

Content Marketing, Influencer Marketing, and Online Customer Reviews as Determinants of TikTok Shop Customer Satisfaction

Totti Terichy¹, Melfrianti Romauli Purba^{2*}

^{1,2}Faculty of Economics and Business, Universitas Prima Indonesia
PUI Digital Business and SMEs, Universitas Prima Indonesia
Email : melfriantiromaulipurba@unprimdn.ac.id

This study analyzes the effects of content marketing, influencer marketing, and online customer reviews on TikTok Shop customer satisfaction among students of the Faculty of Economics, Universitas Prima Indonesia, Medan. The study employed a quantitative approach with an associative research design. Primary data were collected through questionnaires distributed to active TikTok Shop users, and 321 respondents were selected from a population of 1,622 students using purposive sampling and the Slovin formula with a 5% margin of error. The data were analyzed using SPSS 25 through validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination. The findings reveal that content marketing, influencer marketing, and online customer reviews each have a positive and significant effect on customer satisfaction. Among the three variables, influencer marketing was found to be the most dominant factor affecting customer satisfaction. Simultaneously, the three independent variables also have a significant joint effect on TikTok Shop customer satisfaction. These findings indicate that customer satisfaction in digital commerce is shaped by the combined influence of relevant and reliable content, credible influencer promotion, and authentic customer reviews. This study contributes to the digital marketing literature by emphasizing the importance of integrated marketing strategies in enhancing customer satisfaction on shoppertainment-based e-commerce platforms such as TikTok Shop.

Keywords: Content Marketing, Influencer Marketing, Online Reviews, Customer Satisfaction, TikTok Shop

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Corresponding Author:

Melfrianti Romauli Purba
Faculty of Economics and Business, Universitas Prima Indonesia
melfriantiromaulipurba@unprimdn.ac.id

1. Introduction

The development of digital technology has brought about substantial changes in the world of commerce, particularly in the e-commerce sector (Hanum et al., 2023). One of the platforms experiencing rapid growth is TikTok Shop, a shopping feature integrated into the TikTok application that combines entertainment and commercial transactions within a single digital ecosystem (Cut Tamara Falajunah & Ratih Hendayani, 2024). The presence of TikTok Shop has successfully attracted the attention of younger generations by offering a shopping experience that is more interactive, faster, and more engaging than conventional marketplaces (Kumparan, 2023). This research draft also indicates that, from February 2024 to January 2025, TikTok Shop's sales demonstrated a significantly stronger upward trend than Tokopedia's, with average monthly sales reaching IDR 168.4 billion, while Tokopedia recorded approximately IDR 75 billion per month. This condition suggests that the shoppertainment concept adopted by TikTok Shop, supported by personalized recommendation algorithms and creative promotional strategies through influencers, has become a major driving force in capturing the interest of digital consumers (Ardianto, 2024).



Digital marketing strategies play a crucial role in shaping customer perceptions and experiences on the TikTok platform (Nurhidayah et al., 2025). Content marketing is understood as a marketing strategy implemented through the distribution and design of content that is engaging, relevant, informative, and reliable in order to attract target consumers (Nurbayan et al., 2025). Meanwhile, influencer marketing refers to the use of individuals who possess influence over specific audiences to expand reach, increase sales, and strengthen customer relationships, with its main indicators including credibility, attractiveness, and persuasive power (Silva, 2025). In addition, online customer reviews represent consumer evaluations or recommendations based on actual product experiences, serving as an important source of information prior to purchase (Salqaura & Nasib, 2026). Customer satisfaction, in turn, reflects the outcome of positive interactions between customers and the e-commerce platform, as indicated by the alignment of expectations, product or service quality, ease of platform use, shopping experience, and repurchase intention (Amelia, Hou, et al., 2024). Therefore, these three independent variables are closely associated with the formation of customer satisfaction in digital shopping activities (Eryc et al., 2026).

However, behind the rapid growth of TikTok Shop, various phenomena have emerged that raise concerns regarding the level of customer satisfaction (Asshidqi et al., 2023). Many consumers have complained that the products they received did not match the promotional content presented, whether through marketing videos or influencer reviews (Butarbutar et al., 2026). The draft also explains that some consumers felt misled because the products they received differed substantially from the expectations that had previously been created (Julsari et al., 2025). Another issue that has become increasingly prominent is the widespread presence of fake or paid reviews, which in fact undermines consumer trust in the authenticity of online customer reviews (Fadli et al., 2021). In addition, a considerable number of influencers promote products without genuinely understanding or using them, resulting in promotional messages that are less objective from the consumer's perspective (Hou, 2023). Excessive promotional practices, or overhype, may also create unrealistically high expectations, which ultimately lead to disappointment when product quality does not correspond to the promises made in the promotion (Sari et al., 2023). These conditions indicate a gap between the image constructed through digital marketing strategies and the reality experienced by consumers, and it is this gap that ultimately affects customer satisfaction.

Students of the Faculty of Economics at Universitas Prima Indonesia in Medan represent a relevant group to be selected as the subject of this study, as they are situated within an environment closely connected to technological advancement, social media use, and online shopping activities. As a generation that is highly familiar with digital content, they are more likely to be exposed to content marketing, influencer promotions, and online customer reviews in their purchasing decision-making processes.

Based on this background, it is important to analyze the extent to which content marketing, influencer marketing, and online customer reviews influence TikTok Shop customer satisfaction within this group, both partially and simultaneously. This study is important not only for enriching the body of knowledge in digital marketing management, but also for providing practical insights for sellers, MSME actors, and platform

managers in designing marketing strategies that are more credible, more relevant, and more aligned with consumers' actual experiences. The novelty of this study lies in its specific focus on TikTok Shop as a shoppertainment-based e-commerce platform, its examination of three digital marketing variables simultaneously in relation to customer satisfaction, and its use of students from the Faculty of Economics at Universitas Prima Indonesia in Medan as an active and potential group of digital consumers.

2. Method

This study employed a quantitative approach with an associative research design to analyze the effects of content marketing, influencer marketing, and online customer reviews on TikTok Shop customer satisfaction. The data consisted of primary data collected through the distribution of Likert-scale questionnaires (1–5) to active TikTok Shop users in Medan, supported by relevant secondary data. The study population comprised active UNPRI students who use TikTok Shop, while the sample was determined using a non-probability sampling technique through purposive sampling based on specific criteria, resulting in 321 respondents selected from a population of 1,622 students using the Slovin formula with a 5% margin of error. The research variables included content marketing, influencer marketing, and online customer reviews as the independent variables, and customer satisfaction as the dependent variable. The data were analyzed using SPSS 25 through validity testing, reliability testing, and classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, followed by multiple linear regression analysis, t-test, F-test, and the coefficient of determination (R^2) to examine both partial and simultaneous effects among the variables.

3. Results And Discussion

Result

Validity Test

The results of the instrument validity test indicate that all statement items for the variables of content marketing, influencer marketing, online customer review, and customer satisfaction have r-count values greater than the r-table value of 0.361; therefore, all items are declared valid.

Table 1. Validity test result

Variable	Item	r-count	r-table	Description
Content Marketing	1	0.944	0.361	Valid
Content Marketing	2	0.555	0.361	Valid
Content Marketing	3	0.944	0.361	Valid
Influencer Marketing	1	0.694	0.361	Valid
Influencer Marketing	2	0.936	0.361	Valid
Influencer Marketing	3	0.936	0.361	Valid
Online Customer Review	1	0.944	0.361	Valid
Online Customer Review	2	0.555	0.361	Valid
Online Customer Review	3	0.944	0.361	Valid
Customer Satisfaction	1	0.572	0.361	Valid
Customer Satisfaction	2	0.980	0.361	Valid
Customer Satisfaction	3	0.980	0.361	Valid
Customer Satisfaction	4	0.980	0.361	Valid
Customer Satisfaction	5	0.980	0.361	Valid

Based on the table above, all research indicators are appropriate for further analysis because all statement items have met the validity criteria. This indicates that each item is capable of measuring the intended construct.

Reliability Test

The results of the reliability test show that all variables have Cronbach's Alpha values above 0.60; therefore, all instruments are considered reliable.

Tabel 2. Reliability test Result

Variable	Cronbach's Alpha	Alpha Standard	Description
Content Marketing	0.773	0.60	Reliable
Influencer Marketing	0.818	0.60	Reliable
Online Customer Review	0.773	0.60	Reliable
Customer Satisfaction	0.941	0.60	Reliable

The highest reliability value was found in the customer satisfaction variable at 0.941, while the other variables also demonstrated a good level of consistency. Thus, the research questionnaire has adequate response stability and can be used for hypothesis testing.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis show the magnitude of the effects of content marketing, influencer marketing, and online customer review on TikTok Shop customer satisfaction.

Table 3. Multiple Linear Regression Analysis Test Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	25.080	1.080	–	23.217	0.000
Content Marketing	1.155	0.050	0.166	3.110	0.002
Influencer Marketing	1.217	0.050	0.226	4.314	0.000
Online Customer Review	1.191	0.049	0.207	3.890	0.000

Based on the table above, the regression equation can be formulated as follows:

$$\text{Customer Satisfaction} = 25.080 + 1.155 \text{ Content Marketing} + 1.217 \text{ Influencer Marketing} + 1.191 \text{ Online Customer Review} + e$$

This equation indicates that all independent variables have positive coefficients. This means that an increase in content marketing, influencer marketing, and online customer review will be followed by an increase in customer satisfaction. Among the three variables, influencer marketing has the largest regression coefficient, namely 1.217, making it the most dominant variable in influencing customer satisfaction in this model.

Classical Assumption Test

Normality Test

The results of the normality test based on the One-Sample Kolmogorov-Smirnov test show an Asymp. Sig. value of 0.200, which is greater than 0.05. The histogram graph also forms a normal curve, while the Normal P-Plot graph shows points distributed around the diagonal line. This indicates that the research data are normally distributed.

Table 4. Normality Test Result

Description	Value
N	321
Mean Residual	0.0000000

Description	Value
Std. Deviation	1.83363012
Test Statistic	0.195
Asymp. Sig. (2-tailed)	0.200

Multicollinearity Test

The results of the multicollinearity test show that all independent variables have tolerance values greater than 0.10 and VIF values less than 10. Therefore, the regression model does not suffer from multicollinearity.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Content Marketing	0.921	1.086	No multicollinearity
Influencer Marketing	0.963	1.038	No multicollinearity
Online Customer Review	0.931	1.075	No multicollinearity

Heteroscedasticity Test

The results of the heteroscedasticity test based on the scatterplot show that the points are randomly dispersed above and below zero on the Y-axis and do not form a particular pattern. This indicates that the regression model does not exhibit heteroscedasticity.

Coefficient of Determination

The results of the coefficient of determination test are presented in the following table.

Table 6. Results of the Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.364	0.133	0.856	1.84159

Based on the table above, the model has an R Square value of 0.133. This means that content marketing, influencer marketing, and online customer review collectively explain 13.3% of the variation in customer satisfaction, while the remaining 86.7% is explained by other variables outside this study. An important note is that the original table contains an inconsistency between the R Square value of 0.133 and the Adjusted R Square value of 0.856. Statistically, the Adjusted R Square generally does not exceed the R Square, so this part should be rechecked in the original SPSS output before being included in the final manuscript.

Partial Hypothesis Test (t-test)

Table 7. t-Test Results

Variable	t-value	t-table	Sig.	Decision
Content Marketing	3.110	1.645	0.002	H1 accepted
Influencer Marketing	4.314	1.645	0.000	H2 accepted
Online Customer Review	3.890	1.645	0.000	H3 accepted

Based on the table above, influencer marketing has the highest t-value, namely 4.314, followed by online customer review at 3.890 and content marketing at 3.110. These results indicate that the strongest partial effect in the model comes from influencer marketing.

Simultaneous Hypothesis Test (F-test)

Table 8. F Test Results

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Regression	204.117	3	68.039	20.657	0.000

Source	Sum of Squares	df	Mean Square	F-value	Sig.
Residual	1044.126	317	3.294	–	–
Total	1248.243	320	–	–	–

Since the F-value of 20.657 is greater than the F-table value of 2.66 and the significance value of 0.000 is smaller than 0.05, H4 is accepted. This means that the three independent variables simultaneously have a significant effect on TikTok Shop customer satisfaction.

Discussion

The Effect of Content Marketing on Customer Satisfaction

The findings of this study indicate that content marketing has a positive and significant effect on customer satisfaction. This is evidenced by the t-value of 3.110, which is greater than the t-table value of 1.645, and the significance value of 0.002, which is lower than 0.05. The regression coefficient of 1.155 shows that every improvement in the quality of content marketing increases customer satisfaction by 1.155 units. This finding suggests that content that is relevant, informative, and reliable is able to help consumers better understand the product, develop positive perceptions, and strengthen their confidence prior to making a purchase. In other words, the higher the quality of the content presented on TikTok Shop, the greater the likelihood that customers will experience satisfaction in their shopping activities. These results are in line with (Lubis, 2025), which says that relevance, informativeness, and reliability are the most important parts of content marketing. To develop stronger relationships with clients, effective content marketing needs to do more than just get their attention. It also needs to give useful and trustworthy information. Earlier research (Amelia & Fathoni, 2021)(Asmarani et al., 2024)(Salqaura & Nasib, 2026) also revealed that content marketing had a big effect on consumer happiness at Shopee Jakarta. These studies show that good content that is useful and relevant can improve how people feel about a business and make them happier with their purchases (Hutagaol et al., 2025). Quality content is not only a way to promote your business, but it is also a way to teach them about your products and services in a more realistic way (Marpaung et al., 2021). This is significant since a lot of clients today want detailed and clear information that helps them make better choices (Nasib et al., 2022). Because of this, firms need to make sure that the quality of their content is a top priority in their marketing plans (Amelia, Ayuni, et al., 2024). Good content may make customers more loyal, improve the brand's image, and make the company more competitive in a market that is becoming more competitive (Nasib et al., 2026).

This research indicates that TikTok Shop enterprises ought to exercise greater discernment in crafting promotional content, emphasizing clarity of information, visual congruence with actual product conditions, and message consistency. If the information isn't clear or the pictures don't match the real thing, customers may be unhappy and the brand's reputation may suffer. Customers feel cheated when promotions don't adequately describe the state of the products, which can lead to lower trust and higher churn rates. Also, if your promotional materials don't all say the same thing, it will confuse them and make your marketing efforts less effective. To make shopping more open and enjoyable and keep customers coming back, these three things must be given priority. This will help the platform develop in the long run, as it is quite competitive.

The Effect of Influencer Marketing on Customer Satisfaction

The findings of this study show that influencer marketing has a positive and significant effect on customer satisfaction. This is indicated by the t-value of 4.314, which is greater than the t-table value of 1.645, with a significance value of 0.000. The regression coefficient of 1.217 further demonstrates that influencer marketing is the most dominant variable in this research model. This finding suggests that the credibility,

attractiveness, and persuasive power of influencers play a substantial role in shaping consumer confidence in the promoted products. The higher the level of consumer trust in the influencer, the greater the likelihood that satisfaction will be formed after the purchase is made.

The results of this study corroborate the assertions made by (Nofriza, 2022)(Widy & HS, 2021)(Sihombing et al., 2023), who contended that influencers serve as opinion leaders exerting considerable effect on consumer attitudes and decisions. Influencers may engage with their audiences on an emotional level as communication agents, which can change how consumers see a brand and what they buy. Study (D. Siregar et al., 2024) backs up these results by showing that influencer credibility in the TikTok Shop market is the most important factor in building consumer trust and happiness. This trust is a big part of building a better relationship between influencers and customers, which makes product promotion more effective. Another study (Govoni, 2012) indicated that influencer marketing on Instagram makes people happier with the service. Influencer-based marketing has been shown to work to make customers happier and more loyal, which leads to more purchases (Aditi et al., 2022). In general, these results show that influencers have a big impact on how happy people are with their purchases and what they decide to do on different social media sites, especially TikTok and Instagram (Khairani et al., 2025).

This study suggests that TikTok Shop sellers and brand managers should be discerning when choosing influencers, considering not just their popularity but also their product relevance, firsthand familiarity with the product, and genuine communication style. Influencers that are credible and know a lot about the product will be better at getting people to trust them and connect with them on an emotional level. This is really important to make sure that promotions really make customers happier. Real influencers can help people have a better opinion of a business, while campaigns that just focus on popularity and not quality can hurt the brand's image and make marketing less effective.

The Effect of Online Customer Review on Customer Satisfaction

The findings of this study reveal that online customer review has a positive and significant effect on customer satisfaction. This is evidenced by the t-value of 3.890, which is greater than the t-table value of 1.645, and the significance value of 0.000, which is lower than 0.05. The regression coefficient of 1.191 indicates that an improvement in the quality of online customer reviews will increase customer satisfaction. This means that reviews that are honest, clear, and useful serve as an important basis for consumers in evaluating products before deciding to purchase. In the context of TikTok Shop, customer reviews function as a means of reducing uncertainty, particularly because consumers cannot physically inspect the products before completing the transaction. This study's findings corroborate prior research indicating that favorable reviews enhance consumer trust in a product or service, hence reinforcing loyalty and plans to repurchase (Sihombing et al., 2024)(Salqaura et al., 2025). On the other hand, negative reviews give important input by pointing out places where businesses need to enhance quality and the customer experience (Amelia & Tambunan, 2025)(Yasri et al., 2022). A speedy response to bad reviews shows that the organization is open and willing to fix problems, which can improve its reputation (Damanik et al., 2026). So, businesses need to have a good plan for how to handle internet reviews. This include getting happy customers to provide positive evaluations and responding to bad ones in a helpful way (Winata et al., 2025). This affects not only the choices people make when they buy things, but also the general image of the business (Purba et al., 2026). A study by (Tobing et al., 2021) showed that a company with a good internet reputation can be more competitive in a market that is getting more and more competitive. Reviews online are becoming a very important part of a company's long-term performance (Tirtayasa et al., 2025).

The implication of this study is that business actors on TikTok Shop need to encourage the development of authentic and informative reviews, for instance by maintaining product quality, responding promptly to

complaints, and avoiding review manipulation practices. The higher the level of consumer trust in the authenticity of reviews, the greater the sense of security that is formed, and ultimately the higher the level of customer satisfaction.

The Simultaneous Effect of Content Marketing, Influencer Marketing, and Online Customer Review on Customer Satisfaction

The results of the simultaneous test indicate that content marketing, influencer marketing, and online customer review jointly have a positive and significant effect on TikTok Shop customer satisfaction. This is reflected in the F-value of 20.657, which is greater than the F-table value of 2.66, with a significance level of 0.000. Therefore, H4 is accepted. These findings suggest that customer satisfaction is not shaped by a single factor, but rather by a combination of content quality, the social influence exerted by influencers, and the experiences of other consumers as reflected in reviews. These three variables complement one another in creating a comprehensive digital shopping experience, beginning with the emergence of initial interest, followed by confidence in the product, and ending with rational evaluation prior to purchase.

Empirically, the findings of this study are reinforced by three relevant previous studies, (Purnama et al., 2023)(N. W. Siregar et al., 2025)(Purnama Sari et al., 2025) found that content marketing significantly affects customer satisfaction on Shopee; (Amelia et al., 2023), who emphasized that influencer credibility plays a dominant role in improving consumer trust and satisfaction on TikTok Shop; and (Andriyanti & Farida, 2022), who found that customer reviews significantly influence user satisfaction on Tokopedia. These three studies demonstrate that digital marketing strategies operate in a complementary manner in shaping customer satisfaction on e-commerce platforms (Salsabillah, 2022).

The implication of this study is that TikTok Shop managers and business actors need to build an integrated marketing strategy by presenting accurate content, selecting credible influencers, and maintaining the quality of customer reviews so that the shopping experience formed is truly consistent with consumer expectations. Nevertheless, because the explanatory power of the model in accounting for variations in customer satisfaction remains limited, other factors such as price, product quality, discounts, delivery convenience, and brand image should still be taken into account in future studies.

4. Conclusion

This study concludes that content marketing, influencer marketing, and online customer review have positive and significant effects on TikTok Shop customer satisfaction. Partially, each variable was proven to influence customer satisfaction, indicating that relevant and reliable content, credible and attractive influencers, and authentic and informative customer reviews all contribute to creating a more satisfying shopping experience. Among the three independent variables, influencer marketing emerged as the most dominant factor in influencing customer satisfaction, suggesting that the role of influencers is highly important in shaping consumer trust and confidence in the products promoted on TikTok Shop.

Simultaneously, content marketing, influencer marketing, and online customer review were also found to have a significant collective effect on customer satisfaction. These findings demonstrate that customer satisfaction on TikTok Shop is formed through the interaction of multiple digital marketing elements rather than by a single factor alone. Therefore, sellers and platform managers need to develop an integrated marketing strategy by presenting accurate and engaging content, collaborating with credible influencers, and maintaining authentic customer reviews. Nevertheless, since the explanatory power of the model remains limited, future studies are recommended to include other relevant variables, such as price, product quality, brand image, discounts, and delivery convenience, in order to obtain a more comprehensive understanding of the determinants of customer satisfaction.

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