

From Clicks to Trust: Insights into Customer Brand Relationships on TikTok

Sungguh Ponten Pranata
Universitas Mahkota Tricom Unggul, Indonesia
Corresponding Author: Sungguh Ponten Pranata
sungguh.ponten.aritonang@gmail.com

ARTICLE INFO

Keywords: Brand Credibility, Customer Trust, Influencer Influence, Platform Reputation, Tiktok

Received : 07, October

Revised : 28, October

Accepted: 12, November

©2024 Pranata: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This research aims to understand how brands can build and maintain trust and strong relationships with customers on TikTok's social media platform. Using an exploratory qualitative approach, data was collected through semi-structured interviews and content analysis of brand activity on TikTok. The results show that customer trust is the main foundation in brand-customer relationships. This trust is formed through consistent communication and credibility, strengthened by positive associations with influencers, and product and service quality. Additionally, the reputation and security features of the TikTok platform also play an essential role in influencing customer purchasing decisions. This research emphasizes that brands need to adopt a holistic approach that includes consistency in communications, appropriate use of influencers, and a focus on platform reputation and credibility to build and sustain customer trust and loyalty on an ongoing basis. This approach is considered essential in achieving success in the dynamic digital era.

INTRODUCTION

From 2019 to 2023, TikTok's turnover or income rapidly increases. In 2019, TikTok generated \$0.35 billion in revenue, which then jumped to \$2.6 billion in 2020 (Iqbal, 2024). This growth has continued, with TikTok reaching \$4.8 billion in 2021 and \$9.6 billion in 2022. In 2023, TikTok's revenue reached \$16.1 billion, reflecting significant annual increases (Curry, 2024). As seen in figure 1.

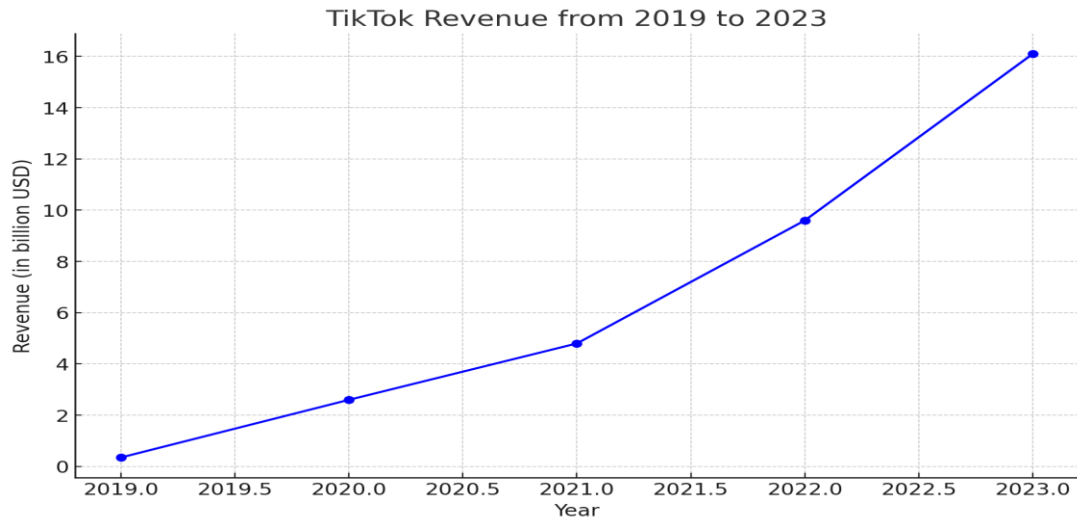


Figure 1. Tiktok Revenue (2019 - 2023)

This surge in revenue was mainly driven by advertising and e-commerce activity, which is increasingly dominant on the platform. In a relatively short period, TikTok has gone from an emerging app to one of the giants of the social media industry, thanks to its strong appeal and innovation in its business model.

TikTok, an increasingly popular social media platform, has undergone a significant transformation from a video-sharing platform to an effective marketing tool for businesses (Ortiz et al., 2023). With an extensive and diverse user base, TikTok provides a unique opportunity for brands to reach audiences directly through creative and interactive content. However, as business activity on these platforms increases, important questions arise about how trust between customers and brands is built and maintained in this fast-paced, information-saturated digital ecosystem.

In an era when consumer trust is one of the main factors in a business's success, understanding the dynamics of the relationship between customers and brands on TikTok has become increasingly crucial. Trust influences purchasing decisions and shapes consumers' long-term perceptions of a brand. Through authentic content and consistent communication, businesses on TikTok can build more profound and meaningful customer relationships (Jiang et al., 2024). However, this process is challenging, especially in a platform dominated by changing trends and evolving consumer expectations.

This research examines how brands can build and maintain customer trust through TikTok activity. The focus is on businesses' strategies to attract attention, maintain engagement, and build customer loyalty (Rejeb et al., 2024).

This research also explores consumers' perceptions of brand content on TikTok and how these perceptions influence their trust and loyalty.

Using a qualitative approach, this research provides in-depth insight into the elements that drive successful customer-brand relationships on TikTok. Through data analysis from interviews and case studies, this research aims to identify the key factors underlying the formation of trust and their implications for marketing strategies on this dynamic social media platform. This research's results will significantly contribute to the existing literature and offer practical guidance for businesses looking to maximize TikTok's potential as an effective marketing tool.

LITERATURE REVIEW

Customer Trust

Customer trust in social media, or Customer Social Media Trust, has become essential in digital marketing research in recent years. Trust is vital in customer and brand relationships, especially in the fast-paced and often anonymous digital environment. According to Banerji and Singh (2024), trust in the online context is built through perceptions of a brand's credibility, reliability, and goodwill (Banerji & Singh, 2024). In social media, these aspects become increasingly complex due to the involvement of multiple stakeholders, including influencers, other users, and user-generated content.

Research by Laroche et al. (2013) shows that several factors, including transparency of brand communications, responsive interactions, and unity of values between brands and customers, influence customer trust in social media (Laroche, 2013). Transparency is critical in building trust, as it lets customers feel confident that they have all the information they need to make informed decisions. Additionally, fast and responsive interactions from brands on social media can increase positive customer perceptions, as found in a study by Kim et al., (2017).

Furthermore, Customer Social Media Trust is limited to the relationship between customers and brands and includes customer interactions with the wider online community. According to Zhang et al., (2024), Online communities can serve as an additional source of trust, where customers seek validation from other users' reviews and recommendations. This research highlights the importance of social interactions and validation in forming trust in social media environments. This is in line with the Social Proof theory introduced by Cialdini (2007), This states that individuals tend to follow the actions or decisions taken by most other people around them, especially in situations of uncertainty.

Social Media

In addition, research by McKnight et al., (2002) proposed that trust in social media is also influenced by the platform's reputation. If a platform is perceived as safe and reliable, customers are more likely to trust the content and interactions that occur on it. In this context, brands operating on reputable platforms, such as Instagram or TikTok, can benefit from increased customer trust through association with those platforms.

While many studies have explored the various factors that influence Customer Social Media Trust, several studies have also pointed out the challenges brands face in maintaining this trust amidst rapidly changing social media trends and customer expectations. For example, research by Schultz & Peltier, (2013) It was revealed that customers tend to be more skeptical of content that appears too polished or overly sponsored. This emphasizes the importance of authenticity and honesty in brand communications on social media.

The relationship between customers and brands, or Customer-Brand Relationships, has become essential in marketing research. This concept is based on the principle that the emotional and psychological connection between customers and brands can provide significant competitive advantages. According to the brand relationship theory introduced by Fournier, (1998), Brands can form relationships similar to interpersonal relationships, in which emotional closeness, loyalty, and commitment play significant roles in maintaining continuity.

Initial research by Aaker et al.,(2004) Shows that brands that succeed in building strong relationships with customers are often perceived as having a distinctive and consistent personality. As Aaker explained, brand personality allows customers to identify and interact with a brand just as they interact with other people. The study found that an upbeat brand personality, such as friendly, trustworthy, or innovative, can increase emotional closeness and customer loyalty.

In addition, research by Park & Blackstone, (2010) They Introduced the concept of brand attachment, which describes the strong emotional bond between a customer and a brand. This brand attachment consists of two main elements: brand-self connection and brand prominence. Brand-self connection refers to the degree to which a brand is an integral part of a customer's identity, while brand prominence refers to how often the brand appears in the customer's mind. This research shows that the stronger the brand attachment, the more likely customers will remain loyal to the brand, even if other alternatives are available.

Brand Trust

Furthermore, the relationship marketing theory developed by Morgan & Hunt, (1994) Emphasizes the importance of trust and commitment in building long-term relationships between customers and brands. They argue that trust and commitment are the foundation of all successful marketing relationships because they encourage loyalty behavior and reduce customers' tendencies to switch to competing brands. This research has been widely applied in various industrial contexts, demonstrating its relevance in building sustainable brand relationships.

As digital technology and social media develop, the dynamics of Customer-Brand Relationships have undergone significant changes. According to a study by (Chen et al., 2022), Social media has allowed customers to engage more directly with brands, creating a more interactive and participatory relationship. They found that customer engagement on social media can

strengthen relationships with brands through increased trust, loyalty, and advocacy. However, they also note that brands must be careful about maintaining authenticity and consistency in communications on these platforms, as customers have become more critical of dishonest or manipulative communications.

In addition, recent research by (Huber & Helm, 2020) Underscores the importance of emotional branding in forming more profound and meaningful relationships with customers. They argue that brands that can activate positive emotional responses through communications and customer experiences have a greater chance of building strong, long-lasting relationships. This research also highlights that brands that understand and respond to customers' emotional needs can create deeper bonds than traditional marketing approaches focusing only on the product's functional benefits.

METHODOLOGY

This research uses an exploratory qualitative approach to examine how brands can build and maintain customer trust and strong relationships through social media platforms such as TikTok. This approach was chosen because qualitative research allows us to understand in more depth the experiences, perceptions, and meanings that customers attribute to their interactions with brands on social media.

Data Collection

The data in this research was collected through two main methods interviews and content analysis.

a. Interviews

Semi-structured interviews will be conducted with TikTok customers who actively interact with brands on the platform. These interviews aim to understand customers' personal experiences, their perceptions of the brand, and the factors that influence their trust and loyalty (Dalkin, 2021). These interviews will also help in identifying key elements that customers consider important in building a relationship with the brand (Staniszewska, 2018). The interview technique is carried out via Google form where each question will be answered with a descriptive narrative by the resource person.

b. Content Analysis

Apart from interviews, this research will also conduct content analysis of brand activities on TikTok. Brand content, including videos, comments, and interactions with users, will be analyzed to identify strategies used by brands in building and maintaining relationships with customers (Dhakal, 2022). This analysis will also help identify specific communication patterns that may influence customers' perceptions of trust.

Data Management and Organization

Once the data from in-depth interviews and content analysis is collected, it will be imported into NVivo 12. This software allows researchers to organize

the data well through folders and set features that can separate data based on categories, such as respondents, interview topics, or content types (Malik, 2022). This organization makes it easier for researchers to browse and access data during analysis.

Data Coding

The coding stage is one of the critical aspects of qualitative data analysis. NVivo 12 provides tools for performing manual and automatic data coding. Researchers can code interview text or social media content with specific labels representing the data's essential themes, concepts, or elements. Codes such as "trust," "loyalty," or "communication strategy" are used to group relevant data segments. NVivo also allows the creation of coding hierarchies, which makes it easier to identify relationships between main themes and subthemes.

Thematic Analysis

Once the data is coded, NVivo 12 will be used for thematic analysis. Features such as queries and node matrices in NVivo help researchers identify patterns in data, visualize relationships between themes, and dig deeper into how these themes interact (Belinski, 2020). This analysis will help understand how elements such as trust, loyalty, and communication strategies contribute to forming and maintaining relationships between brands and customers on TikTok.

RESEARCH RESULT

Data Coding

The following Node and Child Node structure reflects the various aspects that will be analyzed, starting from the factors that shape trust in social media, trust transfer mechanisms, to their influence on customer loyalty and the effectiveness of marketing strategies on social commerce platforms.

Table 1. Research Node Code

Node	Child Node 1	Child Node 2
		Consistency
	Trust Forming Factors	Communication
Customer Social Media Trust	Trust Transfer Mechanism	Platforms
		Credibility
		Positive Association
		Influencer or Endorser
	Trust in Influencers	
Customer Engagement and Loyalty	Customer Engagement on Social Media	Content Relevance
	Customer Loyalty	Use of Visuals and Multimedia
		Simple Interaction

	The Influence of Trust on Loyalty	Product Quality Service
Social Media Marketing Strategies	Marketing Activities on Social Media	Contests and Giveaways: Live Streaming Collaboration with Influencers Regular Posts
	The Effect of Credibility on Purchasing Decisions	Brand Reputation Certification Introductory Media
	Trust in Social Commerce Platforms	Social Commerce Security Features Seller Credibility Platform Reputation

Thematic Analysis
 Node Path Analysis

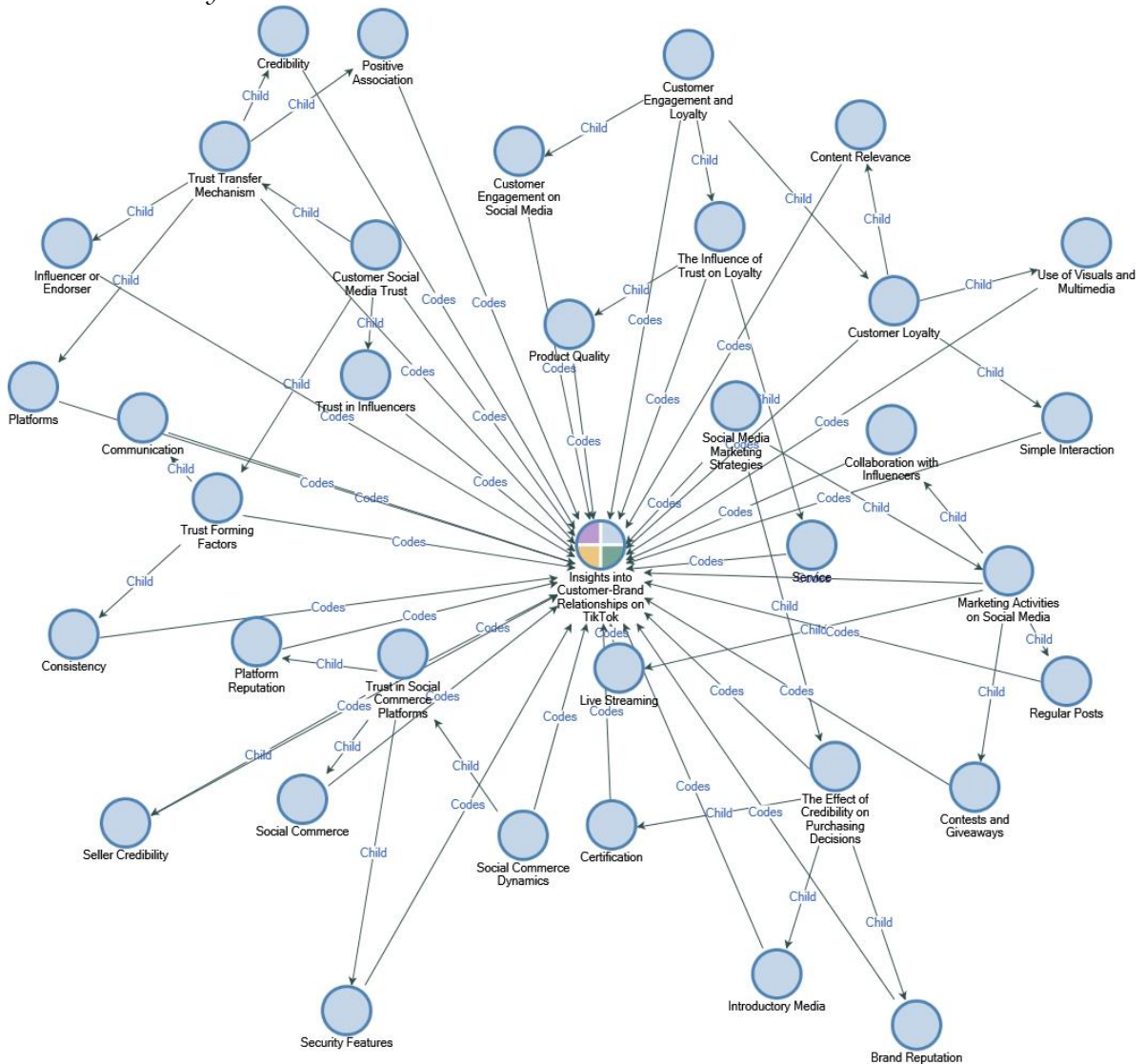


Figure 1. Project Map

From the image above, this research identifies various vital factors influencing the relationship between customers and brands on the TikTok platform. The thematic network shows that customer trust is central to building strong and sustainable relationships. This trust is formed through several main factors, including brand consistency and communication, as well as trust transfer mechanisms involving platform credibility, positive associations, and the influence of endorsers or influencers (Kodani & Rochmaniah, 2023).

Additionally, customer engagement and loyalty are essential to maintaining long-term brand relationships. The influence of trust on loyalty is illustrated through the quality of the products and services provided. On the other hand, effective marketing strategies, such as contests, giveaways, live streaming, and collaborations with influencers, are the primary tools for building engagement and trust on these social media platforms.

As expressed by Mr. Ardi and Mrs. Maya

"Influencers have great influence because they are often considered 'friends' by their followers. If an influencer is trusted by their followers, then the product or brand they promote will also gain additional trust from those followers. But it is important for brands to choose influencers who align with the brand's values."

"Influencers are very influential because many followers see them as examples. If an influencer they trust promotes a product, then their trust in that product also increases. However, it is important for brands to choose influencers who align with brand values so that this trust can truly be built."

Trust in social commerce platforms was also an important focus in this analysis, with platform reputation, merchant credibility, and security features contributing to customers' purchasing decisions.

As stated by Mr. Ardi

"So true. The platform used by a brand greatly influences the level of customer trust. A platform that is well known and trusted by many people will make it easier to build trust. Brand credibility or reputation is also important. The more credible a brand is, the greater the trust placed in it by customers. Positive associations with other things that customers already trust, such as working with trusted influencers, can also strengthen that trust."

Overall, the image above depicts the complex but interrelated relationships between the elements that form and maintain relationships between customers and brands on TikTok. This underlines that a holistic approach that includes trust, engagement, and the right marketing strategy is critical for brand success in this dynamic digital era.

Word Frequency Analysis

Table 2. Word Frequency

Word	Length	Count
Trust	11	126
Influencers	10	76
Interviewer	11	52
Communication	10	40
Consistency	11	39
Credibility	12	34
Involvement	12	25
Influence	12	25
Certification	11	18
Influential	11	15
Collaboration	10	14
His Followers	11	12
Beneficial	10	11
Give	10	11
Value	10	9
Spare	10	8
Trust	11	8
Strengthen	10	8
Get	11	8
Interact	12	7

Based on the word frequency data presented, "trust" is the most dominant word, with 126 occurrences. This shows that trust is a central element in discussions regarding the relationship between customers and brands on the TikTok platform. Trust is not only important in the context of digital interactions but also the basis for creating sustainable customer loyalty.

The word "influencer" appeared 76 times, demonstrating influencers' significant role in building and influencing customer trust. Influencers serve as a bridge between brands and audiences (Samara, 2024), where their involvement can increase brand credibility through positive associations. In this context, the presence of the right and authentic influencer is necessary to ensure that customers can receive the message conveyed by the brand well.

Furthermore, "communication" and "consistency" appeared 40 and 39 times, respectively, indicating that these aspects are essential pillars of TikTok's marketing strategy. Consistency in brand communication greatly influences customer perception, and messages delivered repeatedly and in harmony can strengthen a positive image and trust in the brand.

The term "credibility" appears 34 times and emphasizes the importance of brand reputation and reliability in building solid customer relationships. This credibility is often strengthened through certification and active involvement from influencers or endorsers with solid influence (T. Zhang & Phillips, 2024).

Words like "engagement," "influence," and "collaboration" also highlight that active interaction and cooperation between a brand and its customers are

critical factors in maintaining loyalty. Through an approach focused on collaboration and active participation, brands can create more personalized and meaningful customer experiences, ultimately strengthening long-term relationships.

Hierarchical Analysis

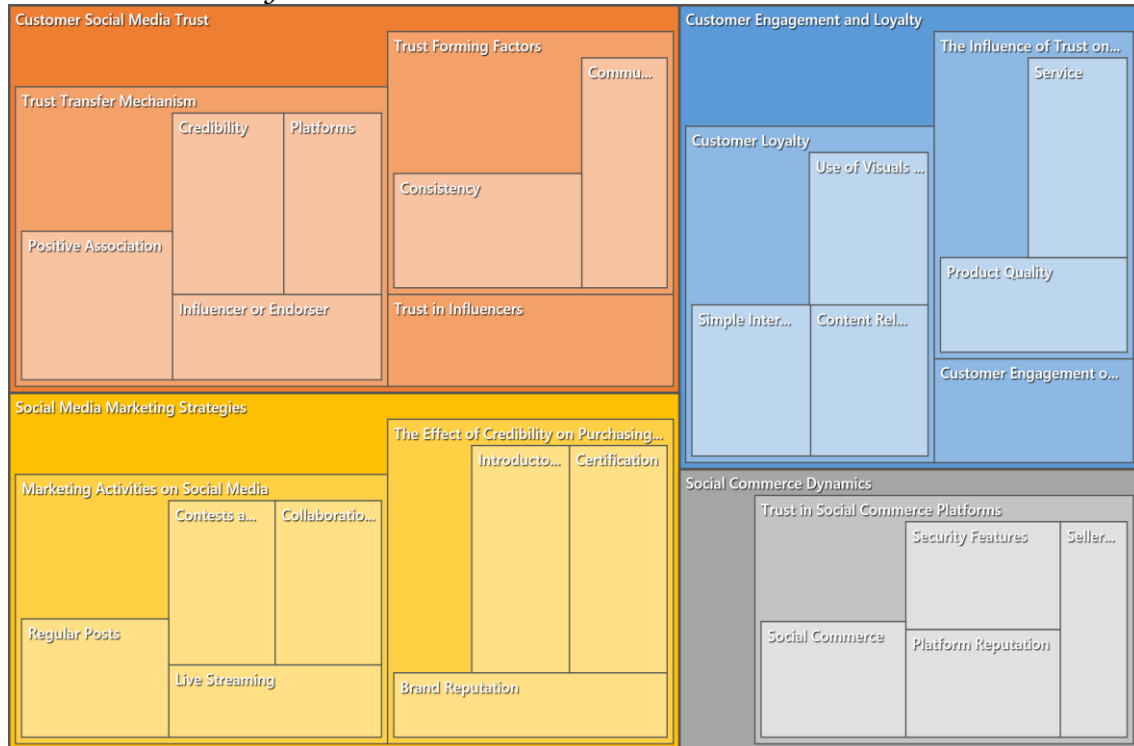


Figure 3. Hierarchical

The Figure hierarchy illustrates the complexity of the relationship between brands and customers on social media, focusing on how trust is built and maintained. The central component of this diagram is "customer social media trust," which is achieved through trust transfer mechanisms and trust formation factors. Consistency and effective brand communication are the main pillars of building customer trust. Additionally, credibility gained through positive associations, the use of influencers (R. A. Putri & Sari, 2023), and chosen platforms also play an essential role in strengthening this trust.

Next, "Customer Engagement and Loyalty" describes how customer loyalty can be increased through relevant and quality interactions. This loyalty is influenced by the quality of the products and services provided, as well as how the trust that has been built can strengthen long-term relationships between the brand and customers.

In the "Social Media Marketing Strategies" section, this diagram shows the importance of consistent social media marketing activities, such as contests, collaborations with influencers, and live streaming. This strategy increases customer engagement and strengthens brand visibility and credibility. This credibility, backed by reputation and certification, significantly impacts customers' purchasing decisions.

Lastly, "Social Commerce Dynamics" highlights customer trust in social commerce platforms. Factors such as platform reputation, security features, and seller credibility are critical determinants of this trust (Septyaningsih & Multazam, 2024). Overall, this diagram confirms that a holistic and integrated approach, covering various aspects from trust to customer engagement, is the key to building solid and sustainable relationships in today's digital era.

DISCUSSION

This research confirms that customer trust is the foundation for building and maintaining strong relationships between brands and customers on social media platforms like TikTok. This trust is created through several critical factors, including consistency in brand communications, credibility gained through positive associations, and the influence exerted by endorsers or influencers. Consistency in communication is an essential element that contributes to trust formation. This is reflected in the messages the brand conveys regularly and in line with the values it promotes, which ultimately forms a positive perception in customers' eyes (Almahdi et al., 2022).

Furthermore, the role of influencers in building brand credibility is also very significant. Analysis shows that influencer engagement can increase positive associations between brands and audiences, making influencers a vital bridge connecting brands with their target market. The credibility built through influencers is crucial, especially in the fast-changing social media environment, where customers often seek validation from figures they trust before purchasing. Additionally, relevant and quality customer engagement is vital in increasing brand loyalty (Almahdi et al., 2022). This loyalty is influenced by the quality of the products and services offered and how the brand is able to build trust from the beginning of the interaction with customers. Trust in social trading platforms like TikTok also emerged as an important factor in this analysis (Widnyana, 2021). Platform reputation, seller credibility, and security features are the main determinants in customer purchasing decisions. Even if a brand has a strong marketing strategy (C. M. Putri & Sumartik, 2023), customer trust in the platform on which the brand operates remains a key component in marketing success.

Based on these findings, brands are advised to adopt a holistic approach to building and maintaining customer trust, prioritizing consistency of communication, appropriate use of influencers, and meaningful customer engagement. At the same time, brands also need to consider the reputation and credibility of their platforms, as this directly influences customer perceptions and purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

This research shows that customer trust plays a crucial role in forming and maintaining strong relationships between brands and consumers on social media platforms like TikTok. It identifies that customer trust is primarily built through consistency in communication, credibility gained from positive associations with other elements such as platforms or influencers, and quality

engagement. Consistency in brand messaging creates sustainable positive perceptions in customers' eyes, increasing trust and loyalty.

Apart from that, the role of influencers in marketing strategies has also proven to be very significant in strengthening brand credibility, especially in the dynamic social media environment. This credibility, reinforced by positive relationships with influencers, becomes essential for consumer purchasing decisions. Trust in the platform used, including the reputation and security features offered, is also a determining element in the success of marketing strategies on social trading platforms.

Overall, this research suggests that to succeed in today's digital era, brands must adopt a holistic approach that prioritizes consistency in communications, appropriate use of influencers, and a focus on platform reputation and credibility. This approach will help build trust and maintain ongoing customer loyalty.

ADVANCED RESEARCH

This study has several limitations that need to be considered before it can be interpreted or applied. This research uses qualitative methods that focus on an in-depth analysis of the relationship between customers and brands on TikTok's social media platform. While this approach provides rich and in-depth insights, the results may only be broadly generalizable to some social media platforms or other types of businesses.

Second, the sources used in this research are limited to TikTok users who actively interact with brands. This could lead to sampling bias, where the study results may be more relevant to users who already have a high level of engagement with the brand and may not be fully representative of the overall TikTok user population, including those who are less active or do not engage with the brand's content.

Third, this research was conducted in a specific context of culture and time. The social and technological dynamics of social media are constantly changing, so relevant findings today may not be fully applicable in the future as platforms evolve and consumer behavior changes.

Fourth, this research also needs to explore the long-term impact of brands' marketing strategies on TikTok. Although the results demonstrate the importance of trust and engagement in building customer relationships, further research is needed to understand how these strategies influence customer loyalty and purchasing behavior in the long term.

Finally, this research does not quantitatively measure the impact of each element that contributes to trust formation, such as communication consistency or influencer influence. Quantitative studies involving statistical measurements and analysis can provide a more quantifiable view of how much influence each factor has on customer trust and loyalty.

REFERENCES

Aaker, J., Fournier, S., & Brasel, S. A. (2004). When good brands do bad. *Journal of Consumer Research*, 31(1), 1-16.

- Almahdi, M. H., Alsayed, N., & Alabbas, A. (2022). In *Influencers We Trust? A Model of Trust Transfer in Social Media Influencer Marketing BT - Future of Organizations and Work After the 4th Industrial Revolution: The Role of Artificial Intelligence, Big Data, Automation, and Robotics* (A. Hamdan, A. Harraf, P. Arora, B. Alareeni, & R. Khamis Hamdan (eds.); pp. 159–173). Springer International Publishing. https://doi.org/10.1007/978-3-030-99000-8_9
- Banerji, R., & Singh, A. (2024). Do social media marketing activities promote customer loyalty? A study on the e-commerce industry. *LBS Journal of Management & Research*, 22(1), 93–109. <https://doi.org/10.1108/LBSJMR-04-2023-0016>.
- Belinski, R. (2020). Organizational learning and Industry 4.0: findings from a systematic literature review and research agenda. In *Benchmarking* (Vol. 27, Issue 8, pp. 2435–2457). <https://doi.org/10.1108/BIJ-04-2020-0158>.
- Chen, Y., Prentice, C., Weaven, S., & Hisao, A. (2022). The influence of customer trust and artificial intelligence on customer engagement and loyalty – The case of the home-sharing industry. *Frontiers in Psychology*, 13(August), 1–15. <https://doi.org/10.3389/fpsyg.2022.912339>
- Cialdini, R. B. (2007). Descriptive social norms as underappreciated sources of social control. *Psychometrika*, 72(2), 263–268. <https://doi.org/10.1007/s11336-006-1560-6>
- Curry, D. (2024). *TikTok App Report 2024*. <https://www.businessofapps.com/data/tiktok-report/>
- Dalkin, S. (2021). Using computer assisted qualitative data analysis software (CAQDAS; NVivo) to assist in the complex process of realist theory generation, refinement and testing. *International Journal of Social Research Methodology*, 24(1), 123–134. <https://doi.org/10.1080/13645579.2020.1803528>
- Dhakal, K. (2022). NVivo. In *Journal of the Medical Library Association* (Vol. 110, Issue 2, pp. 270–272). <https://doi.org/10.5195/jmla.2022.1271>
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343–373.
- Huber, S. G., & Helm, C. (2020). COVID-19 and schooling: evaluation, assessment and accountability in times of crises—reacting quickly to explore key issues for policy, practice and research with the school barometer. *Educational Assessment, Evaluation and Accountability*, 32(2), 237–270.
- Iqbal, M. (2024). *TikTok Revenue and Usage Statistics (2024)*. <https://www.businessofapps.com/data/tik-tok-statistics/>

- Jiang, H., Cai, J., Lin, Y., & Wang, Q. (2024). Understanding the effect of TikTok marketing on user purchase behavior: a mixed-methods approach. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-024-09882-x>
- Kim, G. B., Park, S., Eun, L. Y., Han, J. W., Lee, S. Y., Yoon, K. L., Yu, J. J., Choi, J.-W., & Lee, K.-Y. (2017). Epidemiology and clinical features of Kawasaki disease in South Korea, 2012–2014. *The Pediatric Infectious Disease Journal*, 36(5), 482–485.
- Kodani, A., & Rochmaniah, A. (2023). *Evaluating Eiger's Brand Image on TikTok : An Analysis*. Universitas Muhammadiyah Sidoarjo. <https://doi.org/10.21070/ups.3531>
- Laroche, M. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33(1), 76–82. <https://doi.org/10.1016/j.ijinfomgt.2012.07.003>
- Malik, N. (2022). Impact of artificial intelligence on employees working in industry 4.0 led organizations. *International Journal of Manpower*, 43(2), 334–354. <https://doi.org/10.1108/IJM-03-2021-0173>
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). The impact of initial consumer trust on intentions to transact with a web site: a trust building model. *The Journal of Strategic Information Systems*, 11(3–4), 297–323.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
- Ortiz, J. A. F., De Los M. Santos Corrada, M., Lopez, E., Dones, V., & Lugo, V. F. (2023). Don't make ads, make TikTok's: media and brand engagement through Gen Z's use of TikTok and its significance in purchase intent. *Journal of Brand Management*, 30(6), 535–549. <https://doi.org/10.1057/s41262-023-00330-z>
- Park, S. H., & Blackstone, C. (2010). Further assembly required: construction and dynamics of the endoplasmic reticulum network. *EMBO Reports*, 11(7), 515–521.
- Prasojo, G., & Sari, D. K. (2023). *Role of Brand Image, Online Trust, and Customer Satisfaction in Building Repurchase Intention for Shopee E-Commerce Consumers in Sidoarjo*. Universitas Muhammadiyah Sidoarjo. <https://doi.org/10.21070/ups.703>
- Putri, C. M., & Sumartik, S. (2023). *Electronic Word Of Mouth, Brand Trust and Brand Image Its Influence on Repurchase Intention CV. Asih Jaya*. Universitas

- Muhammadiyah Sidoarjo. <https://doi.org/10.21070/ups.2941>
- Putri, R. A., & Sari, H. M. K. (2023). *TikTok Live Streaming, Celebrity Endorser, and Brand Awareness Influence The Decision to Purchase Somethinc Facial Care Products*. Universitas Muhammadiyah Sidoarjo. <https://doi.org/10.21070/ups.2578>
- Rejeb, A., Rejeb, K., Appolloni, A., & Treiblmaier, H. (2024). Foundations and knowledge clusters in TikTok (Douyin) research: evidence from bibliometric and topic modelling analyses. *Multimedia Tools and Applications*, 83(11), 32213–32243. <https://doi.org/10.1007/s11042-023-16768-x>
- Samara, G. (2024). *Decision letter for “The impact of green brand trust repair strategies on trust repair after greenwashing: From a brand legitimacy perspective.”* Wiley. <https://doi.org/10.1111/beer.12699/v3/decision1>
- Schultz, D. E., & Peltier, J. J. (2013). Social media’s slippery slope: challenges, opportunities and future research directions. *Journal of Research in Interactive Marketing*, 7(2), 86–99.
- Septyaningsih, S., & Multazam, M. T. (2024). *Legal Protection of Consumer Rights in Transactions at TikTok Shop Unravelin New Legal Insights*. Universitas Muhammadiyah Sidoarjo. <https://doi.org/10.21070/ups.3903>
- Staniszewska, S. (2018). Reviewing progress in public involvement in NIHR research: Developing and implementing a new vision for the future. *BMJ Open*, 8(7). <https://doi.org/10.1136/bmjopen-2017-017124>
- Widnyana, I. D. G. D. W. (2021). *Analisis Video Comments To Like Ratio Tiktok Pada 5 Brand Mobil Terbaik Dunia*. Center for Open Science. <https://doi.org/10.31219/osf.io/vt4g7>
- Zhang, T., & Phillips, F. (2024). *From Brand Reputation to Customer Reposting: The Moderating Effects of Customer Personal Traits and Content Features*. Elsevier BV. <https://doi.org/10.2139/ssrn.4910310>
- Zhang, Y., Law, M., Cui, X., & Huang, L. (2024). Social media commerce: an empirical study of platform, people and information from the trust transfer perspective. *Journal of Systems and Information Technology*, 26(2), 164–181. <https://doi.org/10.1108/JSIT-07-2023-0123>