

The Influence of Tiktok Content Marketing, Customer Experience, and Reviews on the Loyalty Intention toward Local Fashion Brands



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ABSTRACT: This study examines the effect of content marketing, customer experience, and online customer reviews on the loyalty intention toward local fashion brands on TikTok Shop. The population in this study were TikTok shop users. The data for this research were collected using primary sources through a quantitative approach. A purposive sampling technique was employed to select TikTok Shop users as the research subjects. Out of 233 respondents who completed the questionnaire, an outlier analysis was conducted, resulting in 182 valid data points for further analysis. The analysis model used is multiple linear regression with IBM SPSS version 25. The regression analysis revealed that content marketing has a significant and positive effect on loyalty intention, as indicated by a positive coefficient. In addition, good customer experience is shown to significantly impact loyalty intention. Online customer reviews also show a significant influence, although slightly lower than content marketing and customer experience.

KEYWORDS: Content marketing, customer experience, online customer review, loyalty intention, local fashion brands

I. INTRODUCTION

Social media plays a pivotal role as a digital marketing tool for businesses (Antasari et al., 2024). Marketing activities are driven by social media's impact on customer perceived value, brand awareness, and trust, which collectively contribute to fostering brand loyalty (Hapsari et al., 2023). One digital platform that is increasingly popular and has great potential is TikTok Shop, an ecommerce service integrated with the TikTok social media application. Local fashion brands can utilize TikTok Shop's multimedia content features to reach a wider audience. TikTok Shop enables local fashion brands to utilize its distinctive features, such as engaging video content, direct consumer interaction, and online reviews, to enhance consumer engagement, trust, and loyalty. Unlike traditional e-commerce platforms, TikTok Shop offers interactive and creative tools, including short videos, challenges, and visual effects, which help brands foster deeper connections with their audience (Alalwan, 2018; Tran, 2021).

TikTok Shop offers advantages in transaction activities, with users perceiving its features as having minimal associated risks (Sa'adah et al., 2022). A positive online interaction with local brands through social media enhances consumer buying interest. Such experiences foster favorable impressions, significantly influencing purchasing decisions (Rahman et al., 2018). The success of sales on TikTok Shop relies not only on product quality but also on the brand's capability to produce engaging marketing content (Lemon & Verhoef, 2016). In the digital age, content marketing has emerged as a pivotal strategy, enabling brands to attract and retain customers by delivering relevant and valuable content (Hollebeek & Macky, 2019).

Likewise, customer experience has long been recognized as a key factor in building customer loyalty (Lemon & Verhoef, 2016). Customer experience encompasses all interactions consumers have with a brand. Positive experiences can significantly enhance customer satisfaction and foster loyalty (Lemon & Verhoef, 2016). Platforms like TikTok Shop bring a new dimension to customer experience, combining social, entertainment, and shopping aspects in one. Nonetheless, past research, such as by McLean and Wilson (2016), has not fully addressed the complexity of user experiences on platforms like TikTok Shop, although online customer reviews, particularly in the form of short videos, have become an increasingly important source of information for consumers during the purchase decision-making process (Filiari et al., 2018). According to Zhang and Wu (2023), these reviews have a significant positive effect on loyalty intentions. On TikTok, reviews often come in the form of videos that offer a more engaging and informative perspective on fashion products, yet the impact of these video reviews on consumer trust and loyalty toward

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local fashion brands remains underexplored. While previous research, such as that by Zhu and Zhang (2010), has examined the role of online reviews in purchasing decisions, the specific influence of TikTok's short video reviews on consumer behavior requires further investigation.

Hollebeek and Macky (2019) found a positive relationship between content marketing and loyalty intention. However, Koay et al. (2020) highlight that the impact of content marketing on consumers varies depending on the type of content and the platform used. Similarly, Becker and Jaakkola (2020) argue that the relationship between customer experience and customer loyalty is not always linear, as it can be influenced by a range of factors. Keyser et al. (2020) further emphasize that the effect of customer experience is contingent on the quality of touchpoints and the context in which the experience occurs. Additionally, Zhao et al. (2021) found that certain features of online reviews significantly influence customer satisfaction. Wang et al. (2023) suggest that not all information in reviews carries the same weight; reviews that present information in a structured and engaging manner tend to have a greater impact on customer perceptions.

Most previous research has explored the influence of content marketing, customer experience, and online customer reviews separately (Tyrväinen et al., 2023; Mutambik, 2023; Macheka et al., 2024). These studies indicate a gap in research that integrates these three factors within the context of e-commerce platforms like TikTok Shop. On TikTok Shop, content marketing, customer experience, and online customer reviews are closely intertwined with the overall user experience of local fashion brands. Therefore, this study seeks to address this gap by examining how these three factors influence customer loyalty intentions toward local fashion brands on TikTok Shop. By understanding these dynamics, this study aims to provide valuable insights for marketing practitioners and local fashion brands, helping them optimize their strategies for the rapidly growing TikTok Shop.

II. LITERATURE REVIEW

A. Content Marketing

Content marketing is a strategy focused on creating and distributing relevant, valuable, and consistent content to attract and retain customers (Holliman & Rowley, 2014). It plays a crucial role in the digital age by emphasizing value creation and customer engagement (Bokariya et al., 2021). Over time, content marketing has shifted from traditional persuasive advertising to providing valuable information to consumers (Forrest, 2019; Le & Kalela, 2020). This approach is gaining prominence, especially on social media platforms, where the focus is on sharing engaging content to build relationships with consumers (Plessis, 2017).

Companies utilizing content marketing can leverage it as a powerful tool for brand strategy and customer relationship management (Odongo, 2016). Several studies have demonstrated that effective content marketing influences consumer loyalty intentions. High-quality, visually appealing content that entertains customers plays a vital role in fostering engagement, which ultimately drives brand loyalty and affection (Bazi et al., 2023). Moreover, social media marketing activities positively impact brand loyalty through enhanced community and brand engagement (Abdullah & Faisal, 2022). These findings align with Jafarova and Tolon (2022), who assert that content marketing on social media positively affects brand loyalty and purchase intention.

H1. Content marketing has a positive effect on the loyalty intention toward local fashion brands on TikTok Shop

B. Customer Experience

Customer experience is a key concept in marketing, encompassing customers' subjective responses to both direct and indirect interactions with a company (Meyer & Schwager, 2007). Positive experiences fostered by companies can significantly influence consumer perceptions, emotions, and behaviors, ultimately impacting loyalty intention (Brakus et al., 2009; Klaus & Maklan, 2013). It plays a critical role in shaping customer satisfaction, loyalty, and purchasing behavior. Research indicates that factors such as familiarity, user experience, and social commerce features have a positive effect on consumer perceptions of ease of use, while also enhancing trust and purchase intentions (Hajli et al., 2017). In today's competitive business environment, customer experience has emerged as a crucial differentiator (Shaw et al., 2010; Drotskies & Herbst Fj, 2010).

Understanding and managing customer experience throughout the business journey is vital for companies (Lemon & Verhoef, 2016). Customer experience is recognized as an essential management tool due to its substantial influence on consumer behavior (Berry et al., 2002; Lemon & Verhoef, 2016). It encompasses all interactions between customers and the company during the purchasing process. Previous studies have consistently demonstrated a positive relationship between customer experience and loyalty intention. For instance, Kim and Choi (2013) found that the quality of customer experience—shaped by service outcomes, interactions, and peer-to-peer engagement—has a direct impact on customer loyalty. Similarly, research by Simanjuntak and Purba (2020) and Stein and Ramaseshan (2019) corroborates the positive and significant connection between customer

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experience and loyalty. These findings underscore the importance of enhancing customer experience to drive loyalty and longterm engagement.

H2. Customer experience has a positive effect on the loyalty intention of local shop brands on TikTok Shop

C. Online Customer Review

Maslowska et al. (2019) describe online customer reviews as a form of customer engagement behavior, presenting a framework to understand how different types of reviews influence purchasing behavior. Online reviews have become a pivotal factor in shaping consumer purchasing decisions and play a central role in marketing communications (Chen & Xie, 2004). Acting as an essential source of information, these reviews help potential buyers make informed decisions by identifying products that best suit their needs (Chen & Xie, 2004; Katole, 2022). Gesitera (2020) emphasizes that online customer reviews are more effective in attracting consumer interest in online shopping than traditional social media promotions. Reviews from other customers strongly influence shopping decisions and can significantly drive purchase intent. Zhu and Zhang (2010) further highlight that online reviews have a greater impact on the sales of lesser-known brands and among consumers with extensive online shopping experience. Beyond influencing purchasing decisions, online customer reviews also play a vital role in fostering consumer loyalty. Research by Park et al. (2007) indicates that the quality and quantity of reviews positively affect purchase intentions. Similarly, Lisnawati et al. (2021) found that online reviews enhance brand image and strengthen consumer loyalty. These findings underscore the strategic importance of leveraging online reviews to build trust, engagement, and lasting brand relationships.

H3. Online customer reviews have a positive effect on the loyalty intention of local fashion brands on TikTok Shop.

The conceptual framework of the study is illustrated in Figure 1 below:

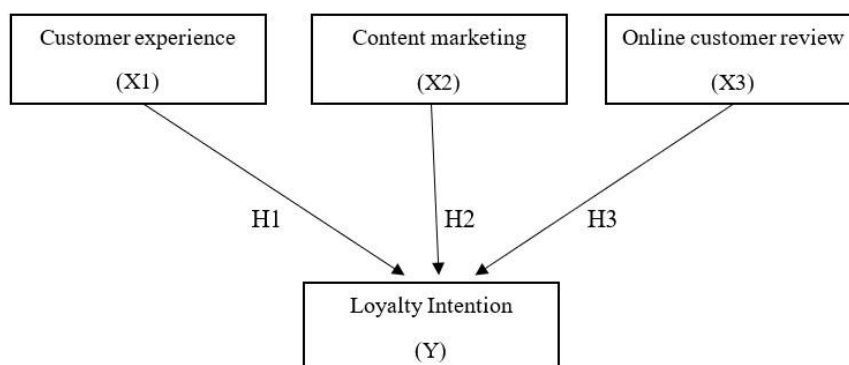


Figure 1 Conceptual Framework

III. RESEARCH METHODS

This study adopted a quantitative design with a cross-sectional survey approach to collect data, allowing for statistical measurement of the relationships between variables. According to Dilman et al. (2014), online surveys enable researchers to reach a diverse population, enhancing the representativeness of the data. Data collection took place in October 2024, with questionnaires distributed online to TikTok Shop users through social media platforms and with assistance from fellow researchers. A 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) was used to measure respondents' data. The target population comprised active TikTok Shop users who had purchased fashion products from local brands through the platform within the past six months. The survey was conducted using Google Forms, and data analysis was performed using SPSS 25 software. The findings were compared with existing literature to identify the research contributions, particularly in the context of TikTok Shop and local fashion brands. Theoretical and practical implications were discussed, with a focus on strategies that local fashion brands can implement to increase customer loyalty by optimizing content marketing, enhancing the customer experience, and managing online customer reviews effectively on the TikTok Shop platform.

Nonprobability sampling was employed, with a purposive sampling method to select respondents. The sample size was determined based on Hair et al. (2017), who recommended a sample size for populations of uncertain size. The data collection targeted TikTok Shop users aged 18 to 50 years and above. Respondents were provided with brief information about the questionnaire's content and instructions on how to complete it. In total, 233 questionnaires were distributed, and 182 were included for further analysis after outlier removal and elimination of incomplete data. The sample consisted of 153 female respondents (65.7%) and 80 male respondents (34.3). In terms of age, 190 respondents (81.5%) were between 18-24 years old;

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28 (12%) were between 25-34 years old; 9 (3.9%) were between 35-44 years old; and six respondents (2.6%) were between 45-54 years old. Respondents aged 55 years and above did not complete the questionnaire. In terms of respondent area of origin, 79.8% of respondents came from Bali and Nusa Tenggara islands, 9.9% came from Java Island, 2.6% came from Sulawesi Island, 3.9% came from Sumatra Island, 1.7% came from Kalimantan Island, 1.7% came from Maluku Island, and 0.9% came from Papua Island. As for employment, 9.4% were not employed at the time of data collection, 60.9% of respondents were students or college students, 6.4% worked freelance, 18.5% were employed full-time, and 4.7% did not specify. As for being on TikTok, 141 (60.5%) respondents had been on TikTok for one to three years, 75 (32.3%) respondents for four to six years, and 17 (7.2%) respondents for more than seven years. As for the intensity, 51 (21.9%) respondents used TikTok for approximately one hour per day, 71 (30.5%) respondents used TikTok in the range of one to two hours per day, and 111 (47.6%) users used TikTok for more than two hours every day.

IV. RESULTS AND DISCUSSION

Validity refers to the extent to which a measurement accurately reflects the variable it aims to study (Cooper & Schindler, in Zulganeff, 2006). The validity results are shown in Table 1, where all item-total correlation coefficients exceed the r-product moment value of 0.146 at a significance level of 5%. As a result, the scale is deemed both reliable and valid. All questions are considered valid since the significance values are <0.05. Customer experience and online customer reviews are two critical variables that significantly influence loyalty intention. A positive shopping experience and trust in customer reviews play key roles in fostering loyalty. This aligns with customer experience theory, which emphasizes convenience and security as central factors in creating a positive experience (Lemon & Verhoef, 2016). Similarly, Chevalier and Mayzlin (2006) state that consumers are more likely to be influenced by reviews deemed credible and relevant. As shown in Table 3, content marketing, customer experience, and online customer reviews all have a significant effect on loyalty intention, confirming that hypotheses H1, H2, and H3 are supported.

Table 1. Summary of item-total correlation

	Item	correlation
Content marketing		
Local fashion brand content on TikTok Shop provides useful information	CM1	.234
The content of local fashion brands on TikTok Shop helps me make better purchasing decisions	CM2	.544
The content of local fashion brands on TikTok Shop attracts my attention	CM3	.440
I enjoy viewing local fashion brand content on TikTok Shop	CM4	.581
I feel the content of local fashion brands on TikTok Shop is trustworthy	CM5	.605
Customer experience		
The interface on TikTok Shop is easy to understand	CE1	.601
The purchase process on TikTok Shop is simple and efficient	CE2	.657
I feel like the shopping experience at TikTok Shop is tailored to my preferences	CE3	.592
TikTok Shop provides product recommendations that are relevant to my interests	CE4	.585
I feel safe when transacting at TikTok Shop	CE5	.659
Online Customer Review		
Customer reviews on TikTok Shop help me make better purchase decisions	OCR1	.470
Reviews with product photos or videos strongly influence my purchase decision	OCR2	.458
I trust the honesty of customer reviews on TikTok Shop	OCR3	.573
I trust reviews from verified buyers on TikTok Shop more	OCR4	.606
I consider the number of positive reviews before buying local fashion products on TikTok Shop	OCR5	.594
Loyalty intention		

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I intend to continue buying products from my favorite local fashion brand on TikTok Shop	LI1	.670
I will recommend local fashion brands that I buy on TikTok Shop to others	LI2	.623
I will share positive experiences when shopping for local fashion brands on TikTok Shop	LI3	.527
I am willing to pay a higher price for my favorite local fashion products on TikTok Shop	LI4	.532
I will remain loyal to my favorite local fashion brand at TikTok Shop despite cheaper offers from competitors	LI5	.469

The reliability test is conducted following the validity test. To assess reliability, the Cronbach's alpha value is used as the criterion. A valid and reliable questionnaire is crucial to minimize measurement errors in the research variables (Bhattacharyya et al., 2017). The results of the data processing are shown in Table 2. The table indicates that Cronbach's alpha value above 0.7 signifies good reliability for all variables. Customer experience has the highest average among the variables analyzed. With a Cronbach's alpha value of 0.818, the measurement instrument for this variable is highly reliable and consistent. A positive customer experience tends to enhance loyalty intention, making this variable one of the key factors contributing to loyalty intention. Content marketing, with a Cronbach's alpha value of 0.694, is close to the minimum threshold, suggesting that some questions may not fully align in terms of consistency.

Table 2. Descriptive Statistics and Reliability Test Results

		Std. deviation	Cronbach's Alpha	Variance
Mean				
Content Marketing	20.29	2.227	.694	4.959
Customer Experience	20.82	2.245	.818	5.041
Online Customer Review	21.53	2.153	.746	4.637
Loyalty Intention	19.02	2.476	.717	6.132

Table 3. Regression analysis of the effect of content marketing, customer experience, dan online customer review on loyalty intention

Variable	β	t-value	Sig	Conclusion
Content Marketing	0.301	3.553	0.000	H1 (Supported)
Customer Experience	0.291	3.393	0.001	H2 (Supported)
Online Customer Review	0.200	2.356	0.020	H3 (Supported)

F = 30.566, p = .000, R = 0.583, R² = 0.340, Std error of the estimate = 2.029

The β_1 value is 0.301, indicating that for every one-unit increase in content marketing, the loyalty intention increases by 0.301. The β_2 value is 0.291, suggesting that for every one-unit increase in customer experience, loyalty intention rises by 0.291. The β_3 value is 0.200, showing that a one-unit increase in online customer reviews leads to a 0.200 increase in loyalty intention. With a significance value of <0.05 and a calculated f-value of 30.566 (greater than 2.66), it can be concluded that all independent variables in this study have a positive and significant effect on the dependent variable.

The R² value of 0.329 indicates that 32.9% of the variation in loyalty intention is explained by content marketing, customer experience, and online customer reviews, with the remaining 67.1% influenced by other factors outside the regression model. The analysis confirms that the influence of content marketing, customer experience, and online customer reviews on loyalty intention is significant. Residual normality further supports the validity of the results, indicating that the findings are reliable for understanding the relationship between the variables. These results are not only valuable for academic insight but also serve as a guide for strategic decision-making for local fashion brands on TikTok Shop.

Regression analysis highlights that content marketing significantly contributes to loyalty intention with a positive coefficient. This suggests that creating relevant and engaging content enhances customer engagement and purchase intention. On TikTok, visuals and creativity play a crucial role in driving sales. A well-crafted content marketing strategy can capture the audience's attention, fostering brand loyalty. Brands should focus on producing content that is not only informative but also entertaining, creating an emotional connection with customers.

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Additionally, a positive customer experience is shown to significantly influence loyalty intentions. The results indicate that positive interactions between customers and brands—such as responsive customer service and a smooth purchasing process—can enhance customer satisfaction. In today's digital era, where customers have numerous options, providing an exceptional experience is vital to retaining loyalty. A positive experience strengthens the relationship between customers and brands (Jain et al., 2017). Therefore, companies must continuously refine every touchpoint with customers to ensure the experience remains consistently positive.

Online customer reviews also have a significant impact, though slightly less than content marketing and customer experience. This suggests that customer feedback, both positive and negative, plays a critical role in influencing the purchasing decisions of potential online shoppers. With TikTok's vast user base, positive reviews can attract more customers, while negative reviews can harm the brand's reputation. Consequently, companies should take a proactive approach to managing reviews—encouraging positive ones and responding constructively to negative feedback.

This research holds valuable implications for marketers of local fashion brands, particularly those operating on TikTok Shop. Given the significance of content marketing and customer experience, brands should prioritize creative and innovative strategies, ensuring all customer interactions are positive. Moreover, effectively managing online reviews is an essential component of building and maintaining customer loyalty. Ultimately, this study provides key insights into the factors influencing loyalty intentions toward local fashion brands on TikTok Shop. By leveraging these findings, companies can foster stronger customer loyalty and enhance their competitive position in the market.

IV. CONCLUSION

Based on the results of the data analysis, it can be concluded that content marketing, customer experience, and online customer review variables significantly influence business performance. This confirms that an effective marketing strategy, which includes engaging content, a satisfying customer experience, and proactive management of online customer reviews, can positively impact business outcomes. Therefore, companies need to prioritize these three areas to enhance their competitiveness and performance in the market.

Companies should invest in developing marketing content that resonates with their target audience, ensuring it is both relevant and engaging. Furthermore, improving customer experience at every touchpoint—whether in person or through digital platforms—is essential for fostering loyalty and satisfaction. It is also recommended that companies actively manage customer reviews and feedback, as this can build consumer trust and strengthen brand loyalty. Investing in staff training and technology to facilitate better customer interactions will further support these efforts.

Overall, this research offers valuable insights for marketing and business management practitioners. By understanding and applying these findings, companies can develop more effective strategies to address the challenges of an ever-evolving market. Prioritizing content development, enhancing customer experience, and managing online reviews should be central to achieving success in a competitive business environment.

V. MANAGERIAL IMPLICATIONS

Based on the results from the study, it is recommended that the company implement a stronger content marketing strategy and place a high priority on customer experience. Additionally, effectively managing online reviews is crucial, as they can significantly influence the perceptions of potential customers. Companies should focus on developing content that is engaging, informative, and relevant to their target audience. Quality content can drive customer engagement and interest, which can ultimately foster loyalty. It is also essential to manage the frequency and consistency of content creation to keep the brand on the customer's radar and build stronger relationships.

Improving the quality of customer service is also critical, particularly through timely responses to inquiries and effective handling of complaints. A positive customer experience can encourage loyalty and positive word-of-mouth. Encouraging customers to leave reviews about products is another key strategy. Positive reviews not only enhance brand reputation but also influence purchasing decisions. Responding to both positive and negative reviews demonstrates that the brand values customer feedback, which can improve brand image and strengthen customer relationships. Regular customer satisfaction surveys can also help identify areas for improvement and guide decision-making.

Given the popularity of TikTok as a social media platform, collaborating with relevant influencers can expand the reach and impact of the company's marketing efforts. In addition, establishing a loyalty program that rewards repeat customers with incentives such as special discounts can improve customer retention. By implementing these strategies, the company can optimize its approach on the TikTok Shop platform and increase loyalty intentions towards local fashion brands. A focus on enhancing

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customer experience and effectively managing customer-generated content and reviews will help create long-term relationships and drive business growth.

VI. LIMITATION AND FUTURE RESEARCH

The results of this study provide valuable insights into the factors that influence customer loyalty. However, it is important to recognize that other variables may also play a role in shaping loyalty intention. Future research is recommended to explore additional variables that could further enhance the understanding of customer loyalty, enabling companies to develop more effective strategies. Furthermore, analyzing different sectors will provide a broader perspective on consumer behavior and allow for cross-industry comparisons.

This research focuses specifically on local fashion brands on the TikTok Shop platform, and the findings may not be fully applicable to other industries or e-commerce platforms. Additionally, the data collected in this study is subjective, relying on the perceptions of the respondents, which could affect the accuracy and reliability of the results. Future studies could incorporate additional variables that may influence loyalty intention, providing a more comprehensive understanding of the factors that drive customer loyalty. Expanding the research to other industries or product categories will allow for broader insights and comparisons. Longitudinal studies could also be conducted to analyze how loyalty intention evolves, especially in the context of changing digital trends and shifts in consumer behavior. By addressing the limitations of this study and considering the recommendations for future research, it is hoped that further investigations will contribute to a deeper understanding of the factors that influence customer loyalty in the digital age.

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