsu, S. L., Wu, Y. J., Chen, S. C., & Chang, J. Y. (2020). What drives continuance intention towards social media? Social influence and identity perspectives. *Sustainability (Switzerland)*, 12(17), 1–15. <https://doi.org/10.3390/su12177081>
- Ruswanti, E., Hapsari, N. P., Januarko, M. U., & Kusumawati, M. D. (2019). *Analysis Advertising, Sales Promotion, Personal Selling and Direct Selling on Purchase Intention Vegetables in Retail West Jakarta*. 100(Icoi), 657–662. <https://doi.org/10.2991/icoi-19.2019.115>
- Stiawan, E., & Rahmat Syah, T. Y. (2017). The Effectiveness of Promotional Benefit Towards Buying Intention Moderated By The Brain's Tendency of Consumers. *Journal of Economics, Business & Accountancy Ventura*, 20(1), 89. <https://doi.org/10.14414/jebav.v20i1.439>
- Suhartopo, R., & Waluyo, H. D. (2020). Pengaruh Brand Awareness Dan Customer Behavior Terhadap Keputusan Penggunaan Taksi Kosti Semarang. *Jurnal Ilmu Administrasi Bisnis*, 9(3), 353–359. <https://doi.org/10.14710/jiab.2020.28132>
- Tajvidi, M. co-creation through social commerce information sharing: The role of social media, Richard, M. O., Wang, Y. C., & Hajli, N. (2018). Brand co-creation through social commerce information sharing: The role of social media. *Journal of Business Research*, 121(June), 476–486. <https://doi.org/10.1016/j.jbusres.2018.06.008>
- Tsai, H. T., & Huang, H. C. (2007). Determinants of e-repurchase intentions: An integrative model of quadruple retention drivers. *Information and Management*, 44(3), 231–239. <https://doi.org/10.1016/j.im.2006.11.006>
- Udaya, I., & Gusmawan, A. (2020). Membangun Kualitas Hubungan Untuk Meningkatkan Kinerja Tenaga Penjual Di AHASS Honda Yogyakarta E B B A N K. *Jurnal EBBANK*, 11(2), 25–38.
- Wang, W. Y. C., Pauleen, D. J., & Zhang, T. (2016). How social media applications affect B2B communication and improve business performance in SMEs. *Industrial Marketing Management*, 54, 4–14. <https://doi.org/10.1016/j.indmarman.2015.12.004>

- Wibowo, A., Chen, S. C., Wiangin, U., Ma, Y., & Ruangkanjanes, A. (2021). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability (Switzerland)*, 13(1), 1–18. <https://doi.org/10.3390/su13010189>
- Yunita, C., & Syah, T. Y. R. (2023). The relationship quality on purchase intention through celebrity endorsement in generation x-y-z on social media: Instagram, tik tok, and youtube. *International Journal of Creative Research Thoughts (IJCRT)*, 11(6), 708–718.
- Zare, M., & Mahmoudi, R. (2020). The effects of the online customer experience on customer loyalty in e-retailers. *International Journal of Advanced Engineering, Management and Science*, 6(5), 208–214. <https://doi.org/10.22161/ijaems.65.2>
- Zhan, L., Sun, Y., Wang, N., & Zhang, X. (2016). Understanding the influence of social media on people's life satisfaction through two competing explanatory mechanisms. *Aslib Journal of Information Management*, 68(3), 347–361. <https://doi.org/10.1108/AJIM-12-2015-0195>
- Zhang, K. Z. K., Benyoucef, M., & Zhao, S. J. (2016). Building brand loyalty in social commerce: The case of brand microblogs. *Electronic Commerce Research and Applications*, 15, 14–25. <https://doi.org/10.1016/j.elerap.2015.12.001>