



Maintaining Customer Loyalty Based on Social Media Marketing, Customer Engagement, Lifestyle, and TikTokShop Promotion with Satisfaction as a Mediator

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Abstract

Background: Customer satisfaction is a crucial step in the survival and expansion of increasingly competitive companies because it connects many aspects of loyalty. Loyalty is the key to business sustainability, but it is not easy to build, especially in the increasingly competitive and innovative digital era.

Objective: The purpose of this study is to examine and analyze how social media marketing, satisfaction, customer engagement, lifestyle, and promotions influence TikTok Shop loyalty.

Methods: This study employs a quantitative methodology to evaluate primary data, specifically structural equation modeling. 200 individuals were surveyed using a questionnaire instrument to collect credible data. Purposive sampling was used to collect non-probability data. SmartPLS 4.0 served as a testing tool.

Results: According to the study's findings, social media marketing, customer engagement, lifestyle, and promotions all have a direct influence on consumer satisfaction and loyalty. Satisfaction has a significant impact on customer loyalty. Customer satisfaction also serves as a mediator between the four of independent variable that influence loyalty.

Conclusion: These findings can be applied as a flywheel marketing technique by TikTok Shop owners.

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INTRODUCTION

TikTok is a social media platform that can be used to share content and facilitate purchasing activities. This TikTok feature accommodates and displays how the platform's resources and experiences can be utilized by providing a sales experience through engaging content designed to attract and influence customers' future purchasing decisions. One of TikTok's advantages is the availability of a dedicated menu within the application that connects TikTok with TikTok Shop, allowing users to purchase products without leaving the platform. TikTok provides a simple and effective feature for promoting commerce in the digital era by enabling businesses to create short videos or live streams that encourage customers to purchase products they need.

According to Datareportal.com (2025), TikTok is the third most popular social media

platform, with 79.6% of users searching for entertaining, interesting, and engaging content. TikTok enables users to interact with products through engaging video advertisements (market fit) and live streaming features that showcase creative ideas from merchants and content creators. The digital community's customer base continues to expand. TikTok can leverage this growth to enhance its platform performance in the digital era, allowing entrepreneurs and merchants to sell products or services online without being limited by geographical distance, time constraints, or excessive operational costs.

Interestingly, producers can identify and reach target markets, including customers from different countries, more effectively and efficiently across various market segments. Product positioning, target markets, and market share have become increasingly dynamic and frequently changing due to the emergence of digital platforms such as TikTok Shop. TikTok began expanding into e-commerce and promotional activities in 2021 (H. Zhang et al., 2024). TikTok is no longer limited to entertainment and dance videos; it now provides various benefits for consumers (Dekker et al., 2025).

TikTok Shop is one of the e-commerce services introduced by TikTok and has become a popular platform for buying and selling activities. Buyers can shop directly through TikTok Shop without visiting external websites or downloading additional applications, making the purchasing process more convenient. These features include product catalogs, direct communication channels with merchants for product inquiries, and integrated payment systems within the TikTok application.

Maintaining customer loyalty is critical for manufacturers; however, companies must continuously adapt and innovate their digital offerings because customers may quickly switch to competitors. Customer loyalty develops from customers' consistent positive emotional experiences (Shaw & Ivens, 2002). Customer experience can also influence loyalty because it represents an important component of a company's product or service performance and occurs when customers consume or use the offered products or services (Zha et al., 2023). Customers who experience positive transactions with service providers are more likely to develop satisfaction and long-term loyalty.

One example of technological advancement is the use of social media to improve business efficiency. Social media marketing strategies have developed into efficient, flexible, and profitable business approaches that provide significant opportunities for companies. Consumer behavior has shifted from traditional purchasing methods toward online transactions. Jan et al. (2020) found in Malaysia that social media significantly influences consumer loyalty, which is consistent with findings by Nagaraj & Gopal (2022) in the same country. TikTok introduced the TikTok Shop feature to expand opportunities for online product sales. Customer loyalty can be strengthened through customer engagement activities. Thakur (2019) found in India that customer interactions with brands can improve customer satisfaction, while Pratama et al. (2024) reported similar findings in Indonesia. Customer engagement represents one stage in customer loyalty development, where an emotional connection between companies and customers is established. Customer engagement refers to efforts to create, develop, and enhance customer interactions with organizations through multiple communication channels.

Literature Review

Theory of Planned Behavior: Identifying Consumer Behavior

According to Ajzen (1991), the Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA). It essentially explains that three major factors influence a person's desire to engage in a specific action: attitude toward the behavior, subjective norm, and perceived behavioral control. These three components combine to generate behavioral intention, which serves as a direct predictor of actual conduct. In research, the Theory of Planned Behavior (TPB) is used as a theoretical framework to explain how customers' perceptions of control influence customer loyalty. Customer loyalty is regarded as a type of real action that occurs regularly as a result of favorable intentions impacted by consumer attitudes toward the brand. Customers who have a positive attitude toward a product or service, receive social support from those closest to them, and are confident in their ability to access and use the product in the long run are more likely to demonstrate a strong intention to remain loyal, which leads to customer

loyalty.

Alalwan (2018) research in the context of digital marketing reveals that social media advertising qualities that influence perceptions, attitudes, and ease of access can enhance buy intentions, resulting in consumer loyalty. Consumer behavior as people', groups', or organizations' behaviors and processes for achieving satisfaction through the selection, purchase, use, and disposal of items, services, experiences, or ideas (Reina Paz & Rodríguez Vargas, 2023). customer behavior is inextricably linked to the purchase decision-making process, which includes customer actions when looking for, researching, and assessing items and services. Consumer behavior is the search, evaluation, and decision-making process that occurs before to making a purchase. This process is driven by several factors that cause consumer demands and desires to change; therefore marketers must understand consumer behavior in order to maximize marketing tactics.

According to the definition above, consumer behavior encompasses the complete process and activities performed by individuals, groups, or organizations in selecting, purchasing, utilizing, and discarding of items, services, or experiences to meet needs or desires. Three major variables that drive consumer behavior: the individual, psychology, and environment (Dirwan, 2023). As a result, customer attitudes and behavior can be changed and stimulated by individual characteristics, psychological influences, and ideas conveyed through effective information or advertising.

Marketing is an organizational function and a collection of processes for developing, conveying, and delivering value to clients, followed by customer relationship management that benefits the business and stakeholders linked with the organization's services or products (Belch & Belch, 2021). According to Hooley et al. (1990), the marketing concept is a theory that asserts that the key to achieving goals is identifying target consumers' wants and providing those needs more efficiently and effectively than competitors. The marketing concept focuses on customer satisfaction rather than maximizing lucrative sales volume. As a result, the emphasis is on selling contentment as much as products.

The definition of marketing must be socially relevant and present a current and unique perspective. The definition of marketing must be socially relevant and provide a contemporary and original viewpoint on issues of modern societal awareness, as well as how the definition may be altered and improved for different economies and in relation to corporate social responsibility and technical innovations. In recent years, e-marketing and parts of digital storytelling have helped to broaden the meaning of marketing. Thus, it can be argued that marketing includes crucial features such as stakeholder focus, integration across various organizational lines, and attainment of corporate goals.

Social Media Marketing: Bringing Products Closer to Customers

Emini & Zeqiri (2021) define social media as a marketing approach that uses social media platforms and online communities to promote products or brands, with the goal of raising brand awareness and reaching a larger target market. According to Gunelius Susan (2011), social media marketing comprises all direct and indirect marketing actions targeted at increasing brand awareness using social media platforms. Social media serves as a link between the digital world and e-commerce, allowing businesses to broaden their market reach and increase website visitors via various social media platforms. In the digital age, social media marketing is broadly characterized as the use of social media tools to promote direct communication with customers, provide cost-effective engagement, create personal relationships, and facilitate product interchange

In other words, social media marketing may be defined as a marketing strategy that employs media platforms and online communities to raise and maintain brand awareness, meet customer expectations, and retain customers. This strategy not only covers direct and indirect marketing techniques, but it also serves as a vital link between the digital world and e-commerce (Gunelius Susan, 2011). Several research have found that social media marketing influences consumer satisfaction and loyalty over a wide range of goods and themes and nations (Al-Dmour et al., 2023; Godey et al., 2016; Uthman & Marie, 2025). Thus, social media marketing allows businesses to reach a larger audience and attract more visitors. According to Cheung et al. (2020),

the indicators of social media marketing include content development, content sharing, connecting, and community building. Based on theoretical and empirical evidence, the hypothesis proposed in this Research is as follows:

H1: Social media marketing has a positive and significant effect on loyalty

H2: Social media marketing has a positive and significant effect on customer satisfaction

Customer Engagement and its Effect on Customer Satisfaction and Loyalty

Customer engagement (CE) is one approach to cultivate loyal customers. CE occurs as a customer gets loyal and develops an emotional connection with a company, deepening the relationship (Lim & Rasul, 2022; Roy et al., 2023). CE refers to how businesses interact with their customers by generating high-quality content and fostering pleasant two-way communication. This also has an impact on consumer loyalty and trust, which leads to increased earnings (Gillis et al., 2019; Macca et al., 2024). CE is critical for firms to get a competitive edge and establish customer loyalty (Alvarez-Milán et al., 2018).

Building CE is thus an important technique for increasing satisfaction and loyalty. This involvement starts with a deep emotional bond between clients and the company (Lundin, 2025). With a good relationship, businesses may increase customer trust and loyalty, allowing them to gain a competitive advantage and long-term benefits. CE is demonstrated not just by purchasing or endorsing a brand, but also by actively participating in brand communities and providing feedback to share consumer experiences and contribute to product development (Matute et al., 2019).

Perez Benegas & Zanfardini (2025) discovered a link between CE and customer satisfaction and loyalty, particularly among airline passengers in Argentina. Similarly, Chikazhe et al. (2021) discovered that CE influences both customer satisfaction and loyalty, with satisfaction serving as a mediator. Banyte & Dovaliene (2014) discovered comparable conclusions, notably for present market conditions in Lithuania. This study concentrates on CE indicators according to Kotler et al. (2019): enthusiasm, attention, full involvement, interaction, and identification. Based on theoretical and empirical evidence, the hypothesis proposed in this Research is as follows:

H3: Customer engagement has a positive and significant effect on loyalty

H4: Customer engagement has a positive and significant effect on customer satisfaction

Customer Lifestyle as a Step in Mapping Customer Desires

Lifestyle is customer's tendencies for segmentation purposes. It depicts people's lives in terms of the nature of their home, the possessions they hold, the interests and activities they pursue, and how they socialize. Thus, lifestyle refers to how people divide their time between activities and how they spend their money (Dahana et al., 2019). Because basic consumer characteristics like demographics or location are insufficient to manage the market difficulties, practitioners have begun to seek deeper ways to the concept of market segmentation to provide more precise consumer insights (Akkaya, 2021).

Lifestyle represents a person's capacity to manage their income, make decisions about items (both commodities and services), and devise several alternative strategies for selecting a product category (Khairunnisa Rahmah & Luh Made Wisnu Satyaninggrat, 2023). As a result, a strong relationship between a company and its customers is an important factor in competitiveness. Market segmentation is a critical challenge for businesses that want to build and sustain loyal customer connections while also driving sales development. Customers are categorized into lifestyle segments depending on their shopping history (Dahana et al., 2019).

As a result, mapping client lifestyles is critical for marketers to match customer expectations. Several researchers, including Nworie et al. (2024), discovered in their study of Nigerian hotel services that consumer lifestyles have a significant impact on customer satisfaction and loyalty. Similarly, Hasnah et al. (2017) study of mobile services in Thailand discovered that satisfaction can even counteract the influence of lifestyle on customer loyalty. Pandey & Chawla (2016) discovered comparable results in the Indian e-commerce market. Thus, client lifestyles may be a deciding element in efforts to manage customer satisfaction and loyalty. This study concentrated on lifestyle factors such activities, interests, and attitudes (opinions) (Kotler et al., 2019). Based on theoretical and empirical evidence, the hypothesis proposed in this Research is

as follows:

H5: Customer lifestyle has a positive and significant effect on loyalty

H6: Customer lifestyle has a positive and significant effect on customer satisfaction

Promotion as the Spearhead of the Marketing Process

Promotion is a marketing activity that aims to communicate information, influence, persuade, or remind target consumers about a company and its products, with the expectation that they will be encouraged to accept, purchase, and remain loyal to the products offered (Alexandrescu & Milandru, 2018). Therefore, promotion represents a crucial stage and serves as the spearhead of the marketing process (Huang & Bai, 2021). In the digital era, where the relationship between supply and demand is becoming increasingly complex and the volume and structure of consumer demand continue to expand, manufacturers must communicate relevant information to potential customers so that they can understand the benefits offered by products or services. In this context, a company's primary communication activities consist of a specific combination of advertising, personal selling, sales promotion, and public relations tools used to achieve marketing and promotional objectives (Chakraborty & Jain, 2022; Rosário & Dias, 2023).

In their study of Gojek application users in Jabodetabek, Danty Adistya Artamevia Puteri Adji & Innocentius Bernarto (2024) found that effective promotional strategies can increase user satisfaction, which can subsequently mediate customer loyalty, as demonstrated by (Vemberain & Rakhman, 2024). Interestingly, Liu et al. (2022) revealed that special promotions not only enhance customer satisfaction but also strengthen loyalty, with satisfaction acting as a mediator between promotions and loyalty, particularly among Luckin Coffee customers in China. The promotional indicators examined in this study include the following: first, advertising, which refers to a form of non-personal communication used by businesses to deliver messages regarding products or brands through various media channels. Second, sales promotion involves providing short-term incentives to encourage purchases, such as discounts, coupons, instant rewards, or loyalty programs. Third, public relations represents activities designed to build and maintain a positive corporate image and relationships with stakeholders. Based on theoretical and empirical evidence, the hypothesis proposed in this research is as follows:

H7: Promotion has a positive and significant effect on loyalty

H8: Promotion has a positive and significant effect on customer satisfaction

Customer Satisfaction as a Mediator to Build Customer Loyalty

Customer satisfaction is a critical indicator that measures customers' overall satisfaction with a product, service, or company organization. Customer satisfaction is based on the cognitive judgment that customers make about whether their expectations have been fulfilled or surpassed. Customers feel satisfied and fulfilled when they learn that a product or service smoothly corresponds with their requirements and desires (Abosag et al., 2020; Lee et al., 2022; Yum & Kim, 2024). The main factors of consumer satisfaction in the social media era are electronic service quality, social media marketing efforts, and customer connection (Uzir et al., 2020). As a result, firms must constantly adjust their marketing methods to develop deeper consumer interactions in an increasingly competitive and dynamic market (Yalçinkaya & Çataldaş, 2025).

Consumers in the digital era prefer to communicate with brands via social media platforms over traditional avenues. This sort of marketing can improve customer satisfaction by encouraging direct interactions between brands and consumers (Amado-Mateus et al., 2025). Furthermore, promotion methods greatly boost customer satisfaction. Numerous studies have found that customer satisfaction plays an important role in loyalty, with some claiming that it mediates numerous independent variables connected to loyalty. Aleksić et al. (2024) discovered this in a study of major Serbian enterprises. Similarly, Tedjokusumo & R. Murhadi (2023) discovered a link between customer satisfaction and service quality in BCA customer retention. Lone & Bhat (2023) investigated the durable goods sector in India, while Cruz et al. (2026) investigated many economic sectors in Peru. As a synthesis, the following customer satisfaction factors were measured and adapted from previous research: conformity to expectations, intention to return, and willingness to suggest (Damonse et al., 2025). Based on theoretical and empirical evidence, the hypothesis proposed in this Research is as follows:

H9: Customer satisfaction has a positive and significant effect on loyalty

Customer Loyalty as the Ultimate Goal of Product Marketing

Customer loyalty is a customer's commitment to buy or prioritize a product in the form of goods or services on a constant basis, resulting in repeat purchases of the same product, even when influenced by situational or marketing considerations from alternative competitors. Thus, customer loyalty is defined as a pleasant emotional experience shared by customers over a reasonably long and sustained duration, resulting in a marketing flywheel.

Consumer loyalty stems from offering a favorable experience or impression. This can be accomplished efficiently using social media, understanding lifestyles, encouraging customers to share ideas and innovation, and continuing to perform relevant marketing. Consumer loyalty is determined by factors such as satisfaction, trust, commitment, engagement, perceived risk, switching costs, and habits. All these variables are positively connected with loyalty. Louisa (2023) discovered that advertising and satisfaction had a beneficial influence on consumer loyalty, and that satisfaction can operate as a mediator in loyalty, particularly for food delivery services in Jakarta.

Tjizumaue & Olusegun Atiku (2024) Discovered that customer satisfaction influences loyalty in Namibia's insurance industry, conditional, emotional, social, functional, epistemic, environmental, economic, fashion, store-related, altruistic, and egoistic values, as well as customer satisfaction, influence customer loyalty to eco-friendly fashion products in Malaysia. In this study, customer loyalty indicators correspond to the synthesis of Cossío-Silva et al. (2019) and Troiville (2024), including making regular repeat purchases, purchasing across product lines, recommending to others, and displaying resistance to competitors' draw. Based on all theoretical and empirical evidence above, the hypothesis proposed in this Research is as follows:

H10: Customer satisfaction can mediate social media marketing's impact on loyalty

H11: Customer satisfaction can mediate customer engagement's impact on loyalty

H12: Customer satisfaction can mediate customer lifestyle's impact on loyalty

H13: Customer satisfaction can mediate promotion's impact on loyalty

The theoretical underpinning and development of the hypothesis can be stated schematically using the conceptual framework shown in the route map below:

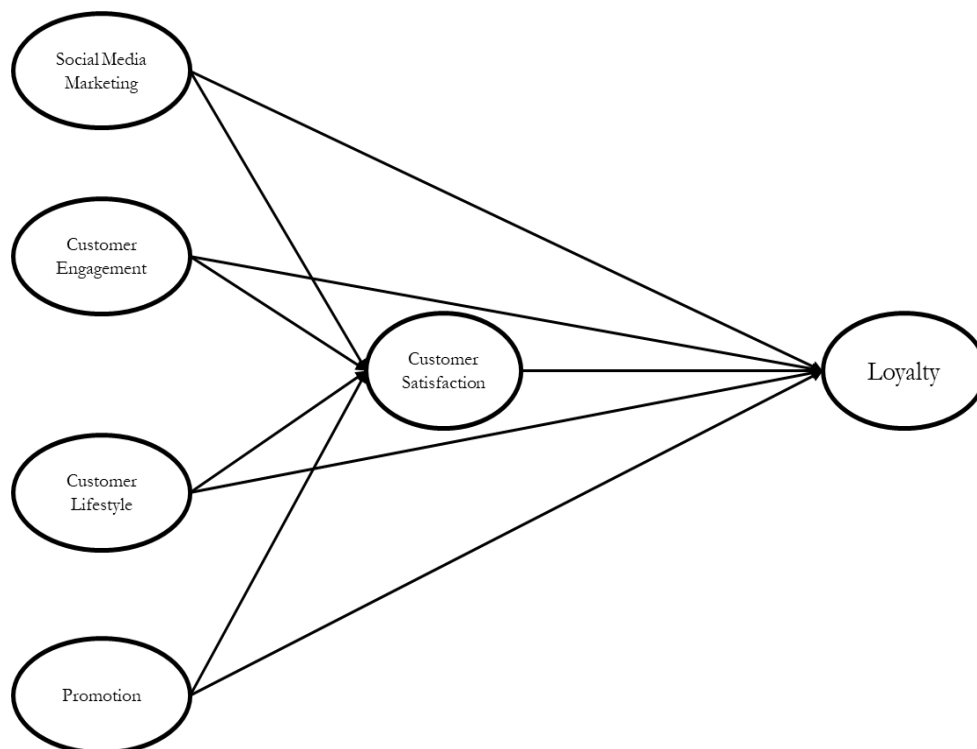


Figure 1. Conceptual Framework

METHOD

This study employed a quantitative approach to determine the extent to which exogenous latent constructs influenced endogenous variables, test hypotheses, and address the research questions through statistical data processing (multivariate analysis) and the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. This method enabled confirmatory factor analysis, which reduced measurement bias in latent variables measured using multiple indicators. Furthermore, the application of PLS-SEM explained the contribution of each independent variable dimension or indicator, allowing business units to prioritize relevant policies and strategies. The research instrument consisted of numerical data obtained from a Likert-scale questionnaire survey distributed online through Google Forms.

This study employed purposive sampling with the following inclusion criteria: (1) respondents were active TikTok users who had made at least one purchase on TikTok Shop within the previous six months, and (2) respondents were aged 17 years or older. Purposive sampling was selected because it enabled the researchers to target respondents who had direct experience with the TikTok Shop platform, thereby ensuring the relevance and quality of the collected data. The Structural Equation Modeling (SEM) analysis approach required a representative sample size of at least five times the number of indicators or parameters (Mahmud & Tesniwati, 2023). Since this study involved 22 indicators, a minimum sample size of 120 respondents was required. However, after questionnaire distribution, a total of 200 valid responses were obtained.

The demographic profile of the 200 respondents was as follows: female respondents constituted the majority of the sample; the largest age group was 18–25 years, reflecting TikTok's predominantly young user base; private employees and university students represented the most dominant occupational categories; and most respondents reported purchasing products through TikTok Shop two to five times during the previous six months. A detailed demographic profile was presented in the revised version.

The questionnaire items were adapted from established measurement scales in previous literature (see Table 1) and translated into Bahasa Indonesia using a back-translation procedure. Before the main data collection, a pilot test was conducted with 30 respondents to evaluate face validity, and items with corrected item-total correlations below 0.30 were revised. Measurement validation was subsequently confirmed through convergent validity tests (outer loadings > 0.70; Average Variance Extracted [AVE] > 0.50) and reliability tests (Cronbach's alpha > 0.70; composite reliability > 0.70), as reported in the Results section.

Because all data were collected using a single self-report questionnaire at one point in time, common method bias (CMB) was assessed using Harman's single-factor test. The results showed that the first factor accounted for less than 50% of the total variance, indicating that common method bias did not represent a significant threat to the validity of the findings.

Regarding research ethics, informed consent was obtained from all respondents before their participation in the survey. Respondents were informed about the purpose of the study, the voluntary nature of their participation, and the confidentiality and anonymity of their responses. No personally identifiable information was collected. Since this study involved no experimental manipulation and utilized anonymous survey data, formal ethical approval from an institutional review board was not required. The authors declared that there were no conflicts of interest.

Table 1. Operationalization of Research Variables

Latent Construct	Manifest (indicator)	Scale
<i>Independent</i>		
Social Media Marketing (SM) (Cheung et al., 2020; Gunelius Susan, 2011)	▪ Content Creation	Likert
	▪ Content Sharing	
	▪ Connecting	
	▪ Community Building	
Customer Engagement (CE) (Kotler et al., 2019)	▪ Enthusiasm	Likert
	▪ Attention	
	▪ Absorption	
	▪ Interaction	
	▪ Identification	
Lifestyle (LS)	▪ Activities	Likert

(Kotler et al., 2019)	▪ Interest	
	▪ Opinions	
Promotion (Pro)	▪ Advertising	Likert
(Kotler & Armstrong, 2018)	▪ Sales promotion	
	▪ Public relations	
Dependent	▪ Regular repeat purchases	Likert
Customer Loyalty (Loy)	▪ Purchasing across product lines	
(Cossío-Silva et al., 2019;	▪ Recommending to others	
Troiville, 2024)	▪ Displaying resistance to competitors'	
	draw	
Mediation / Intervening	▪ Conformity to expectations	Likert
Variable	▪ Intention to return	
Customer Satisfaction (Sat)	▪ Willingness to suggest	
(Biesok & Wyród-Wróbel, 2018;		
Damonse et al., 2025)		

Source: Authors, 2026

RESULTS AND DISCUSSION

Results

SEM Analysis

Data processing results indicate a coefficient of determination (R^2) of 0.747 for satisfaction and 0.718 for customer loyalty. Thus, the model's independent variables can explain approximately 75% of satisfaction as an exogenous variable and approximately 72% of loyalty with satisfaction as an intervening variable. Furthermore, convergent validity reflects the degree to which the indicators of a latent construct are substantially connected, and is considered good validity if the outer loading value is greater than 0.7. The values vary from 0.917-0.930 for Social Media, 0.905-0.926 for Customer Engagement, 0.739-0.843 for Lifestyle, 0.753-0.845 for Promotion, 0.911-0.930 for Satisfaction, and 0.903-0.928 for Loyalty. As a result, all constructs demonstrate strong correlation and measurement validity.

Table 2. Reliability and Validity Test Results

Variable	Cronbach's alpha	Composite reliability	AVE
Social Media	0.980	0.982	0.857
Customer Engagement	0.901	0.924	0.835
Lifestyle	0.964	0.971	0.669
Promotion	0.972	0.976	0.652
Customer Loyalty	0.893	0.918	0.834
Customer Satisfaction	0.972	0.977	0.849

Source: Data Processed from SmartPLS, 2026

In this study, convergent validity testing can also be done by assessing the average variance extracted (AVE) value. The AVE test is used to examine how well the latent constructs describe the variation of their indicators. A higher AVE value suggests that the indicators more precisely characterize the research variables. The AVE is considered legitimate if each variable's AVE value is greater than 0.50. The table above shows that all constructions have AVE values > 0.5. In other words, every variable has high discriminant validity.

Examining the results of the Composite Reliability and Cronbach's Alpha tests reveals the PLS-based SEM model's reliability. Composite dependability and Cronbach's Alpha values above 0.70 indicate strong findings. The table shows that the composite reliability values for all research variables exceed 0.70. These findings show that each variable fulfills the minimal composite reliability criteria, showing a high level of consistency among all variables. Furthermore, the reliability test can be improved by looking at the Cronbach's alpha value for each variable. The Cronbach's alpha value for each variable exceeded 0.70. These results reveal that each variable fulfilled the minimum Cronbach's alpha value criteria, thereby concluding that the total instrument in this study passed the validity and reliability test.

The predictive relevance (Q-Square) test employed Q^2 to assess the accuracy of the model's values and parameter estimates. A Q^2 number >0 shows predictive relevance, while a Q^2 value <0 indicates no predictive relevance. The estimated Q^2 value for the customer loyalty variable was 0.711, while the Q^2 value for the satisfaction variable (Z) was 0.703. In this study, the Standardized Root Mean Square (SRMR) value was used to measure the model's goodness of fit. The PLS model meets the Goodness of Fit criteria if the SRMR value is <0.10 , and is considered perfect fit if the SRMR value is <0.08 . Meanwhile, the NFI value spans from 0 to 1, with a higher NFI value indicating that the model is improving. According to the following table, the SRMR value of 0.037 is less than 0.08, and the NFI value is 0.893. Thus, these findings imply that the model is a perfect fit and may be used to evaluate the study hypothesis.

The hypothesis test is utilized in this study to determine the direct and indirect effects, which are then bootstrapped (SmartPLS). The estimated parameters' significance reveals information about the link or correlation between the variables under study. The criteria for accepting or rejecting the hypothesis is a significance level of 0.05 (5%). The independent variables are SM, CE, LS, and Pro of Loy, with Sat serving as an intervening variable.

Table 3. Fit Model Test Results

	Saturated model	Estimated model	Cutt off
SRMR	0.037	0.037	≤ 0.08
d_ULS	1.358	1.358	$< d_ULS(95\%)$
D_G	1.180	1.180	$< d_G(95\%)$
NFI	0.893	0.893	≥ 0.90

Source: Data Processed from SmartPLS, 2026

Hypothesis testing is based on path coefficient output values (T-statistics or P-values). This test assesses a variable's impact on other variables by analyzing parameter coefficients and significant t-statistic values. A bootstrap algorithm is used for path analysis (path coefficients) and hypothesis testing. The t-statistic values indicate whether the hypothesis can be accepted or rejected. In this investigation, the rule of thumb was a T-statistic > 1.96 with a significance threshold of 0.05 and a positive and significant beta coefficient. The estimation results for this model are shown in the following table:

Table 4. Results of Significance Testing (Hypothesis) of Research Variables

Variable Relationship	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SM -> Loy	0.195	0.069	2.832	0.005
SM -> Sat	0.216	0.070	3.092	0.002
CE -> Loy	0.177	0.069	2.565	0.010
CE -> Sat	0.276	0.066	4.204	0.000
LS -> Loy	0.124	0.061	2.025	0.043
LS -> Sat	0.171	0.070	2.433	0.015
Pro -> Loy	0.173	0.046	3.755	0.000
Pro -> Sat	0.268	0.078	3.448	0.001
Sat -> Loy	0.285	0.070	4.100	0.000
SM -> Sat -> Loy	0.062	0.024	2.548	0.011
CE -> Sat -> Loy	0.079	0.030	2.594	0.010
LS -> Sat -> Loy	0.049	0.023	2.132	0.033
Pro -> Sat -> Loy	0.076	0.030	2.559	0.011

Source: Data Processed from SmartPLS, 2026

The hypothesis testing results show a significant link between social media (SM) and customer loyalty (Loy), with a t-statistic of 2.832, more than the T-table value of 1.96, and a p-value of 0.005, which is less than 0.05. The original sample value of 0.195 indicated a positive and

significant association between SM and Loy.

Discussion

These findings suggest that social media enables firms to communicate with consumers in real time. TikTok Shop uses methods such as innovative video content, influencer collaborations, and live streaming to create a positive buying experience for customers, creating emotional ties and driving increased loyalty. Consumer trust is based on influencers' beauty and power, as well as their ability to give relevant content ([Mohan, 2021](#)). These characteristics foster emotional relationships with customers, resulting in positive opinions of the social media platforms employed and driving repeat purchases.

The hypothesis testing results demonstrate that there is an influence between the Customer Engagement (CE) variable and Loyalty with a t-statistic value of $2.565 >$ from the T-table value of 1.96 and a p-value of 0.010, which is less than 0.05. The original positive sample value of 0.177 suggests that the connection between the CE variable and Loyalty is significantly positive. In other words, TikTok Shop customer engagement significantly influences customer loyalty in a positive direction. This positive direction indicates that how active in addressing consumer problems in purchases, comments, participation in live shopping, or use of the platform is increasingly increased, it will strengthen the sense of belonging and increase trust, so that customer loyalty will also increase. Good CE may attract customers by providing strategic service that addresses their needs, responds quickly to complaints or product-related concerns, and is convenient. Good and effective CE not only attracts customers, but also builds trust, encouraging them to use and buy products from TikTok Shop. Companies must always create and optimize their CE strategies to attract more customers and compete with other e-commerce platforms.

The link between the Lifestyle (LS) variable and Loyalty is represented in the t-statistic value of 2.025, which is greater than the T-table value of 1.96, and the p-value of 0.043 (<0.05). Furthermore, the initial sample value of 0.124 indicates a positive and substantial association between the LS variable and loyalty. This suggests that lifestyle has a substantial beneficial influence on consumer loyalty. This positive trend suggests that the more visible consumers' preferences, interests, and daily habits are, the more likely they will be to choose the TikTok Shop platform as a buying destination. Consumers, seeing a dynamic digital lifestyle, expect a rapid, interactive experience that keeps up with the current trends ([Sanjaya et al., 2025](#)). When consumers' lifestyles are met and they have a positive TikTok Shop shopping experience, their loyalty will grow. Social impact and lifestyle trends also assist consumers in better understanding the products and their benefits sold on TikTok Shop.

The association between the promotion variable (Pro) and loyalty is shown in the t-statistics value of 3.755, which is more than the T-table value of 1.96, and the p-value of 0.000, which is less than 0.05. The original sample value of 0.173 indicates that the association between Pro and Loyalty is both positive and significant. This suggests that promotional activities have a major beneficial impact on client loyalty.

This positive relationship demonstrates the potential to provide a high perceived value for consumers. Discounts, free delivery, cashback, and daily vouchers make shoppers feel rewarded and driven to continue purchasing. Consistency and variety of promotions lead to repeat purchases, satisfaction, and positive dependence, on the TikTok Shop platform. Customers' commitment to TikTok Shop grows when they feel appreciated and benefit from the deals offered. In contrast, lowering promotions reduces customer loyalty. Discounts, special deals, creative advertising, free shipping promos, and more appealing marketing campaigns are all examples of effective promotions that can capture consumer attention ([Wichmann et al., 2022](#)). Attractive and successful promos not only capture consumers' attention, but they also increase customer loyalty for TikTok Shop purchases.

The hypothesis testing results revealed the influence of the SM variable on satisfaction (Sat) with a t-statistic value of 3.092, more than the T-table value of 1.96, and a p-value of 0.002, less than 0.05. The original sample value of 0.216 indicated that the connection between the SM variable and Sat was positive and significant. The study's findings suggest that social media has a beneficial influence on TikTok Shop customer satisfaction. This favorable relationship is seen in how digital marketing methods may provide an engaging, relevant, and conveniently accessible

buying experience. Customers feel more cared for and emotionally attached to the company when they see unique content, personal recommendations, direct interactions, and promotions delivered via short or live videos. Social media serves as a bridge between the digital and e-commerce worlds, allowing businesses to broaden market reach and boost the number of visitors to their websites via various social media platforms.

Similarly, Customer Engagement (CE) with Sat has a t-statistic value of 4.204, which is higher than the T-table value of 1.96, and a p-value of 0.000, which is less than 0.05. The original sample value of 0.276 reveals a strong positive association between the CE variable and Sat. The study's findings revealed that customer participation had a strong beneficial impact on TikTok Shop customer satisfaction. This positive trend suggests that it occurs because active customer interaction, such as liking, commenting, engaging in live shopping, and sharing reviews, helps them feel cared for and establishes a close relationship with the seller or platform. The CE strategy emphasizes more personal connections and partnerships between customers and businesses (S. Zhang et al., 2024).

The link between the LS variable and Sat yields a t-statistic value of 2.433, higher than the T-table value of 1.96, with a p-value of 0.015 < 0.05. Furthermore, the original sample value is positive (0.171), showing that the association between the LS variable and Sat is positive and significant. According to the findings of this study, if lifestyle has a strong positive impact on TikTok Shop customer satisfaction, this positive impact shows that consumers' lives are compatible with the platform's characteristics. TikTok Shop's current, fast-paced, and digital trend-based lifestyle allows it to create a functional, beautiful, and preference-oriented purchasing experience.

The results of the hypothesis testing indicate that there is an influence between the promotion variable (Pro) and Sat. The t-statistic value of 3.448 exceeds the T-table value of 1.96, whereas the p-value of 0.001 is less than 0.05. The original positive sample result of 0.268 suggests that the association between Pro and Sat is positive and significant. It is concluded that promotions enhance the buying experience. When clients receive discounts, vouchers, or free shipping, they feel appreciated and rewarded, which leads to a sense of satisfaction. Attractive promos can also match consumer expectations about product costs and benefits. Customers trust TikTok Shop and like using it since promotions are carried out consistently and transparently, boosting their pleasure with the site. Discounts, special deals, creative advertising, free shipping promos, and more engaging marketing campaigns are all effective techniques for capturing consumer attention. Attractive and successful promotions not only capture consumers' attention, but also increase their satisfaction with TikTok Shop purchases (Verma et al., 2012).

Based on the hypothesis testing results, there is an influence between the satisfaction variable (mediation) and Loyalty (dependent), with a t-statistics value of 4.100 more than the T-table value of 1.96 and a p-value of 0.000 less than 0.05. The original positive sample value of 0.285 suggests that the link between the Sat and Loyalty variables is both positive and significant. According to the findings of this study, contentment has a strong beneficial impact on customer loyalty. This positive impact can be represented in a pleasant buying experience that motivates customers to continue using the TikTokShop platform. Customers are satisfied because of the convenience of transactions, timeliness of delivery, product quality, and engaging interactions; they create trust and emotional relationships with TikTok Shop. Satisfaction can be raised through a variety of strategies, including engaging marketing efforts, excellent customer experiences, and the distribution of pertinent product or service information.

The mediation t-statistic value is $2.548 > 1.96$ at a significance threshold of $\alpha = 0.05$ and a p-value of $0.011 < 0.05$, demonstrating that satisfaction can be a mediating variable on social media for consumer loyalty. TikTok Shop provides engaging, interactive, and relevant advertising content, resulting in a favorable experience that boosts satisfaction. This satisfaction then bridges and reinforces customers' desire to stick with the platform, make repeat transactions, and recommend it to others. The experience of viewing valuable marketing tends to pique positive emotional interest, such as enthusiasm.

The test results reveal a t-statistic value of $2.594 > 1.96$, a significance level of $\alpha = 0.05$, and a p-value of $0.010 < 0.05$, demonstrating that satisfaction successfully mediates the relationship between customer involvement and loyalty. Active customer involvement, such as

interacting with material, participating in live shopping, and leaving feedback, can lead to a positive experience. When clients feel emotionally involved and valued, their satisfaction with TikTok Shop rises. This satisfaction serves as the cornerstone for loyalty, as satisfied customers are more likely to trust, feel comfortable, and be motivated to continue shopping and suggest the platform to others. Customer engagement extends beyond purchasing and promoting a brand, but also by contributing to the brand community and providing feedback to share brand experiences and improve the brand's products.

The test results reveal a t-statistic value of $2.132 > 1.96$ with a significance threshold of $\alpha = 0.05$ and a p-value of $0.033 < 0.05$, demonstrating that satisfaction can mediate the effect of lifestyle on customer loyalty. A shopping lifestyle is defined by frequent shopping, an interest in the most recent product trends, viral content, and active access to numerous shopping platforms such as TikTok Shop. The more a person's buying lifestyle evolves, the more likely it is that they will make repeat purchases. Active participation in shopping activities can result in favorable emotions. These good emotions arise as an emotive response to the pleasurable shopping experience.

The test results indicate that the satisfaction variable plays a mediating role in the relationship between promotions and customer loyalty variables, with a t-statistic value of $2.559 > 1.96$, a significance level of $\alpha = 0.05$, and a p-value of $0.011 < 0.05$, indicating a significant indirect effect between promotion variables and customer loyalty through satisfaction. The findings of this study suggest that promotions have a significant positive impact on customer loyalty through satisfaction with the intervening variable. When customers believe they are receiving benefits such as discounts, cashback, or free shipping, they feel appreciated and satisfied with TikTok Shop services.

This satisfaction serves as a reinforcement that encourages clients to stay loyal and strengthens customer loyalty on the platform. Conversely, if satisfaction is not raised, the positive effect of promotions on customer loyalty will be diminished. Promotions must not only be appealing and give value to consumers, but they must also inspire contentment, which increases client loyalty. This demonstrates that advertising methods that consider many dimensions of pleasure are more likely to influence TikTok Shop consumers' customer loyalty.

As a result, the findings of this study can be used to develop an alternate strategy for flywheel marketing or sustainability based on customer satisfaction, with an emphasis on the roles of CE, Pro, SM, and LS. Expanding customer contact opens the door to successful promotions based on a digital customer community that are both effective and efficient, and can reach all consumer categories.

CONCLUSION

This empirical study verifies earlier research, with the independent factors substantially linked with the dependent variables, customer satisfaction and loyalty, as indicated by coefficients of determination of approximately 75% (satisfaction) and 72% (loyalty), respectively. All independent variables, both directly and indirectly, have a significant impact on customer satisfaction and loyalty, as evidenced by t-statistics or p-values, with customer engagement showing the strongest link, followed by promotion, social media, and lifestyle. The association between these four characteristics and customer loyalty is mediated by satisfaction. These findings can be used as a benchmarking for TikTokShop owners and manufacturers who use the app to develop tactics for increasing consumer interaction and creating adaptable social media-based promotions that consider the lifestyles of customers and the larger community. The concept of creating a marketing flywheel in the digital era will be more effective with the intensification and extension of care via digital channels, as it directly addresses numerous demographics. Unexpected business potential can develop when digital information interchange occurs.

The fundamental contribution of this study is to highlight the importance of digital-based consumer engagement as a crucial mechanism for enhancing customer satisfaction and loyalty across a larger customer base. However, adaptive and targeted promotional schemes are critical for intensifying, as they can encourage the desire for consumption by existing and new consumers, share reviews, and, of course, the creation of competitors. Promotional plans customized to consumers' different lives via electronic social media are more efficient and engaging, allowing

producers and consumers to pursue their interests.

From a marketing strategy standpoint, these findings show that methods focused at enhancing satisfaction must be consistently handled due to their long-term consequences, specifically continued client loyalty. This is because it not only creates revenues for app owners and marketers, but also stimulates the creation of digital-based social capital, fostering creativity among app owners, marketers, and consumers.

The results of a digital-based promotional strategy can stimulate the creation of promotional content, the quality and differentiation of products sold, and even investment opportunities for households and small businesses to effectively use the TikTok platform for productive economic activity. TikTok and other platforms' strategies, such as customer engagement and adaptive digital-based promotions, act as indirect social protection measures to prevent emerging risks such as goods not matching descriptions, low product quality, and delivery, payment, or logistics issues.

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AUTHOR CONTRIBUTION STATEMENT

All authors contributed to the development of this research. The first author was responsible for conceptualization, methodology, data collection, analysis, and manuscript preparation. The second, third, and fourth authors contributed to validation, literature review, interpretation of findings, and critical revision of the manuscript. All authors have reviewed and approved the final version of the manuscript for publication.

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