

The Effect of TikTok Marketing Content Effectiveness on Consumer Loyalty Among College Students in Greater Bandung

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Abstract

This research investigates how effective TikTok's marketing content is in driving consumer loyalty for product purchases on the platform. Methodologically, this investigation utilized a quantitative blueprint, executing data processing through SmartPLS 4 to run Partial Least Squares Structural Equation Modeling (PLS-SEM). A sample encompassing 400 university-level TikTok consumers across Greater Bandung was extracted based on Taro Yamane's calculations, with responses quantified on a Likert continuum. The results show that Information Quality is the most dominant dimension in shaping the Effectiveness of TikTok Marketing Content, with a path coefficient of 0.342, followed by Visual Appeal (0.311), Content Creativity (0.192), and Interactivity (0.153). The research model explains 78.6% of the variance in TikTok Marketing Content Effectiveness and 87.5% of the variance in Consumer Loyalty. TikTok Marketing Content Effectiveness has a positive and significant effect on Consumer Loyalty, with a path coefficient of 0.501. Within the Consumer Loyalty dimension, Repurchase has a coefficient of 0.488, Commitment to Use of 0.466, and Recommendation of 0.132. These findings indicate that marketing content that is informative, visually appealing, creative, and interactive plays a crucial role in enhancing consumer loyalty on the TikTok platform.

Keywords:

Effectiveness; Marketing content; Loyalty; Purchases.

1. INTRODUCTION

In the evolution of digital platforms, TikTok has differentiated itself as a social commerce ecosystem that seamlessly integrates entertainment, interactivity, and transactions. Unlike marketplaces such as Shopee and Tokopedia, which prioritize transaction security and catalog search functionality, or Instagram, which focuses on visual branding, TikTok boasts high engagement levels, with an average daily usage duration exceeding 90 minutes per user. The 2024-2026 period will mark a transformative phase for the platform through the optimization of the For You Page (FYP) algorithm and live-streaming commerce features. TikTok's key advantage lies in its integrated transaction feature (in-app shopping feature), popularly known as the "yellow cart." This feature facilitates the creation of shoppable content that enables seamless transactions, allowing consumers to finalize purchases directly without having to leave the app.

This shopping experience is considered more interactive and transparent because it facilitates real-time communication and live product demonstrations that resemble face-to-face interactions in the conventional sector, as regulated by Law of the Republic of Indonesia No. 8 of 1999 on Consumer Protection (Indonesia, 1999). The integration of return/refund features and a secure payment system further strengthen TikTok's position as a marketing platform capable of building user trust. These conditions demonstrate that the success of digital marketing is determined not only by platform infrastructure but also by the quality of content that can boost customer engagement a prerequisite for building consumer loyalty.

Table 1. Population of Active College Students in Greater Bandung

No.	Region	Number of Active Students	Estimated Age of TikTok Users
1	Bandung City	329,500	17–30 years
2	Bandung Regency	118,250	Ages 17–30
3	West Bandung Regency	46,700	Ages 17–30
4	Cimahi City	63,250	Ages 17–30
5	Sumedang Regency (Jatinangor)	92,750	Ages 17–30

Source: Compiled by the researcher based on the 2025 Higher Education Statistics, Ministry of Education

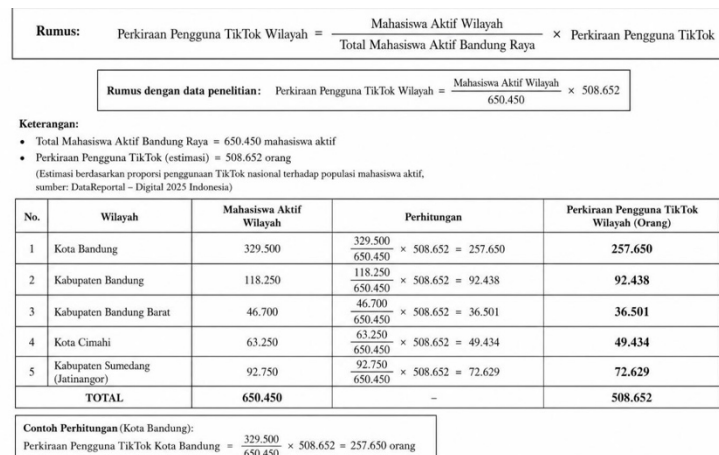


Figure 1. Formula for Estimating the Number of TikTok Users in the Greater Bandung Area
 (Source: Primary data processed by the researcher, 2026)

Based on Tables 1 and Figure 1, estimates of the number of TikTok users aged 18–24 in the Greater Bandung area obtained through TikTok Ads Manager using location and age group parameters indicate that the TikTok platform has broad reach among the student demographic. The large number of users suggests that TikTok has the potential to be an effective digital marketing medium for reaching consumers of working age, such as college students. However, the high number of TikTok users does not necessarily reflect the development of consumer loyalty such as the tendency to make repeat purchases, stick with the same products, or recommend products to others. Therefore, research is needed to analyze the impact of TikTok marketing content effectiveness on consumer loyalty among college students in the Greater Bandung area as an effort to understand the relationship between marketing content effectiveness and consumer loyalty behavior.

Numerous scholarly works have explored how users navigate and interact within the TikTok Shop ecosystem. For instance, research conducted by Jasson and Nawawi (2024) delves into the specific drivers that compel users to make a purchase on the app. Additionally, investigations by Dedi et al. (2026) and Ari and Nugroho (2026) highlight how digital word-of-mouth and promotional strategies shape buying choices, particularly noting trust as a core mediator in these interactions. Other scholarly contributions by Utami and Ahmadi (2024), as well as Irdiana et al. (2025), have also evaluated the extent to which live broadcasts and strategic content sway consumer spending.

While past literature extensively covers purchase interest and customer engagement via mediating variables, there is a noticeable gap in studies that directly link TikTok marketing content effectiveness to consumer loyalty. Specifically, empirical evidence assessing loyalty directly through visual appeal, interactivity, information quality, and content creativity is still scarce. Furthermore, investigations focusing exclusively on the university student demographic within Greater Bandung remain highly limited.

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Furthermore, the impact of content on consumer loyalty through usage commitment, recommendations, and repeat purchases has not yet been extensively studied in a comprehensive manner within the context of TikTok social commerce. The need for a deeper understanding of how digital content can foster consumer engagement and ultimately lead to customer loyalty serves as the primary foundation for this study. Therefore, this study aims to analyze the impact of TikTok marketing content effectiveness on consumer loyalty in product purchases, using a case study of TikTok-using college students in the Greater Bandung area. This study is specifically designed to identify the content factors that most influence consumer loyalty on the TikTok Shop platform. The results are expected to provide strategic managerial insights for businesses in formulating more effective and sustainable digital marketing strategies on social commerce platforms.

2. RESEARCH METHOD

An explanatory quantitative architecture serves as the foundation for this paper, executing statistical evaluations through the PLS-SEM technique. Grounded in procedural literature (Ahmid et al., 2019; Haryono, 2021), data were processed via SmartPLS 4 to determine the impact of TikTok marketing content effectiveness on consumer loyalty. The independent variable was operationalized through four core aspects: information quality, content creativity, visual appeal, and interactivity. Simultaneously, consumer loyalty was evaluated based on users repurchase intentions, recommendation behaviors, and commitment to long-term use. The target demographic consisted of college students in the Greater Bandung area who actively utilize TikTok, totaling an estimated 650,450 individuals. The sample size was determined using Taro Yamane's formula (1967) with a precision level of 5%, resulting in a target of 400 respondents. To ensure the validity and reliability of the survey instrument, all variable measurements and indicators were evaluated rigorously. To guarantee instrument robustness, all constructs underwent stringent screening: items required a factor loading surpassing 0.70 to secure convergent validity, a Composite Reliability scoring above 0.70 for internal stability, and an Average Variance Extracted (AVE) crossing the 0.50 threshold. Table 3 details the operational definitions, outlining how Visual Appeal, Interactivity, Information Quality, and Content Creativity map to specific survey statements measured on a Likert scale.

Table 2. Operational Definitions of Research Variables

Variable	Operational Definition	Dimension	Statement	Scale
TikTok Marketing Content Effectiveness (x)	The ability of TikTok marketing content to deliver product information in an attractive, creative, interactive, and informative manner, thereby influencing consumers in the purchasing process.	Visual Appeal (X1)	• TikTok marketing content has an attractive visual appearance that captures attention. • The quality of images and videos in TikTok content is clear and pleasant to watch. • The visual presentation of the content helps consumers understand the product without requiring excessive effort. • TikTok content makes consumers interested in watching until the end.	Likert
		Interactivity (X2)	• Interactions in the comment section or live streams make promotions feel more personal. • TikTok content encourages consumers to like, comment, or share it. • I am encouraged to interact after viewing TikTok content about the product.	Likert
		Information Quality (x3)	• TikTok content provides the information that consumers genuinely need before making a purchase.	Likert

		Content Creativity (x4)	• Information in TikTok content helps consumers feel more confident in making purchasing decisions. • The way the message is presented in TikTok content feels different from content on other social media platforms. • TikTok marketing content is presented with creative and unique ideas. • TikTok content uses innovative ways of presenting information. • TikTok content has an original and non-monotonous concept.	Likert
Consumer Loyalty (Y)	The consumer's commitment to continue purchasing and using products promoted through TikTok and recommending them to others.	Repurchase (V1)	• I intend to repurchase products promoted through TikTok. • I will choose products from TikTok promotions when needed. • I will repurchase the product in the future.	Likert
		Recommendation (Y2)	• I do not hesitate to recommend this product to others. • I will recommend the product to friends or family members to purchase. • I often share product information from TikTok with others.	Likert
		User Commitment (Y3)	• I will continue to choose this product even though there are many similar options on the market. • I feel that this product meets my needs. • I will continue using the product in the long term.	Likert

Source: Primary data analyzed by the researcher, 2026

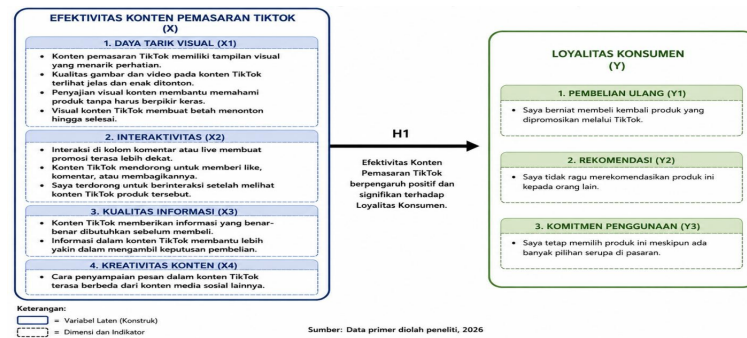


Figure 2. Research Paradigm (Structural Model)

3. RESULTS AND DISCUSSION

3.1. Results

Table 3. Results of the Measurement Model (Outer Model) Evaluation

Variabel	Dimensions	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE	Remarks
TikTok Content Marketing Effectiveness (X)	Visual Appeal (X1)	DV1	0,834	0,834	0,889	0,668	Valid and Reliable
		DV2	0,774				
		DV3	0,827				
		DV4	0,831				
	Interactivity (X2)	I1	0,819	0,803	0,884	0,718	Valid and Reliable
		I2	0,859				
		I3	0,864				
	Quality of Information (X3)	KI1	0,884	0,718	0,876	0,78	Valid and Reliable
		KI2	0,882				
	Content Creativity (X4)	KK1	1,000	1,000	1,000	1,000	Valid and Reliable
Consumer Loyalty (Y)	Repurchase (Y1)	PU1	1,000	0,761	0,861	0,673	Valid and Reliable
	Recommendations (Y2)	R1	1,000				
	Commitment to Use (Y3)	KP1	1,000				

Table 3 illustrates the outer model assessment, confirming convergent validity compliance across all items. Specifically, every observed factor loading exceeded the mandatory 0.70 limit, registering outcomes between 0.774 and an absolute 1.000. (Ahmid, Rahmad Solling, S.E., M.M., and Dr. Suhardi M. Anwar, Drs., 2019), an indicator is considered to have good convergent validity if its factor loading value is greater than 0.70. These findings indicate that each indicator is effective in explaining the construct being measured. Furthermore, the reliability test results show that all constructs have a composite reliability value above 0.70, ranging from 0.861 to 1.000. These results confirm that each construct has a good level of internal consistency and is capable of reliably measuring the research concepts. (Haryono, 2021) explains that a construct is considered reliable if it has a Composite Reliability value greater than 0.70. The construct's validity is also supported by Average Variance Extracted (AVE) values that are all above the 0.50 threshold, ranging from 0.668 to 1.000. Hamid and Anwar (2019) postulate that an AVE breaching the 0.50 mark verifies a construct's capacity to capture over half of its item variance. Consequently, having satisfied the rigorous thresholds for factor loadings, AVE, and Composite Reliability, the measurement models are fully validated for subsequent inner model execution. Next, the results of the inner model test are as follows Table 4.

Table 4. Results of the Structural Model Evaluation (Inner Model)

Relationships Between Variables	Value	Category
R-Square (R2)		
TikTok Content Marketing Effectiveness	0,786	Strong
Consumer Loyalty	0,875	Very Powerful
F-Square (f2)		
Visual Appeal → TikTok Content Marketing Effectiveness	0,074	Small
Interactivity → TikTok Content Marketing Effectiveness	0,019	Sangat Kecil
Content Creativity → TikTok Content Marketing Effectiveness	0,099	Kecil
Quality of Information → TikTok Content Marketing Effectiveness	0,217	Sedang
TikTok Content Marketing Effectiveness → Consumer Loyalty	0,386	Besar
Commitment to Use → Consumer Loyalty	0,238	Sedang
Repurchase → Consumer Loyalty	0,905	Besar
Recommendations → Consumer Loyalty	0,075	Kecil

Source: Primary data processed by the researcher, 2026

Based on Table 4, the results of the inner model evaluation show that the TikTok Marketing Content Effectiveness variable has an R-Square value of 0.786, which falls into the “strong” category. This indicates that Visual Appeal, Interactivity, Content Creativity, and Information Quality account for 78.6% of TikTok Marketing Content Effectiveness. Meanwhile, the Consumer Loyalty variable has an R-Square value of 0.875, which falls into the “very strong” category, meaning the research model explains 87.5% of Consumer Loyalty.

Based on the F-square (f^2) value, Information Quality has the greatest influence on the Effectiveness of TikTok Marketing Content, with a value of 0.217, which falls into the moderate category. Next, Content Creativity (0.099) and Visual Appeal (0.074) have a small influence, while Interactivity (0.019) shows a very small influence. Regarding the Consumer Loyalty variable, Repurchase has the greatest influence with an f^2 value of 0.905, which falls into the “large” category, followed by TikTok Marketing Content Effectiveness at 0.386 (“large”), User Commitment at 0.238 (“moderate”), and Recommendations at 0.075 (“small”). These findings indicate that Information Quality is the most dominant dimension in shaping the Effectiveness of TikTok Marketing Content, while Repurchase is the most dominant dimension in shaping Consumer Loyalty. Furthermore, the results of the model fit evaluation are as follows table 5.

Table 5. Results of the Model Fit Evaluation

Prameter	Rule Of Thumb	Strong	Remarks
SRMR	Smaller than 0,10 0,1 (GoF Small),	0,086	Fit
GoF	0,25 (GoF moderate), 0,36 (GoF Strong)	0,761	Strong fit

Source: Primary data processed by the researcher, 2026

Based on Table 5, the results of the model fit evaluation processed using SmartPLS 4 indicate that the research model meets the criteria for goodness of fit. The Standardized Root Mean Square Residual (SRMR) value of 0.086 is below the 0.10 threshold, proving that the theoretical framework comprehensively matches the empirical data collected. Additionally, the Goodness of Fit (GoF) value is 0.761, categorized as a "strong fit". This ensures the model is highly effective and appropriate for hypothesis testing. Thus, the structural model in this study is deemed valid and suitable for use in the hypothesis testing phase. Next, the results of the hypothesis test are as follows table 6.

Table 6. Hypothesis Testing

Relationships Between Variables	Nilai	Kategori
R-Square (R2)		
Effectiveness of TikTok Marketing Content	0,786	Strong
Consumer Loyalty	0,875	Very strong
F-Square (f2)		
Visual Appeal → Effectiveness of TikTok Marketing Content	0,074	Small
Interactivity → Effectiveness of TikTok Marketing Content	0,019	Very small
Content Creativity → TikTok Marketing Content Effectiveness	0,099	Small
Information Quality → Effectiveness of TikTok Marketing Content	0,217	Currently
EfeEffectiveness of TikTok Marketing Content → Consumer Loyalty	0,386	Big
Commitment to Use → Consumer Loyalty	0,238	Currently
Repurchase → Consumer Loyalty	0,905	Big
Recommendations → Customer Loyalty	0,075	Small

Source: Primary data processed by the researcher, 2026

Based on Table 6, the results of the hypothesis testing show that the effectiveness of TikTok content has a positive and significant effect on consumer loyalty. This is indicated by a path coefficient of 0.501, a t-statistic of 8.340, and a p-value of 0.000 (< 0.05). Thus, the research hypothesis stating that TikTok Content Effectiveness Influences Consumer Loyalty is proven. This finding indicates that the more effective the marketing content presented through TikTok, the higher the level of consumer loyalty toward the promoted product. Additionally, all dimensions constituting TikTok Content Effectiveness were found to have a positive and significant influence. Information Quality showed the highest path coefficient ($\beta = 0.342$), followed by Visual Appeal ($\beta = 0.311$), Content Creativity ($\beta = 0.192$), and Interactivity ($\beta = 0.153$). These results indicate that the delivery of clear, relevant, and useful information is the strongest factor in shaping the effectiveness of TikTok marketing content.

Within the Consumer Loyalty variable, the Repurchase dimension had the greatest influence ($\beta = 0.488$), followed by Commitment to Use ($\beta = 0.466$) and Recommendations ($\beta = 0.132$). All of these relationships had p-values below 0.05 and were therefore deemed significant. These findings indicate that consumer loyalty toward products promoted via TikTok is reflected more in the intention to repurchase and the commitment to continue using the product than in the behavior of recommending the product to others.

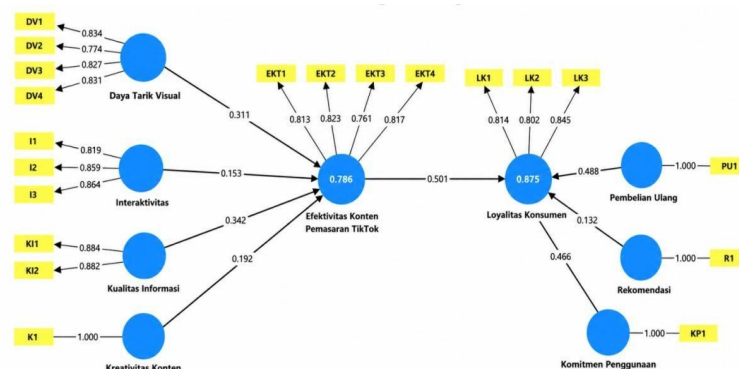


Figure 3. Graphical Output

Based on Figure 3, the graphical output results show that all dimensions comprising TikTok Content Effectiveness have a positive relationship with the main construct. Information Quality is the dimension that has the greatest influence on TikTok Content Effectiveness, with a path coefficient of 0.342. Next, Visual Appeal has an influence of 0.311, followed by Content Creativity at 0.192 and Interactivity at 0.153. These findings indicate that the quality of information conveyed in TikTok content is the most dominant factor in shaping the effectiveness of marketing content.

The analysis results also show that the effectiveness of TikTok content has a positive effect on consumer loyalty, with a path coefficient of 0.501. Among the constructs of consumer loyalty, the most dominant indicator is repurchased, with a coefficient of 0.488, followed by commitment to use at 0.466 and recommendations at 0.132. These results indicate that consumer loyalty is more strongly reflected in the tendency to make repeat purchases and continue using the product than in the behavior of recommending the product to others. Thus, the more effective the TikTok marketing content is, the higher the consumer loyalty toward the promoted product.

3.2. Discussion

The results of the study indicate that the model used meets the criteria for acceptability. This is evidenced by a Standardized Root Mean Square Residual (SRMR) value of 0.086, which is below the maximum threshold of 0.10, and a Goodness of Fit (GoF) value of 0.761, which falls within the “strong fit” category. Furthermore, all research indicators were found to be valid and reliable, as they had factor loadings above 0.70, Composite Reliability values above 0.70, and Average Variance Extracted (AVE) values above 0.50. These results indicate that the research instrument is capable of measuring the constructs under study effectively and consistently. The model’s ability to explain the research variables is also considered strong.

The TikTok Marketing Content Effectiveness variable has an R-squared value of 0.786, which means that Visual Appeal, Interactivity, Information Quality, and Content Creativity can explain 78.6% of the Effectiveness of TikTok Marketing Content. Meanwhile, Consumer Loyalty has an R-squared value of 0.875, indicating that repeat purchases, user commitment, and recommendations can explain 87.5% of Consumer Loyalty. The results of the hypothesis testing show that TikTok Marketing Content Effectiveness has a positive and significant effect on Consumer Loyalty, with a path effect of 0.501, a t-statistic of 8.340, and a p-value of 0.000. These findings indicate that the more effective the content presented via TikTok, the higher the level of consumer loyalty toward the promoted product. Content that is informative, creative, visually appealing, and interactive can create a positive experience that builds consumer trust, thereby encouraging repeat purchases and sustained product use. These findings align with recent literature demonstrating that holistic

digital marketing strategies on TikTok significantly foster consumer loyalty (Purana & Putranto, 2025). By distributing tailored, informative, and interactive materials, companies can deepen their connections with audiences, ultimately driving repeat transactions and long-term brand devotion. Delivering content that is engaging, informative, and tailored to the audience's needs can strengthen the relationship between consumers and brands, thereby encouraging repeat purchases and fostering long-term loyalty. This aligns with the characteristics of college students as active TikTok users who utilize the platform not only as a source of entertainment but also as a source of information before making a purchase.

In this study, the effectiveness of TikTok marketing content is determined by four main dimensions: visual appeal, interactivity, information quality, and content creativity. Of these four dimensions, Information Quality has the greatest influence on the effectiveness of TikTok marketing content, with a path effect of 0.342, a t-statistic of 7.942, and a p-value of 0.000. These findings indicate that consumers pay more attention to the clarity, relevance, and quality of information than to entertainment value alone. These results align with research indicating that online marketing communication, marketing content, and brand engagement on TikTok Shop have a positive effect on brand loyalty. The study explains that content that is informative, relevant, and capable of fostering consumer engagement will strengthen the emotional connection with the brand, thereby fostering consumer loyalty (Sari, A. N., Sulartopo, S., & Kholifah, 2025).

These results echo previous arguments suggesting that superior information delivery and satisfying digital encounters are foundational to building lasting customer loyalty (Him, I., Wibowo, L. A., & Dirgantari, 2025). Beyond mere data quality, visual attractiveness yielded an impact score of 0.311 (t-statistic = 4.096, $p = 0.000$), while creative execution and interactive features recorded scores of 0.192 and 0.153, respectively. This suggests that while interaction matters, clear messaging and visually stimulating formats are far more critical in determining content success.

These results indicate that the effectiveness of TikTok content is determined more by the quality of information and the presentation of the message than by the level of interaction generated. For the Consumer Loyalty variable, the most dominant dimension is Repeat Purchases, with an effect size of 0.488, a t-statistic of 6.524, and a p-value of 0.000. Furthermore, Commitment to Use had an effect size of 0.466, a t-statistic of 10.593, and a p-value of 0.015, while Recommendations had an effect size of 0.132, a t-statistic of 4.919, and a p-value of 0.000. These results indicate that consumer loyalty is better reflected through repurchase behavior and commitment to product use than through the desire to recommend the product to others. Thus, the loyalty that has been established remains stronger in terms of consumption behavior than in terms of consumer advocacy. Overall, the research findings confirm that the effectiveness of marketing through TikTok is a key factor in building consumer loyalty. Therefore, businesses need to prioritize delivering high-quality information, supported by engaging visuals and creative content, in order to build stronger relationships with consumers and increase their loyalty to the promoted products. Practically, this means businesses cannot rely solely on the entertainment value of TikTok; they must prioritize the delivery of clear, relevant, and useful information (Information Quality path coefficient = 0.342). High-quality information strengthens emotional connections and trust, driving repurchases and long-term commitment over mere peer recommendation.

4. CONCLUSION

The empirical evidence gathered confirms that impactful TikTok marketing campaigns substantially and positively elevate brand loyalty among university scholars throughout the Greater Bandung territory. Output derived from the SmartPLS-driven structural analysis highlights exceptional predictive relevance, with an R-Square value of 0.786 for the TikTok Marketing Content Effectiveness variable and 0.875 for the Consumer Loyalty variable. Based on the research results, Information Quality is the most dominant dimension in the factors influencing the effectiveness of TikTok marketing content are indicated by an F-square value of 0.217 and a path coefficient of 0.342. These findings suggest that clear, relevant, and easy-to-understand information is a key factor in enhancing the effectiveness of marketing content on the TikTok platform. Meanwhile, Visual Appeal, Content Creativity, and Interactivity also have a positive influence, albeit with a relatively smaller effect. Regarding the Consumer Loyalty variable, the most dominant dimension is Repurchase, with an F-square value of 0.905 and a path coefficient of 0.488, followed by Commitment to Use at 0.466 and Recommendation at 0.132. Furthermore, the effectiveness of TikTok marketing content was found to have a positive and significant effect on consumer loyalty, with a path coefficient of 0.501. These results confirm that the effectiveness of marketing content plays a strategic role in building consumer loyalty on the TikTok platform. Content that conveys information clearly, engagingly, and relevantly can strengthen consumer attachment to the product, thereby fostering sustainable loyalty. For future researchers, it is recommended to develop a research model by incorporating highly specific variables related to TikTok user behavior, such as consumer trust, social media usage intensity, electronic word of mouth (e-WOM), perceived value, algorithmic awareness alongside parasocial relationships, which would broaden the theoretical lens regarding customer retention within social commerce spheres. Subsequent inquiries should also diversify the sampling pool beyond academic demographics and cross-examine distinct e-commerce platforms to bolster the universal applicability of these findings.

For businesses that use TikTok Shop as a marketing platform, it is recommended to prioritize providing clear, complete, accurate, relevant, and easy-to-understand product information such as product prices, key benefits, specifications, product variations, instructions for use, sizes, product condition, warranty information (if available), and shipping and return policies (Prihartono Aksan Halim, & Herawati, 2024). Information presented transparently can increase consumer trust, thereby fostering loyalty. In addition, business owners need to present attractive product visuals through the use of high-quality photos or videos, good lighting, and by constantly innovating to keep up with the times (Prihartono Aksan Halim, Siti Rosmayati, Arman Maulana, Widwi Handari Adji, Dini Paryanti, 2021), as well as through live demonstrations of product usage. Content creativity also needs to be continuously enhanced by leveraging storytelling concepts, relevant trends, popular music, and innovative video formats to capture and sustain consumer interest. In terms of interactivity, businesses are advised to actively respond to consumer comments and questions, host question-and-answer (Q&A) sessions during live streams, reply to customer reviews, utilize polling or quiz features, and encourage consumers to leave comments, write reviews, and share their product experiences. Consistent and responsive interaction is expected to increase customer engagement, build closer relationships with consumers, and foster long-term loyalty.

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