

## Analysis of the Influence of Digital Marketing Strategies on Customer Loyalty in the Tiktok E-Commerce Industry

Yayuk Pratiwi Seran <sup>1</sup>, Ririn Ayuandira <sup>2\*</sup>, Hendriawan Patadungan <sup>3</sup>, Rima Yanti <sup>4</sup>, Asti <sup>5</sup>

<sup>1, 3, 5</sup> Department of Retail Management, Faculty of Social Sciences and Humanities, Universitas Kurnia Jaya Persada, Palopo City, South Sulawesi Province, Indonesia

<sup>2\*</sup> Digital Business Department, Faculty of Social Sciences and Humanities, Universitas Kurnia Jaya Persada, Palopo City, South Sulawesi Province, Indonesia

<sup>4</sup> Universitas Kurnia Jaya Persada, Palopo City, South Sulawesi Province, Indonesia

Email: yayuseran@gmail.com <sup>1</sup>, Ririnayuandira28@gmail.com <sup>2\*</sup>, hendripatadungan@gmail.com <sup>3</sup>, rimayantialang98@gmail.com <sup>4</sup>, asti1298@gmail.com <sup>5</sup>

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### Abstract

This study aims to examine digital marketing strategies on customer loyalty in the e-commerce platform TikTok. The population of this study was all TikTok users aged 18–25, and according to Heir, the sample size was a minimum of 200. This study used a quantitative approach with primary data collected through an online questionnaire. Data analysis techniques included instrument testing, simple linear regression, and hypothesis testing, analyzed using SPSS 26. The t-test results indicated that digital marketing strategies had a positive and significant impact on customer loyalty. In Indonesia, TikTok has become one of the most popular social media platforms, with high penetration among the younger generation.

### Keywords:

Digital Marketing Strategy; E-Commerce industry; Customer loyalty.

## 1. INTRODUCTION

The e-commerce industry has become a key pillar of the digital economy in the era of globalization. Advances in information and communication technology allow consumers to shop online more easily, quickly, and efficiently. One striking phenomenon in recent years is the growing role of social media platforms as digital marketing tools. TikTok, as one of the fastest-growing social media platforms in the world, has created a new paradigm in digital marketing strategies. With over 1 billion monthly active users by 2023 (Statista, 2023), TikTok serves not only as an entertainment platform but also as an effective marketing tool, particularly for the e-commerce industry.

TikTok is unique in its approach to audiences through short, creatively and personally packaged video content. Various e-commerce brands are leveraging TikTok's sophisticated algorithm to reach a wider target market at a relatively efficient cost. Strategies such as influencer collaborations, hashtag challenges, and paid advertising have proven effective in generating brand awareness and increasing consumer engagement (Chen et al., 2021). However, while TikTok's effectiveness as a marketing platform has been widely discussed, its impact on customer loyalty remains a topic that requires further research.

Customer loyalty is a key element in the long-term success of any business, including e-commerce. Loyal customers are not only more likely to make repeat purchases but also become brand ambassadors, voluntarily recommending products to others. In the context of TikTok, various digital marketing strategies can play a role in building customer loyalty, such as creating authentic content, leveraging direct interactions with audiences, and strengthening emotional connections between brands and consumers (Kotler & Keller, 2020).

In Indonesia, TikTok has become one of the most popular social media platforms, with high penetration among the younger generation. Many e-commerce players have begun allocating their marketing budgets to TikTok campaigns to reach new consumers and retain existing ones. However, the main challenge is ensuring that the marketing strategies implemented on TikTok are truly effective in building customer loyalty.

This phenomenon is noteworthy because, although many companies have successfully increased their brand visibility through TikTok, the resulting levels of customer loyalty are still suboptimal. Most previous research has focused on consumer engagement and brand awareness, while the direct influence of TikTok marketing strategies on customer loyalty has received less attention (Chen et al., 2021; Huang & Su, 2022). This creates a research gap that needs to be filled with further studies.

Most previous research tends to focus on the effectiveness of social media in general in digital marketing without specializing in specific platforms like TikTok. Furthermore, existing studies primarily address tactical aspects such as increasing engagement or short-term conversions, while the relationship between TikTok digital marketing strategies and building customer loyalty remains largely unexplored (Huang & Su, 2022). This research gap provides an opportunity to delve deeper into the specific elements of TikTok marketing strategies that contribute to customer loyalty in the e-commerce industry.

This study aims to analyze digital marketing strategies on TikTok in relation to customer loyalty in the e-commerce industry. The main focus of this study is to understand the key elements of digital marketing strategies implemented on TikTok, including the role of creative content, influencer collaboration, and audience engagement, and their impact on customer loyalty. This study also aims to evaluate the effectiveness of these approaches in building long-term relationships between brands and consumers, as well as provide comprehensive insights into how e-commerce companies can optimally utilize TikTok's potential as a marketing platform. Thus, this study is expected to provide significant practical and theoretical contributions in understanding the relationship between digital marketing and customer loyalty in the modern social media era.

## 2. RESEARCH METHOD

### 2.1. Types and Collection of Research Data

This research used quantitative methods. Quantitative methods are research approaches that rely on numbers and statistics in the process of collecting and analyzing measurable data. According to Putri et al. (2014), the purpose of quantitative research is to test hypotheses by taking specific samples and using research instruments, then analyzing them statistically or quantitatively. This research was conducted in Palopo City, South Sulawesi Province, from November to December 2024.

### 2.2. Population and Sample

According to (Sugiyono 2012 in Utama et al., 2021), a population is a generalized area consisting of objects or subjects possessing certain qualities and characteristics determined by the researcher to be studied and conclusions drawn. In this study, the population studied includes all TikTok users in Indonesia who have made purchases through the e-commerce platform utilizing digital marketing strategies on TikTok. TikTok users in Indonesia were chosen as the population due to the platform's high penetration among digital consumers, particularly the younger generation.

A sample is a number of subjects selected from a population and sharing similar characteristics (Siregar, 2019). The research sample will be taken using a purposive sampling technique with specific criteria. The criteria used to determine the sample are respondents aged between 18 and 35 years, in accordance with the dominant demographic of TikTok users in Indonesia (Statista, 2023). The minimum sample size to be used is 200 respondents, referring to the guidelines of Hair et al. (2014) for statistical analysis. Respondents will be invited via social media and a specially designed online questionnaire to collect data relevant to the research variables, totaling 150 people.

### 2.3. Data Sources and Data Collection Techniques

In collecting data, the author used primary data, which according to Sugiyono (2017) is data obtained directly from the respondents who are the research subjects. This data was obtained through the answers provided by respondents in the questionnaire.

The data collection technique used in this study was a questionnaire containing statements to be answered by respondents. This questionnaire was distributed in person or offline in printed paper form. The measurement scale used in this study was a Likert scale, with response options: strongly agree, agree, somewhat agree, disagree, and strongly disagree.

### 2.4. Data Analysis Techniques

The data analysis techniques used were instrument trials (validity and reliability tests), simple linear regression analysis, and hypothesis testing (t-test). The following regression equation was used:

$$Y = f(X)$$

$$Y = f(\beta_0 + \beta_1 X + e)$$

Information:

Y = Customer Loyalty

$\beta_0$  = Descriptive Analysis

$\beta 1, \beta 2$  = Regressive coefficients  
 X = Digital Marketing Strategy  
 e = Standard error

### 3. RESULTS AND DISCUSSION

#### 3.1. Validity Test Results

Validity testing is conducted to determine whether the data collected after the research is valid or not using a questionnaire as a measuring tool. An item can be declared valid if the calculated  $R > R$  table where the significance level used is 5% or 0.05.

Table 1. Validity Test Results

Variables	Item	R count	R table	Note
Digital Marketing Strategy (X)	SPD1	0.696	0.355	Valid
	SPD 2	0.761	0.355	Valid
	SPD 3	0.564	0.355	Valid
	SPD 4	0.726	0.355	Valid
	SPD 5	0.616	0.355	Valid
	SPD 6	0.753	0.355	Valid
	SPD 7	0.498	0.355	Valid
	SPD 8	0.459	0.355	Valid
	SPD 9	0.469	0.355	Valid
	SPD 10	0.536	0.355	Valid
Customer Loyalty (Y)	LP1	0.555	0.355	Valid
	LP2	0.407	0.355	Valid
	LP3	0.424	0.355	Valid
	LP4	0.536	0.355	Valid
	LP5	0.598	0.355	Valid
	LP6	0.552	0.355	Valid
	LP7	0.466	0.355	Valid
	LP8	0.586	0.355	Valid

Source: Data processed by SPSS 26 (2025)

Based on the data in table 1, it can be concluded that all question items in this research instrument are declared valid because they have a calculated  $R$  value  $> R$  table.

#### 3.2. Test Reliability

Reliability testing is conducted to determine whether the research variable data obtained through the questionnaire is reliable or not. A variable is considered reliable when *the Cronbach's Alpha value* is  $> 0.60$ .

Table 2. Reliability test results

Variables	Cronbach's Alpha	N of Items	information
Digital Marketing Strategy(X)	0.876	11	Reliable
Customer Loyalty (Y)	0.750	11	Reliable

Source: Data processed by SPSS 26 (2025)

Table 2 shows that *the Cronbach's Alpha value* for the Digital Marketing Strategy Performance variable is 0.876. All tested variables had a *Cronbach's Alpha value*  $> 0.60$ , thus concluding that all variables in this study are reliable.

#### 3.3. Regression Test Linear Multiple

Simple linear regression analysis is performed to test the effect of two or more independent variables on the dependent variable.

Table 3. Coefficients <sup>a</sup>

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	15,168	5,703		2,660	.013
Digital Marketing Strategy (X)	.254	.119	.347	2,139	.041

Source: Data processed by SPSS 26 (2025)

Based on the results of data processing in table 3, it can be seen that the regression equation is:  $Y = f(15.168 + 0.254 X_1 + e)$

From the simple linear regression analysis, it can be interpreted as follows:

- The constant value of 15.168 is positive, meaning that if there is no digital marketing strategy variable with a value of (0), then the customer loyalty value remains at 15.168.
- digital marketing strategy coefficient value of 0.254 is positive, meaning that there is an influence between digital marketing strategy and customer loyalty of 0.254.

From the description above, it can be concluded that the independent variable, Digital Marketing Strategy, has a positive coefficient. This indicates that the independent variable in this study has a direct relationship and influence on the dependent variable.

### 3.4. Hypothesis Testing T-Test

The t-test is conducted to partially examine the effect of the independent variable on the dependent variable. The test is conducted by comparing the calculated T with the T table or by looking at the significance column in each calculated T. The T table value for a significance level of 5% (0.05) and degrees of freedom (df) =  $nk = 150 - 3 = 147$ , then the T table value is 1.701.

Table 4. T-test coefficients <sup>a</sup>

Model	t sig.
1. (Constant)	2.660 .013
Digital Marketing Strategy	2,291,030

Dependent Variable: Customer Loyalty

Source: Data processed by SPSS 26 (2025)

Based on the table above, the following results were obtained: The results in this study show that the digital marketing strategy variable has a calculated T value of 2.139 > T table 1.701 and a significance value of  $0.030 < 0.05$ . This means that digital marketing strategy has a positive and significant effect on customer loyalty.

### 3.5. Discussion

The Influence of Digital Marketing Strategies on Customer Loyalty in TikTok E-Commerce. A properly implemented digital marketing strategy can influence customer loyalty in several ways. One way is by creating a better user experience through relevant and engaging content. On TikTok, emotionally engaging, informative, and entertaining content can make customers feel more connected to the brand, which in turn builds loyalty. Furthermore, the personal branding built by brands on TikTok can increase customer trust. Influencers who collaborate with e-commerce platforms on TikTok play a significant role in creating this sense of trust, thus encouraging repeat purchases. Furthermore, two-way communication between customers and brands also plays a crucial role in building loyalty. TikTok allows direct interaction through comments, video replies, and live broadcasts, giving customers the opportunity to feel heard and valued. This approach increases emotional engagement with the brand, which ultimately influences their loyalty.

Digital marketing strategy refers to the use of digital technology and internet platforms to promote products and services to a wider audience. On TikTok, digital marketing strategies can include various forms, such as paid advertising, influencer marketing, and creative content that appeals to the audience. Customer loyalty, on the other hand, refers to the tendency of customers to choose and purchase products from the same brand repeatedly. In the context of TikTok e-commerce, this loyalty can be built through relevant content and a pleasant customer experience.

Previous research, both national and international, shows that effective digital marketing can increase customer loyalty. For example, research by Chinomona (2013) found that the appropriate use of digital marketing can create long-term relationships between brands and customers, which in turn increases their loyalty. Other research by Sashi (2012) emphasizes the importance of high customer engagement in creating brand loyalty, which can be achieved through interactive digital marketing strategies.

The results of this study are in line with previous research conducted by Kannan and Li (2017) found that effective digital marketing can increase customer loyalty on social media platforms, including TikTok. They suggested that marketing strategies that create direct interactions with customers can enhance the customer experience and build long-term relationships with brands.

Research by Yadav and Pathak (2016) also supports these findings, stating that digital marketing implemented through content that touches customers' emotions can encourage them to become more loyal to a brand. In the context of TikTok, where customer interaction and engagement are very high, creative and authentic digital marketing is more likely to increase customer loyalty.

The t-test results show that the calculated t-value is greater than the t-table at a significance level of 0.05, which means  $H_1$  is accepted. Thus, it can be concluded that the digital marketing strategy implemented on the TikTok platform has a significant effect on customer loyalty in the e-commerce industry.

Furthermore, the analysis shows that certain elements of a digital marketing strategy, such as the use of influencer marketing and creative content, have a greater impact on customer loyalty. The appropriate use of influencers can strengthen trust and increase customer engagement, while relevant and engaging content can build deeper emotional connections with customers.

#### 4. CONCLUSION

Based on the results of validity, reliability, and t-tests, it can be concluded that digital marketing strategies implemented on TikTok have a positive impact on customer loyalty in the e-commerce industry. This finding underscores the importance of creative and interactive digital marketing in building long-term relationships with customers. Therefore, e-commerce players operating on the TikTok platform need to continue developing and implementing marketing strategies that can strengthen customer loyalty, such as leveraging relevant influencers and creating engaging and relevant content for their audience.

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