

The Influence of Ewom, Digital Marketing, Customer Satisfaction and Brand Image on Tiktok Shop Customer Loyalty Student Study in Purwokerto

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ABSTRACT

This study investigates the influence of Electronic Word of Mouth (EWOM), Digital Marketing, Customer Satisfaction, and Brand Image on customer loyalty within the context of TikTok Shop, a rapidly growing social commerce platform. Using purposive sampling, data were collected from 120 student respondents in Purwokerto via offline questionnaires formatted on a five-point Likert scale. The analysis was conducted using SPSS 26 and comprised descriptive statistics, validity and reliability testing, classical assumption tests (normality, multicollinearity, heteroscedasticity), multiple linear regression, model fit evaluation, and hypothesis testing. The results indicate that EWOM, Digital Marketing, and Brand Image exert a positive and significant effect on customer loyalty, while Customer Satisfaction shows a negative and significant relationship. These findings suggest that TikTok Shop should enhance its EWOM and digital marketing strategies and reassess its approach to customer satisfaction.

INTRODUCTION

Rapid innovation in information technology is spurring massive transformations, including a shift in marketing toward digital. Marketplace is a digital platform that functions as a medium or intermediary between two parties, namely sellers and buyers to be able to carry out product transactions online. Tiktok Shop / Tokopedia, Shopee, Lazada, Blibli and Bukalapak are some of the famous e-commerce sites in Indonesia. The rapid growth factors of e-commerce are influenced by increased internet access, high smartphone penetration, and shifting customer behavior to shopping (Wardhana et al., 2023). Each marketplace has different advantages, so competition in maintaining customer loyalty is getting tighter (Sosiakita, 2024). TikTok Shop, as a social media-based platform, utilizes live shopping and interactive content to attract users' attention. However, despite its innovative features, TikTok Shop faces major challenges in maintaining customer loyalty, as seen from the downward trend in visitor numbers during the May–September 2023 period.

Table 1. Largest E-commerce in Indonesia (May-September 2023)

Nama E-commerce	May	June	July	Augustus	September
SHOPEE	161.2	173.9	199.9	213.4	237
TIKTOK SHOP/TOKPEDIA	106.4	106	102.6	99.7	88.9
LAZADA	70.7	70.4	63.4	45.6	47.7
BLIBLI	24.4	23.9	28	28.3	28.9
BUKALAPAK	17.3	14	13	12.9	11.2

Source : (*databooks.katadata.co.id*)

Although TikTok Shop is categorized as the second largest e-commerce in Indonesia with an average index of 100.72 million visitors, the platform experienced a significant decrease from 106.4 million visitors in May to 88.9 million in September 2023. This instability in the number of users indicates a potential weakness in customer retention strategies, which can be caused by customer dissatisfaction, inconsistent shopping experiences, and aggressive competition from other marketplaces. If these weaknesses are not addressed immediately, TikTok Shop risks experiencing a decline in market share and customer loyalty in the long run. In Central Java, especially Purwokerto, TikTok Shop is becoming a popular e-commerce platform due to its innovative features and ease of use that enhance the shopping experience (Banyumas, 2023).

To win the competition with other e-commerce, Tiktok shop companies must continue to innovate and have the right marketing strategies in increasing customer loyalty. In the opinion of Kotler, and Keller (2016), customer loyalty is defined to be the customer's commitment to re-implement the product or service of a company in a consistent manner in the future. Customer loyalty encourages positive recommendations and ratings, and makes customers more selective in choosing online shopping platforms. Customer loyalty when using Tiktok Shop is influenced by several factors, including EWOM factors, Digital Marketing, Customer Satisfaction and Brand Image.

The main factor that can affect customer loyalty is electronic word of mouth (EWOM). According Chaffey & Ellis-Chadwick, (2019) EWOM is an exchange of consumer word-of-mouth communication through digital commentary involving e-commerce, social media, websites, and blogs or video blogs in the context of audience discussion. Consumers today are very critical and tend to look for reviews and experiences of other users to ensure the quality of the products they buy. User reviews can have a positive impact on tiktokshop which can increase loyalty. Earlier findings from several scholars, including Bulan & Chandra, (2021), Khawari & Ilyas, (2023), Irawan & Nisa, (2023), Khotimah, (2025) show that digital peer recommendations have a beneficial and substantial influence on consumer faithfulness. In contrast, a conflicting conclusion appears in the work of Lay & Marvianta, (2023), Ufi Rumefi, (2021) which reports that such recommendations fail to impact patron allegiance.

According to Sanjaya & Tarigan (2016) citing Suryawan et al., (2024) explained Online promotional efforts can be described as the practice of building a corporate identity and advertising products by employing various internet-based channels. These channels include, for instance, personal web logs, company homepages, electronic mail, paid search advertising, and community platforms. An effective digital marketing strategy allows TikTok Shop to reach out to consumers in a relevant and personal way. Creative and interactive content can increase customer engagement, satisfaction, and trust. Scholarly findings diverge on the connection between online promotional efforts and consumer faithfulness. A body of prior analyses, including work from Bulan & Chandra, (2021), Kurniawan et al., (2023), Putri et al., (2023), Suryawan et al., (2024), Zulfiana et al., (2024) indicates a beneficial and meaningful impact. Conversely, conflicting outcomes from the examinations by Putra et al., (2024), Fauzi, (2024) report that such strategies have a complete lack of influence on patron allegiance.

According to the opinion of Tjiptono & Chandra, (2020) Consumer contentment describes an individual's emotional response of either delight or letdown. This sentiment arises subsequent to a person mentally weighing a purchased item's perceived outcome against the results they originally anticipated. Customer satisfaction, such as ease of shopping, fast delivery, and good product quality, encourage them to return to using Tiktok Shop. Consistent satisfaction can also strengthen the long-term relationship between the customer and the platform. A clear disagreement appears in scholarly literature regarding the influence of consumer contentment on patron allegiance. One collection of prior analyses, incorporating work from Asikin & NurShyfa, (2023), Bulan & Chandra, (2021), Cuhanazriansyah et al., (2021), Ridwan, (2021) concludes that this sentiment has a beneficial and substantial impact. Conversely, conflicting outcomes from examinations by Pramudita, (2020), Sumadi et al., (2021), Suryanisari & Prasetyo, (2023) indicate that a buyer's gratification level fails to influence their long-term faithfulness.

According to Ayu, (2023) in Sari & Herawati, (2024) A company's public persona can be understood as an all-encompassing impression held by consumers regarding an organization or its offerings. This viewpoint develops

from a multitude of factors, which are essentially various pieces of information, information, and previous experience. If TikTok Shop is able to provide a satisfying experience and consistent information, customers will build a positive perception of the platform. A strong and positive Image Brand will encourage customers to continue using TikTok Shop and even recommend it to others, thus strengthening their loyalty to the platform. Conflicting conclusions exist within scholarly work regarding the impact of an organization's public persona on consumer faithfulness. A large body of prior analyses, including studies by Febriani et al., (2022), Herman et al., (2024), Khawari & Ilyas, (2023), Yani & Sugiyanto, (2022), Lay & Marvianta, (2023), Putri et al., (2023), Sari & Herawati, (2024), Zulfiana et al., (2024) indicates a beneficial and meaningful influence. Conversely, contradictory findings from investigations by Cantona & Alvita, (2024), Jasin et al., (2023) report that a company's reputation has no bearing on patron allegiance.

This research is a development of a study conducted by Bulan & Chandra, (2021), which determined that digital peer recommendations, online promotional efforts, and consumer contentment all influence patron allegiance. Expanding on that work, this analysis introduces the additional component of a company's public persona, a decision guided by the conclusions of Putri et al., (2023). This investigation distinguishes itself not only by integrating this new factor but also by its unique subject and setting, focusing specifically on the TikTok Shop platform in Purwokerto with a survey group composed of university attendees. Given the diverse outcomes in existing literature, such a re-evaluation is warranted to identify which promotional components can be effectively implemented to preserve consumer faithfulness.

LITERATURE REVIEW

Cognitive Theory

According to Peter & Olson, (2013), cognitive theory It serves a critical function in building consumer faithfulness, a result achieved via the interpretation of available data and subsequent logical assessment. Factors such as perceived quality, trust in the brand, and satisfaction with the product or service are influential in a customer's decision to stick with a brand. EWOM helped shape this perception, where positive reviews increase two important aspects, namely Trust and loyalty, while negative reviews can damage brand image and reduce customer interest. Digital marketing strategies also play a role by presenting relevant and personalized information, thereby strengthening customer engagement and increasing trust in the brand.

Customer satisfaction becomes a crucial element in building long-term loyalty, especially through rational evaluation of product quality, service, and purchase experience. A strong Brand image reinforces customer loyalty because they tend to choose brands that have a good reputation and are able to meet their expectations. By understanding the relationship between cognitive aspects, customer loyalty, EWOM, digital marketing, customer satisfaction, and brand image, businesses can implement the design of marketing strategies that are more effective in order to increase customer trust and strengthen competitiveness in the market.

Customer Loyalty

Customer loyalty is the attitude and attention of consumers who continuously choose products or services from the same company. Kotler and Keller, (2016) state that loyal expectations embody high expectations towards a brand and remain loyal despite the many options available in the market. According to Tjiptono (2016) in Bulan & Chandra, (2021), customer loyalty is reflected in repeat buying behavior. Simanjuntak (2016) in Bulan & Chandra, (2021) identified indicators of customer loyalty, such as repeat improvement, cross-product improvement, improvement in others, and resilience to competition. This loyalty has a significant impact on businesses, as loyal customers help increase positive word-of-mouth, strengthen brand image, as well as reduce marketing costs with more effective customer retention (Kotler and Keller, 2016). For TikTok Shop, customer loyalty is the key to increasing competitiveness in the increasingly competitive e-commerce industry. Interactive features such as live shopping and creative content transform to increase customer satisfaction, which ultimately increases retention and engagement. However, if the shopping experience is inconsistent or the service is unsatisfactory, customers can switch to other marketplaces such as Shopee or Tokopedia. Therefore, customer loyalty enhancement strategies need to be optimized to increase market share and strengthen TikTok Shop's position in the e-commerce ecosystem.

EWOM

EWOM is a form of digital communication through social media, vlogs, e-commerce, and blogs that influences customer considerations to purchase Chaffey & Ellis-Chadwick, (2019). Positive reviews increase customer loyalty, while negative reviews can decrease trust in a brand (Reyes Menendez et al., (2020) in Irawan & Nisa, 2023). EWOM indicators include intensity (frequency of interaction and number of reviews), valence of opinion (positive or negative comments), and content (content of information related to products and services) (Nurrohman, 2018 dalam Bulan & Chandra, 2021).

Digital Marketing

Digital marketing is a marketing strategy through digital media such as: websites, social media, email, and online advertising, all of these media, their usefulness to reach consumers in a broad way and increase customer loyalty (Chaffey & Ellis-Chadwick, 2019). According to Ompusunggu (2018) in Bulan & Chandra, (2021), digital marketing indicators include sales promotions to increase purchases in the short term and public relations that build brand image and deal with issues or rumors circulating. A value-effective digital marketing strategy enables businesses to retain and attract new customers through consistent and relevant interactions.

Customer Satisfaction

Customer satisfaction is an important factor in building loyalty to a product or service (Kotler et al., 2020). Meanwhile, according to Schiffman & Wisenblit, (2019) satisfaction occurs when a product meets or exceeds customer

expectations, which impacts their loyalty to the brand. Customer satisfaction indicators include feelings of satisfaction with products and services, repeated purchases, recommendations to others, as well as fulfillment of expectations after deep purchases (Bulan & Chandra, 2021). Other supporting factors such as ease of transaction, customer engagement, trust in merchants, and loyalty to the brand. High satisfaction encourages loyalty, while dissatisfaction can lead to a reduction in the customer's confidence in the product or service they are offering.

Brand Image

Brand image reflects the external characteristics of a product or service that affect the customer's perception of the brand (Kotler et al., 2022). A strong Brand Image increases consumer trust, loyalty, and preferences, so they have a tendency to re-purchase and recommend products to others. Keller (2013) in Salsabila & Utomo, (2023) identified brand image indicators, namely the advantages of brand associations, the strength of associations in building consumer confidence, and the uniqueness of brands in market competition. If the brand image is a positive value can provide increased loyalty. The opposite is true, namely brand image which is a negative value can reduce consumer confidence presented with loyalty.

Effect of EWOM on customer loyalty

EWOM is a form of digital communication that evolved from the traditional "word of mouth (WOM)", It currently represents a promotional approach that profoundly affects the purchasing patterns of buyers (Abd-Elaziz et al., 2015 in Bulan & Chandra, 2021). Marketers realized that EWOM could transform marketing communications, creating a new paradigm that is broader and more effective in reaching customers. In the context of TikTok Shop, EWOM It serves as a vital component for establishing a buyer's confidence and loyalty through reviews, comments and recommendations of other users. Consumers are more likely to believe in products that earn positive reviews, encouraging them to stay loyal and re-purchase. Based on research by Bulan & Chandra, (2021), Khawari & Ilyas, (2023), Irawan & Nisa, (2023), Khotimah, (2025) it was found that EWOM had a positive and significant impact on customer loyalty.

H1: EWOM (X1) has a positive and significant effect on customer loyalty.

The effect of Digital Marketing on customer loyalty

Digital marketing is TikTok Shop's main strategy in attracting and retaining customers. Leveraging social media, digital advertising, and data-driven algorithms, TikTok Shop delivers more personalized and relevant content to users, increasing engagement, and driving repeat purchases. According to Lucyantoro (2017) in Bulan & Chandra, (2021), digital marketing contributes to increasing customer loyalty by providing benefits in marketing coverage and online transactions. Engaging and data-driven digital campaigns enable TikTok Shop to more effectively understand customer needs, create a satisfying shopping experience, and strengthen their loyalty to the brand. Based on the research of Bulan & Chandra, (2021), Kurniawan et al., (2023), Putri et al., (2023),

Suryawan et al., (2024), Zulfiana et al., (2024) digital marketing has proven to have a positive value impact on customer loyalty.

H2: Digital Marketing has a positive and significant effect on customer loyalty.

Effect of Customer Satisfaction on customer loyalty

Customer satisfaction it exerts a constructive and noteworthy effect on loyalty, indicating that as a buyer's contentment rises, so does the likelihood that they will persist in purchasing the good or offering. According to (Asikin & NurShyfa, 2023), satisfaction is formed from the comparison between product performance and customer expectations. If the performance is lower than expectations, customers are less likely to be satisfied and switch to competitors, while if it matches expectations, loyalty increases. If it exceeds expectations, customers feel delighted, which further strengthens loyalty and encourages positive recommendations. Previous research Bulan & Chandra, (2021), Cuhanazriansyah et al., (2021), Ridwan, (2021) affirm that satisfaction has a close relationship with loyalty, where high satisfaction increases customer attachment, while dissatisfaction encourages switching to competitors (Said, 2023). Consequently, enhancing the caliber of a company's goods and offerings is fundamental for preserving patron allegiance.

H3: customer satisfaction has a positive and significant effect on customer loyalty.

The influence of Brand Image on customer loyalty

Brand image reflects the reputation and credibility of a brand that affects customer perception. A strong brand image increases trust and breeds customer loyalty, while an image that is negative in value can reduce interest and damage the stability of the company (Sangkay, 2021 quoting Sari & Herawati, 2024)). A positive perception of the brand as well as customer confidence in the quality of the products contribute to increased loyalty and recommendations. With a consistent brand image, customers are more likely to maintain a relationship with the product and make repeat purchases. Based on the research of Febriani et al., (2022), Herman et al., (2024), Khawari & Ilyas, (2023), Indah Yani & Sugiyanto, (2022), Lay & Marvianta, (2023), Putri et al., (2023), Sari & Herawati, (2024), Zulfiana et al., (2024) brand image has a positive and significant impact on customer loyalty.

H4: Brand Image has a positive and significant effect on customer loyalty.

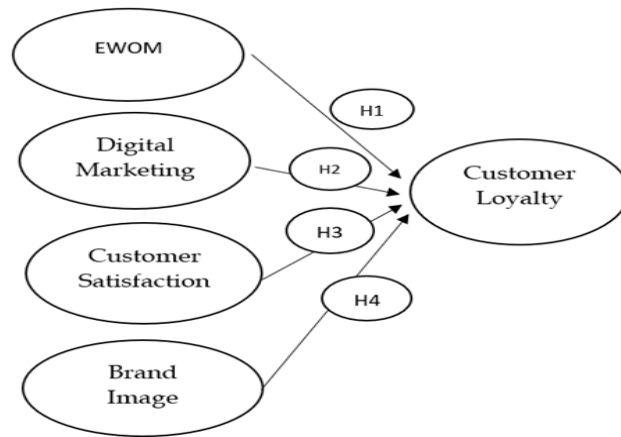


Figure 1. Conceptual Framework

METHODOLOGY

This inquiry employed a numerical methodology, utilizing a non-random selection method. This inquiry employed a quantitative survey method with an explanatory approach to examine factors influencing customer loyalty on TikTok Shop. The population consisted of college students in Purwokerto who were active users of the TikTok Shop platform. From this population, a sample of 120 respondents was selected using purposive sampling, a non-probability method that involves selecting individuals based on specific criteria. Such a technique, as defined by (Sugiyono, 2019), does not give every member of a group an equal chance to be chosen. Specifically, a deliberate selection approach was implemented, where participants were chosen from a pool of attendees at Universitas Jenderal Soedirman, Universitas Muhammadiyah Purwokerto, and UIN K.H. Saifuddin Zuhri Purwokerto based on several requirements: being a minimum of seventeen years of age and having completed at least two purchase events on the TikTok Shop platform. From this group, a final count of 120 individuals formed the participant cohort. The investigation relied on firsthand information gathered via a physical, paper-based survey which utilized a five-level response format (from 1, indicating complete disagreement, to 5, indicating complete agreement). The resulting information was processed using the SPSS 26 software package. The procedural steps for examination involved a descriptive statistical overview, assessments of validity and reliability, checks for classical assumptions, the application of multiple linear regression, an evaluation of model fit, and the formal testing of hypotheses.

RESEARCH RESULTS

Data Analysis

Respondent Characteristic Data

Table 2. Respondent

N o	Descriptio n	F	Percentage %	No .	Description	F	Percentage %
1.	University			2.	Gender		
	UNSOED	52	43,3%		Female	88	73,3%
	UMP	44	36,7		Men	32	26,7%

	UINSAIZ U	24	20,0%		Total	120	100
	Total	120	100				
3.	Age			4.	Production		
	17 - 23	120	100%		Rp 1.000.000 - Rp 2.000.000	61	50,8%
	23 - 28	0	0		<Rp 1.000.000	48	40,0%
	28 - 33	0	0		Rp 2.000.000 - Rp 3.000.000	7	5,8%
	>33	0			>Rp 3.000.000	4	3,3%
	Total	120	100		Total		

The characteristics of 120 respondents in this study were described based on their identity. The majority came from Jenderal Soedirman University (52 people, 43.3%), followed by Muhammadiyah University of Purwokerto (44 people, 36.7%) and UIN K.H Saifuddin Zuhri (24 votes, 20.0%). In terms of gender, women are more dominant (88 people, 73.3%) than men (32 people, 26.7%). All respondents were aged 17-23 years. Based on monthly expenditures, the majority had expenditures of Rp 1,000,000 - Rp 2,000,000 (61 people, 50.8%), followed by expenditures of less than Rp 1,000,000 (48 people, 40.0%), Rp 2,000,000-Rp 3,000,000 (7 people, 5.8%), and more than Rp 3,000,000 (4 people, 3.3%).

Descriptive Statistical Analysis

The results of descriptive analysis showed that the highest respondents' answers to EWOM variables with an average value of 3.92 & lowest 3.45, then the highest digital marketing variables 4.01 & lowest 3.43, the highest customer satisfaction variables 3.90 & lowest 3.67, the highest brand image variables 3.87 & lowest 3.73, and customer loyalty variables with the highest average value of 3.72 & lowest 2.94.

Model Evaluation Results (Outer Model)

Validity Test

Table 3. Validity Test

Variabel	r count	r tabel (0.05)	Description
EWOM			
I often interact with other users about using TikTok Shop. (X1.1)	0.481	0.1509	Valid
I got positive information about TikTok Shop. (X1.2)	0.553	0.1509	Valid
I highly recommend from other users to use TikTok Shop. (X1.3)	0.383	0.1509	Valid
I get information about the development of TikTok Shop. (X1.4)	0.474	0.1509	Valid
I can get information easily through Tiktok Shop. (X1.5)	0.632	0.1509	Valid
I get information about the security of transacting using TikTok Shop. (X1.6)	0.553	0.1509	Valid
I get information about the features provided by TikTok Shop. (X1.7)	0.547	0.1509	Valid
I have many reviews written by other users about Tiktok Shop. (X1.8)	0.601	0.1509	Valid

Digital Marketing			
TikTok Shop provides a variety of interesting promos. (X2.1)	0.662	0.1509	Valid
The many promos offered by TikTok Shop made me even more interested in buying products there. (X2.2)	0.651	0.1509	Valid
There is a new product promotion in TikTok Shop attracting my interest to buy. (X2.3)	0.614	0.1509	Valid
TikTok Shop often holds events such as seminars, contests, and celebrations as a form of promotion and to build a good relationship with consumers. (X2.4)	0.447	0.1509	Valid
TikTok Shop has a good reputation in the eyes of the public. (X2.5)	0.442	0.1509	Valid
TikTok Shop provides news and information about tiktok shop that can be accessed by everyone. (X2.6)	0.600	0.1509	Valid
TikTok Shop often sponsors events as a form of support for cooperation with the community, which makes TikTok Shop's image even better. (X2.7)	0.562	0.1509	Valid
Customer Satisfaction			
TikTok Shop always maintains the quality of the products sold on its platform. (X3.1)	0.580	0.1509	Valid
Products sold through TikTok Shop are of guaranteed quality. (X3.2)	0.588	0.1509	Valid
I am satisfied with the products I bought through TikTok Shop. (X3.3)	0.657	0.1509	Valid
Customers are interested in continuing to purchase at Tiktok Shop because the service is satisfactory. (X3.4)	0.707	0.1509	Valid
Customers are interested in continuing to purchase on Tiktok shop because the features provided are adequate. (X3.5)	0.624	0.1509	Valid
I will recommend products on TikTok Shop to friends because the features provided are adequate. (X3.6)	0.564	0.1509	Valid
I would recommend products on Tiktok Shop to friends because the service is good. (X3.7)	0.651	0.1509	Valid
I would recommend the products on Tiktok Shop to friends because the quality is satisfactory. (X3.8)	0.623	0.1509	Valid
The information provided on Tiktok Shop is in accordance with consumer expectations. (X3.9)	0.561	0.1509	Valid
Brand Image			
The product curation system in TikTok Shop provided a selection that matched what I needed. (X4.1)	0.576	0.1509	Valid
TikTok Shop is a quality online shopping platform. (X4.2)	0.610	0.1509	Valid
Product prices on TikTok Shop are affordable. (X4.3)	0.523	0.1509	Valid
Tiktok Shop is a quality online shopping platform, one of which is because it provides products that suit my needs. (X4.4)	0.633	0.1509	Valid
The Tiktok Shop brand is easy to pronounce and remember. (X4.5)	0.494	0.1509	Valid
The Tiktok Shop Website/social media provides complete information about products and promotions. (X4.6)	0.654	0.1509	Valid
TikTok Shop's taglines of "open your creativity" and "express yourself with TikTok" are easy to remember. (X4.7)	0.532	0.1509	Valid
TikTok Shop has advantages when compared to other e-commerce platforms. (X4.8)	0.558	0.1509	Valid
Customer Loyalty			
I will feel more satisfied if I buy products more than once through Tiktok Shop. (Y1)	0.653	0.1509	Valid

I will make re-improvements in the TikTok Shop because I am satisfied with the products I bought there. (Y2)	0.510	0.1509	Valid
Other E-commerce besides Tiktok Shop because it feels comfortable and the number of products sold today. (Y3)	0.388	0.1509	Valid
I am not satisfied with the promos provided by other e-commerce besides Tiktok Shop. (Y4)	0.502	0.1509	Valid
I will recommend the products I buy on Tiktok Shop to family and friends. (Y5)	0.413	0.1509	Valid
I will still use the products I bought from Tiktok Shop. (Y6)	0.752	0.1509	Valid
I am not surprised by the negative issue of buying various products marketed on Tik Tok Shop. (Y7)	0.574	0.1509	Valid

Based on the description of the table above, it can be seen that the variables EWOM (X1), Digital Marketing (X2), Customer Satisfaction (X3), Brand Image (X4) and customer loyalty (Y) have R count that is greater than the table, so it can be concluded that the entire variable statement items are valid.

Reliability test

Table 4. Reliability test

Variabel	Cronbach's Alpha	Description
<i>EWOM</i>	0.627	Reliabel
<i>Digital Marketing</i>	0.655	Reliabel
<i>Customer Satisfaction</i>	0.797	Reliabel
<i>Brand Image</i>	0.706	Reliabel
<i>Customer Loyalty</i>	0.608	Reliabel

Cronbach's Alpha test results showed that the indicators of variable electronic word of mouth (EWOM), digital marketing, customer satisfaction, brand image and customer loyalty get cronbach's alpha value above 0.6 which is considered reliable.

Classical Assumption Test

Normality Test

Normality test results show that the value of significance in the Asymp. Sig (2-tailed) $0.200 > 0.05$, so it can be concluded that the residual data distribution in a normal way.

Multicollonarity Test

Based on the results of multicollonarity testing, it shows that the tolerance of each variable is niai greater than 0.10. Then the VIF of each variable is a value smaller than 10. From the above data, it can be concluded that the research conducted is free from the assumption of multicollonality.

Heteroscedasticity Test

Based on the results of the analysis, it can be concluded that the data used in this study does not contain heteroscedasticity because all variables have significant values >0.05 .

Multiple linear regression analysis

Table 5. Multiple linear regression analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.378	.445		3.097	.002
	EWOM	.304	.092	.284	3.293	.001
	Digital Marketing	.171	.085	.181	2.003	.048
	Customer Satisfaction	-.150	.073	-.179	-2.055	.042
	Brand Image	.206	.080	.231	2.567	.012

From the description of the table of results of multiple linear regression analysis above displays

$$LP = 1.378 + 0.304 X 1 + 0.171 X 2 - 0.150 X 3 + 0.206 X 4 \dots\dots\dots(1)$$

The regression equation shows that E-WOM ($\beta_1 = 0.304$), digital marketing ($\beta_2 = 0.171$), and brand image ($\beta_4 = 0.206$) have a positive effect on customer loyalty, which means that every one unit increase in these variables will increase customer loyalty according to their respective coefficients. On the other hand, customer satisfaction ($\beta_3 = -0.150$) has a negative influence, indicating that a one-unit decrease in customer satisfaction can decrease customer loyalty. All variables are analyzed assuming that the other variables remain constant.

Model fit test

F test

Table 6. F test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.363	4	1.091	8.315	.000 ^b
	Residual	15.087	115	0.131		
	Total	19.450	119			

From the table above F test results show that the value of F calculate the magnitude > F table is 8.315 > 2.45 with a significance level of 0.000. it can be seen that the probability of the value is much smaller than 0.05, then the value of F count is much larger than F table, so that the conclusion can be made that Ho rejected and Ha accepted or suitable category model (fit).

Coefficient of determination test (R²)

Table 7. Coefficient of determination test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.474 ^a	.224	.197	.36220

From the table above, it is obtained that the value of Adjusted R Square in the regression model in this study, is worth 0.197 which shows that the ability of the independent category variables (EWOM, digital marketing, customer satisfaction, and brand image) in explaining the dependent variable (customer loyalty) is 19.7%, and the rest, namely the percentage figure of 80.3% described by other category variables are not included in the model.

DISCUSSION

Influence of E-WOM on customer loyalty

Analysis shows that EWOM has a positive and significant impact on TikTok Shop customer loyalty. Consumers are more likely to trust products recommended through positive reviews of other users, thereby increasing their likelihood of loyalty to the brand. An effective EWOM not only influences consumers' perception of a product, but also strengthens their trust and long-term engagement with TikTok Shop. Previous studies of Bulan & Chandra, (2021), Khawari & Ilyas, (2023), Irawan & Nisa, (2023), Khotimah, (2025) also confirm that EWOM has a positive and significant value impact on customer loyalty.

The implications of cognitive theory suggest that EWOM, through user recommendations, shapes consumer perceptions, reinforces trust, and increases long-term engagement. When EWOM is implemented in an authentic and relevant way, it can strengthen customer loyalty to TikTok Shop.

The effect of Digital Marketing on customer loyalty

Analysis shows that digital marketing has a significant impact on customer loyalty, affirming its role as a key factor in creating long-term relationships. Engaging and relevant content isn't the only key element; customers' emotional engagement plays a bigger role in increasing loyalty. Customer loyalty is formed through satisfying digital experiences. Consumers who feel connected to a brand through an effective digital marketing strategy are more likely to maintain loyalty and recommend the brand. Previous research Bulan & Chandra, (2021), Kurniawan et al., (2023), Putri et al., (2023), Suryawan et al., (2024), Zulfiana et al., (2024) gives an indication that digital marketing has a positive impact on customer loyalty.

Cognitive theory suggests that digital marketing shapes customer perceptions, increases engagement, and strengthens loyalty through relevant and interactive experiences.

Effect of customer satisfaction on customer loyalty

The results of this study reveal a discrepancy with cognitive theory, where customer satisfaction does not always lead to loyalty to an e-commerce platform. In a highly competitive business environment, satisfied customers still have a tendency to move to other platforms because there are more attractive alternatives, both in terms of price, service features, and more aggressive marketing strategies. Thus, customer satisfaction in this context is not the main factor in forming loyalty, but rather a dynamic component, which can change in accordance with the incentives provided by competitors. The findings have important implications for

the e-commerce industry, where platforms need to constantly adjust strategies and innovate to stay relevant amid growing competition. Not only the price and service aspects need to be improved, but also a superior shopping experience to retain customers in the long run. In addition, the results of this study open up opportunities for further study, given the limited number of studies exploring the relationship between customer satisfaction and loyalty in a competitive e-commerce ecosystem.

The influence of Brand Image on customer loyalty

The analysis shows that brand image has a significant value impact on customer loyalty, which indicates that the perception that consumers have of being presented with a brand has an important value role to build long-term attachment. A brand image that positively increases customer confidence, provides emotional satisfaction, and encourages them to continue to choose and recommend the brand. These results are in line with previous research conducted by Febriani et al., (2022), Herman et al., (2024), Khawari & Ilyas, (2023), Yani & Sugiyanto, (2022), Lay & Marvianta, (2023), Putri et al., (2023), Sari & Herawati, (2024), Zulfiana et al., (2024) which indicates that brand image has a positive and significant impact on customer loyalty.

Implications based on cognitive theory show that brand image that positively shapes the emotional attachment of customers to the brand, increasing trust, satisfaction, and loyalty. When customers have a feeling in the emotional aspect connected with a brand, they are more likely to maintain loyalty and recommend it to others.

CONCLUSIONS AND RECOMMENDATIONS

This study confirms that Electronic Word of Mouth (EWOM), digital marketing, and brand image have a positive and significant impact on customer loyalty within the TikTok Shop environment. Effective EWOM enhances customer trust, digital marketing initiatives foster greater engagement, and a consistent brand image reinforces consumer confidence. Interestingly, customer satisfaction shows a negative effect, indicating that dissatisfaction may hinder the development of loyalty. These findings contribute to a better understanding of loyalty mechanisms in emerging social commerce platforms and provide insight into the behavioral patterns of digitally native consumers.

In light of these findings, future research is encouraged to broaden its analytical framework by incorporating additional constructs such as service quality, perceived value, trust, personalization, and user experience. Other variables that can affect customer loyalty are service quality, trust, and related factors, as emphasized by Bulan & Chandra, (2021) in their theoretical review on consumer loyalty. Researchers should also explore the impact of influencer credibility, customer service responsiveness, and interactive features like gamification on loyalty-building efforts. Comparative studies across different e-commerce platforms – including Shopee, Tokopedia, and Lazada – may uncover unique contextual differences. Moreover, expanding the sample beyond university students and employing online data collection methods can improve demographic diversity and external validity. To deepen causal understanding, longitudinal

studies or experimental designs are recommended. Incorporating qualitative insights through interviews or focus groups would also enrich the interpretation of customer perceptions and emotional drivers.

ADVANCED RESEARCH

This study provides clues that EWOM and digital marketing have a positive impact on TikTok Shop customer loyalty, while customer satisfaction has a negative impact, and brand image has a positive impact. TikTok Shop needs to optimize EWOM, improve digital marketing strategies, and strengthen brand image to maintain customer loyalty. This study has limitations, especially in the survey methods and variables used. Further researchers are expected to add a number of other variables that have the potential to influence customer loyalty. The results of this research are expected to contribute as well as additional sources of information for subsequent research in the same field.

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