

## THE INFLUENCE OF CONTENT MARKETING QUALITY ON CONSUMER LOYALTY TOWARD THE FASHION BRAND ZAAFER



Yusuf Al-Qardhawi<sup>1</sup>  
Universitas Islam Indonesia, Yogyakarta, Indonesia  
[21311070@students.uii.ac.id](mailto:21311070@students.uii.ac.id) \*(Corresponding)

Erlita Ridanasti<sup>2</sup>  
Universitas Islam Indonesia, Yogyakarta, Indonesia  
[erlita.ridanasti@uui.ac.id](mailto:erlita.ridanasti@uui.ac.id)

### Abstract

This study aims to analyze the effect of content marketing quality on consumer brand loyalty toward the fashion brand Zaafer by examining informative value, entertainment value, and social value as independent variables, with experiential evaluation as a mediating variable. A quantitative approach was employed through an online survey distributed to 211 respondents who are active TikTok users and have purchased Zaafer products. Data analysis was conducted using Partial Least Square Structural Equation Modeling (PLS-SEM) with SmartPLS. The findings reveal that informative value, entertainment value, and social value significantly influence experiential evaluation. Furthermore, experiential evaluation significantly impacts brand loyalty. These results suggest that high-quality content marketing on social media platforms, particularly TikTok, plays a crucial role in strengthening consumer loyalty to the Zaafer brand. This study contributes to the development of digital marketing strategies by emphasizing the importance of delivering content that is relevant, entertaining, and socially engaging.

**Keywords:** Content Marketing, Experiential Evaluation, Brand Loyalty, Social Media, TikTok, Zaafer

## INTRODUCTION

The rapid advancement of digital technology has compelled companies to adopt social media-based marketing strategies, where content plays a central role in reaching and retaining consumers (Alwan & Alshurideh, 2022; Athapaththu & Kulathunga, 2018). TikTok, a short-form video platform with millions of active users, has emerged as a strategic channel for content marketing (Peng et al., 2023). Local brands like Zaafer are leveraging this platform to foster stronger connections with their consumers (Ardhia & Mayangsari, 2020). In line with the increasingly integrative nature of marketing activities, digital marketing has emerged as a transformative concept, gradually replacing traditional marketing communications, particularly in the era of online shopping (Athapaththu & Kulathunga, 2018). Businesses are thus required to collaborate and optimize new communication tools and diverse channels to engage consumers through content that is relevant, appealing, and aligned with their rapidly shifting preferences (Labanauskaitė et al., 2020). Digital marketing integrates modern web-based technologies, such as blogs, websites, emails, adwords, and social media, into traditional strategies (Atillah & Gischa, 2023; Alwan & Alshurideh, 2022). This strategic shift enables firms to gain competitive advantage in contemporary markets (Hussain et al., 2023) and adapt to the accelerated pace of digital communication (Varadarajan et al., 2022; Sabraz Nawaz & Kaldeen, 2020).

Social media marketing has increasingly attracted attention from both business practitioners and academics in recent years (Ibrahim et al., 2020). It is widely used to enhance consumers' purchase intentions, as it is perceived as more authentic due to its ability to foster open discussions and sharing about brands, rather than controlling perceived brand images (Dewi, et al., 2022). Social media operates as an effective two-way communication platform, ideal for enhancing customer value by sharing relevant events or brand activities (Laksamana, 2018). The rise of social media and its influence on consumer behavior and marketing practices is largely shaped by the dynamics of the platforms themselves (Appel et al., 2020). Users engage through features that significantly influence their purchasing decisions (Puspaningrum, 2020), with active behavior characterized by feedback such as likes, comments, shares, and direct interactions (Haudi et al., 2022). In this context, content refers to messages directed by the sender to potential recipients (Schreiner et al., 2021). Digital content marketing, one of the fastest-growing strategies, has transformed traditional marketing approaches (Hollebeek & Macky, 2019), emphasizing relationship-building with audiences (Hasibuan & Najmudin, 2024), particularly through mobile media via videos, live streams, and long-form content (Hollebeek & Macky, 2019a).

Social value in brand content refers to elements that enhance social benefits, such as gaining popularity and receiving praise (Lou & Xie, 2021). In addition, entertainment plays a vital role in digital and social media marketing, contributing significantly to the formation and influence of consumer perceptions and responses toward a platform (Pertierra, 2021). Furthermore, informative value is described as a brand's ability to provide useful and beneficial information online to potential buyers (Luo, 2002).

Informative value in advertising value theory refers to the usefulness of advertisements in providing new, timely, relevant, and valuable information about product or brand alternatives to facilitate better decision-making (Ducoffe et al., 1996). Informative messages present clear and concrete factual information about products or services, enabling

consumers to objectively assess benefits, functional attributes, and their applications (Oliinychenko et al., 2019). Informative value also encompasses the accessibility and support provided by the information, which influence how consumers evaluate its usefulness and the extent to which they integrate it into their decision-making process (Pavlou et al., 2007).

Experience has been defined in various ways, one of which refers to the ongoing perceptions, feelings, and direct observations encountered by an individual (Schmitt & Zarantonello, 2013). Consumer experience encompasses a variety of types and suggests that experience can be viewed as the interaction among consumers, marketing offerings, and consumer responses related to these three phases. Conceptually, this classification enables the identification of three types of consumer experiences: repeated interactions, consumer experience quality, and consumer/brand experience (Yoshida, 2017). However, the most common interpretation defines customer experience as a personal interpretation of the service process, as well as the customer's interaction and engagement with that process throughout their journey across multiple touchpoints (Iyanna, 2012).

Loyalty can be defined as a situation or condition in which customers consistently think about a particular brand's product (Abbas et al., 2021). According to Sharma (2020), customer loyalty refers to a consumer's tendency to repeatedly purchase products from the same brand. Loyalty also reflects a strong commitment to repurchasing a specific product or service consistently in the future, even when faced with alternative marketing strategies that might influence consumer behavior (Laksamana, 2018). It involves a close and enduring relationship between the consumer and the brand (Sharawneh, 2020).

The development of the fashion industry in Indonesia is influenced by trends and cultures from the West as well as from Asian countries with more advanced fashion industries (Sejati, 2023). Many global fashion brands have expanded their business into developing countries, including Indonesia (Ardhia & Mayangsari, 2020). In addition to international brands, local entrepreneurs are increasingly recognizing the future potential of the domestic market, leading to a rise in the number of emerging and growing local brands, particularly within the creative industry sector (Ardhia & Mayangsari, 2020).

Previous studies have shown that for high-involvement brands, informative and entertainment values in content significantly influence consumers' enjoyable experiences, whereas for low-involvement products, social and entertainment values positively impact brand experience, leading to loyalty (Lou & Xie, 2021). A study conducted in India by Khandelwal et al. (2018) found that informative content presented through websites significantly affects consumers' positive experiences with a brand. Informative marketing content can enhance product and service usage experiences and has been proven to directly increase consumer loyalty, either directly or through the mediation of customer satisfaction (Ramadania et al., 2023). Similarly, Lou and Yuan (2019) found that both informative and entertainment values influence consumer perceptions of advertising content. However, Lou and Xie (2021) also noted that social value does not significantly affect high-involvement products. These findings suggest that while informative and entertainment values consistently influence consumer loyalty, the effect of social value on consumer experience remains inconsistent.

This study aims to further examine the relationship between the informative, entertainment, and social values embedded in TikTok content and brand loyalty, with experiential evaluation serving as a mediating variable. The research focuses on Zaafer, a

Muslim fashion brand that actively produces marketing content on social media platforms. The full title of this study is “The Influence of Content Marketing Quality on Consumer Loyalty toward the Fashion Brand Zaafer.” As outlined above, this research re-examines the effects of these five key variables to provide deeper insights into how content marketing strategies influence consumer behavior and loyalty in the context of the fashion industry.

## **REVIEW OF LITERATURE**

### **Theory of Planned Behaviour (TPB)**

This study adopts the Theory of Planned Behaviour (TPB), developed by Ajzen in 1985, as the theoretical foundation. TPB is an extension of the earlier Theory of Reasoned Behaviour (TRA), introduced by Ajzen and Fishbein in 1975. This theory is recognized as one of the most influential frameworks for interpreting and predicting human behavior (Hussain et al., 2022). The TPB theory has been widely referenced in prior research related to social media marketing activities (Hien & Nhu, 2022; Ibrahim et al., 2020; Majeed et al., 2021). According to TPB, elements such as attitude, subjective norms, and perceived behavioral control are the main predictors of intention, while intention and actual control are the only determinants of behavior (Ajzen, 2020). As a decision-making model, TPB posits that individuals will most likely choose the option associated with the strongest behavioral intention (Ajzen & Fishbein, 1969). Furthermore, Ajzen (1991) emphasized that an individual’s attitude and decisions are significantly influenced by their surrounding community (Koeswandana et al., 2023). Based on this theoretical perspective, the TPB offers a valuable lens through which to examine how user behavior and attitudes on social media, particularly in response to structured marketing stimuli, can shape future behavior. Therefore, this theory provides a strong conceptual foundation for analyzing brand loyalty behavior in response to social media content marketing in this study.

### **Content Marketing**

With the rapid development of digital communication and social media, content marketing has increasingly attracted attention from marketers and researchers in recent years (Yuceer et al., 2024). Content marketing is defined as a strategic marketing approach focusing on creating and distributing valuable, relevant, and consistent content to attract, retain, and ultimately drive profitable customer actions (Content Marketing Institute, 2018). According to Bazi et al. (2023a), content marketing involves producing content designed to build strong customer relationships and increase sales. Strategically created digital brand content is intended not only for consumer enjoyment but also for sharing across social media and digital platforms (du Plessis, 2022), demonstrating a company’s dedication to delivering value through relevant, cost-free content (Hollebeek & Macky, 2019b).

### **Informative Value and Experiential Evaluation**

Previous studies have demonstrated a positive relationship between the informative value of content and consumers’ experiential evaluation within social media marketing activities. Lou and Xie (2021) found that products involving high decision-making engagement tend to emphasize informative value throughout the content production process used as a marketing tool. Informative content contributes significantly to creating a pleasurable consumer experience. Their study was conducted through YouTube channels of well-known brands. Similarly, Ramadania et al. (2023) found that Gojek’s marketing

content, which provides relevant information about their services—such as practical tips, voucher usage, and service options—significantly enhances users' positive experiences. The informative value is especially relevant given that most Gojek users belong to a digitally literate generation.

In addition, Khandelwal et al. (2018) conducted research in India indicating that informative value presented on a brand's website significantly influences consumers' positive experiences. Their study explored web content characteristics that affect consumer satisfaction during browsing. Based on these findings, it can be concluded that informative value in content positively affects consumer experiential evaluation. Therefore, the following hypothesis is proposed:

H1: Informative value has a significant positive relationship with consumer experiential evaluation.

### **Entertainment Value and Experiential Evaluation**

The study conducted by Lou and Xie (2021) revealed a significant positive relationship between the entertainment value of marketing content and consumers' experiential evaluation of a brand. Specifically, their research found that for high-involvement products such as laptops and other advanced technologies, incorporating entertainment value as a key component of content is essential to generating a positive consumer experience, which ultimately contributes to brand loyalty. Entertainment perceived by consumers, whether from branded content or through collaborations with well-known celebrities, can significantly enhance consumer experience.

This relation is further supported by findings from Bazi et al. (2023b), who investigated luxury fashion brands and found that entertaining content not only enhances consumer experience but also drives customer engagement and brand loyalty. Similarly, a study by Chen et al. (2021) on the Chinese social media platform Weibo showed that entertainment elements positively affect user experience, which in turn significantly influences user loyalty. Based on the above studies, it can be concluded that entertainment value positively influences consumer experiential evaluation. Therefore, the following hypothesis is proposed:

H2: Entertainment value has a significant positive relationship with consumer experiential evaluation.

### **Social Value and Experiential Evaluation**

Lou and Xie (2021) found that social value in marketing content significantly influences consumers' positive experiential evaluations, particularly for low-involvement products such as Nescafé. Their study emphasized that marketing content with social elements, those that create spaces for discussion and foster connections among consumers within their social networks, can enhance the consumer experience. Similarly, Japutra et al. (2023) investigated how social value impacts customer engagement after service failure in luxury spa hotels. Their findings indicated that social value significantly shaped consumers' brand experience even after a service failure occurred.

Further support comes from Phromlert (2019), who examined the development of Poshtel, a high-end hostel concept for budget travelers in Thailand. The study found a significant positive relationship between social value and consumer satisfaction, which ultimately led to increased brand loyalty. Based on these previous findings, it can be

concluded that social value embedded in marketing activities positively affects consumer experiential evaluation. Thus, the following hypothesis is proposed:

H3: Social value has a significant positive relationship with consumer experiential evaluation.

### Experiential Evaluation dan Brand Loyalty

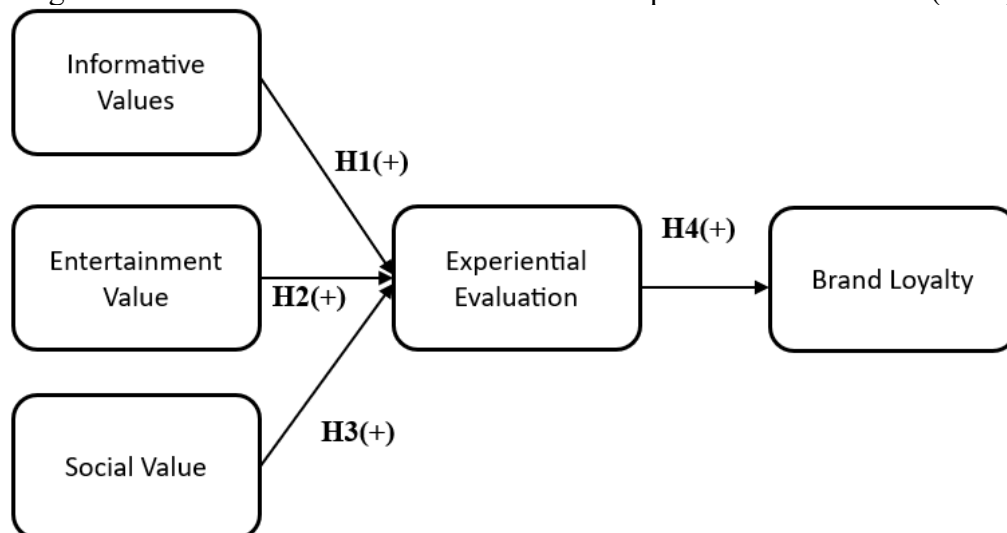
A prior study by Lou and Xie (2021) found a significant positive relationship between consumer experiential evaluation and brand loyalty. Their findings demonstrated that both high- and low-involvement products exhibit a similarly significant relationship between experiential evaluation and consumer loyalty. Supporting this, Haq et al. (2023) investigated social media marketing activities of businesses in Pakistan and found that positive consumer experiences, reflected in customer satisfaction with social media marketing, positively influenced brand loyalty. This study specifically explored luxury product marketing in the Pakistani market.

Similarly, Phromlert (2019) conducted a study in Thailand tracking the evolution of Poshtel, a high-end hostel concept for budget travelers. The study reported a significant positive relationship between positive consumer evaluations, measured through satisfaction, and brand loyalty. In the Indonesian context, Kusumawati and Rahayu (2020) examined the banking, tourism, and food and beverage sectors, revealing that customer experience quality has a significant positive effect on customer loyalty. Their research suggested that memorable experiences during visits and purchases not only enhance loyalty but also encourage positive word-of-mouth communication. Based on the findings of these studies, it can be concluded that consumer experiential evaluation in marketing content activities contributes positively to brand loyalty. Therefore, the following hypothesis is proposed:

H4: Consumer experiential evaluation has a significant positive relationship with brand loyalty.

### Research Model

Figure 1 below illustrates the research model adapted from Lou & Xie (2021).



**Figure 1.**

### Research Model

Research model adapted from Lou & Xie (2021).

## RESEARCH METHOD

This study employed a causal research design to examine the relationships among variables through hypothesis testing. A structured questionnaire was developed based on prior studies (Alwan & Alshurideh, 2022) and distributed via Google Forms using a 6-point Likert scale. The research examined three independent variables (Informative Value, Entertainment Value, and Social Value), a mediating variable (Experiential Evaluation), and a dependent variable (Brand Loyalty). The measurement indicators for each research variable are presented in Table 1. Participants were selected using convenience sampling, with inclusion criteria being followers of Zaafer's TikTok account and previous buyers of Zaafer products. A total of 211 valid responses were collected, fulfilling the minimum sample size based on the indicator count recommended for SEM analysis (Hair et al., 2019).

Data analysis employed both descriptive and statistical methods. Descriptive analysis was used to profile respondents and introduce each construct. Statistical analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis included two stages: the measurement model (validity and reliability tests) and the structural model (collinearity, R-square, predictive relevance, and path coefficient tests). Hypothesis testing followed Hair et al. (2022), where T-statistics > 1.96 and P-values < 0.05 indicate significance.

**Table 1.**  
**Respondent Characteristics.**

Variables	Measurement	Source
<b>Informative Value</b>	<b>INFO1</b> The information provided by Zaafer on TikTok is relevant.	Lou & Xie, 2021; Pavlou et al., 2007
	<b>INFO2</b> The information provided by Zaafer on TikTok is useful.	
	<b>INFO3</b> The information provided by Zaafer on TikTok is valuable.	
	<b>INFO4</b> The information provided by Zaafer on TikTok is easily accessible.	
<b>Entertainment Value</b>	<b>ENT1</b> The content displayed by Zaafer on TikTok is entertaining.	Lou & Xie, 2021
	<b>ENT2</b> The content displayed by Zaafer on TikTok is enjoyable.	
	<b>ENT3</b> The content displayed by Zaafer on TikTok makes me feel relaxed.	
	<b>ENT4</b> The content displayed by Zaafer on TikTok is engaging.	
<b>Social Value</b>	<b>SOC1</b> Zaafer's content on TikTok helps me build connections with others.	Lou & Xie, 2021
	<b>SOC2</b> Zaafer's content on TikTok helps me stay connected with others.	
	<b>SOC3</b> Zaafer's content on TikTok makes me feel more recognized.	

<b>Experiential Evaluation</b>	EXP1	I feel satisfied with the content I view from Zaafer on TikTok.	Iyanna, 2012; Lou & Xie, 2021
	EXP2	I feel happy with the content I view from Zaafer on TikTok.	
	EXP3	I feel engaged with Zaafer's content on TikTok.	
	EXP4	I think Zaafer's content on TikTok is very enjoyable.	
<b>Brand Loyalty</b>	LOY1	I will remain loyal to the Zaafer brand.	Agu et al., 2024; Lou & Xie, 2021
	LOY2	I will choose Zaafer as my first preference.	
	LOY3	I will not purchase other brands if Zaafer is available.	
	LOY4	I feel an emotional attachment to the Zaafer brand.	

## RESULTS AND DISCUSSION

The sample of this study consisted of followers of Zaafer's TikTok account who had previously purchased Zaafer products. A total of 211 valid responses were collected and used for further analysis. The respondents' demographic profile is presented in Table 2.

**Table 2.**

### Respondent Characteristics.

	Category	Frequency	%
<b>Gender</b>	Male	181	85.8
	Female	30	14.2
<b>Age</b>	11–14 years old	5	2.4
	15–17 years old	5	2.4
	18–20 years old	48	22.7
	21–23 years old	138	65.4
	24–27 years old	14	6.6
	28 years old	1	0.5
<b>Education</b>	Elementary School	0	0
	Junior High School	0	0
	Senior High School	108	5.12
	Bachelor's Degree	102	48.3
	Master's Degree	1	0.5
	Doctoral Degree	0	0
<b>Occupation</b>	Students	125	59.2
	Private-sector employees	78	37.0
	Civil servants	6	2.8
	Entrepreneurs	2	0.9
<b>Domicile</b>	Yogyakarta	74	35.1
	Jakarta	14	6.6

	Central Java	43	20.4
	East Java	19	9.0
	East Kalimantan	13	6.2
	Central Kalimantan	9	4.3
	North Sumatra	1	0.5
	Lampung	15	7.1
	Pekanbaru	9	4.3
	West Sumatra	14	6.6
<b>Average</b>	Less than Rp 2,000,000	93	44.1
<b>Monthly</b>	Rp 3,000,000 – Rp 4,000,000	69	32.7
<b>Income</b>	Rp 4,000,001 – Rp 5,000,000	28	13.3
	More than Rp 5,000,000	21	10.0

**Source:** Data processed (2025).

Table 2 shows that most respondents were male (85.8%) and aged 21–23 years (65.4%). The majority held a high school education (51.2%), were students (59.2%), and resided in Yogyakarta (35.1%). Most respondents also reported a monthly income of less than Rp 2,000,000 (44.1%).

**Measurement Model Evaluation**

The evaluation of the measurement model (outer model) aims to assess the relationship between latent variables and their respective indicators (Dewi, Michel, et al., 2022). In essence, the outer model reflects the extent to which each indicator accurately represents its associated latent construct.

**Table 3.**  
**Convergent Validity and Data Reliability**

Variables	Indicators	Loadings	AVE	CA	CR
Entertainment Value	ENT 1	0,835	0,664	0,831	0,888
	ENT 2	0,784			
	ENT 3	0,807			
	ENT 4	0,833			
Experiential Evaluation	EXP 1	0,703	0,561	0,739	0,836
	EXP 2	0,764			
	EXP 3	0,758			
	EXP 4	0,770			
Informative Value	INFO 1	0,823	0,651	0,823	0,882
	INFO 2	0,790			
	INFO 3	0,816			
	INFO 4	0,799			
Brand Loyalty	LOY 1	0,844	0,743	0,827	0,897
	LOY 2	0,861			
	LOY 3	0,880			
Social Value	SOC 1	0,831	0,692	0,778	0,871
	SOC 2	0,831			
	SOC 3	0,833			

**Source:** Data processed (2025).

**Note:** Entertainment Value (ENT), Experiential Evaluation (EXP), Informative Value (INFO), Brand Loyalty (LOY), Social Value (SOC).

Table 3 presents the outer loading values for each indicator within the respective constructs, reflecting the validity of each indicator in measuring its intended construct. Generally, an outer loading value of  $\geq 0.70$  indicates a strong contribution of the indicator to its construct. The Average Variance Extracted (AVE) values for all constructs exceed the minimum threshold of 0.50, confirming adequate convergent validity. Reliability testing results show that both Cronbach's Alpha and Composite Reliability values are above 0.70, indicating that the data are considered reliable.

**Table 4.**  
**The Fornell & Larcker's**

Variables	ENT	EXP	INFO	LOY	SOC
ENT	0,815				
EXP	0,514	0,749			
INFO	0,137	0,520	0,807		
LOY	0,229	0,684	0,354	0,862	
SOC	0,135	0,551	0,192	0,447	0,832

**Source:** Data processed (2025).

**Note:** Entertainment Value (ENT), Experiential Evaluation (EXP), Informative Value (INFO), Brand Loyalty (LOY), Social Value (SOC).

Table 4 shows that the square root of the AVE for each construct exceeds its inter-construct correlations, confirming discriminant validity. The highest value is found in Brand Loyalty (0.862), followed by Social Value (0.832), Entertainment Value (0.815), Informative Value (0.807), and Experiential Value (0.749). It indicates that each construct is empirically distinct.

**Table 5.**  
**The Heterotrait-Monotrait Ratio (HTMT)**

Variables	ENT	EXP	INFO	LOY	SOC
ENT					
EXP	0,656				
INFO	0,164	0,658			
LOY	0,273	0,864	0,422		
SOC	0,166	0,718	0,222	0,546	

**Source:** Data processed (2025).

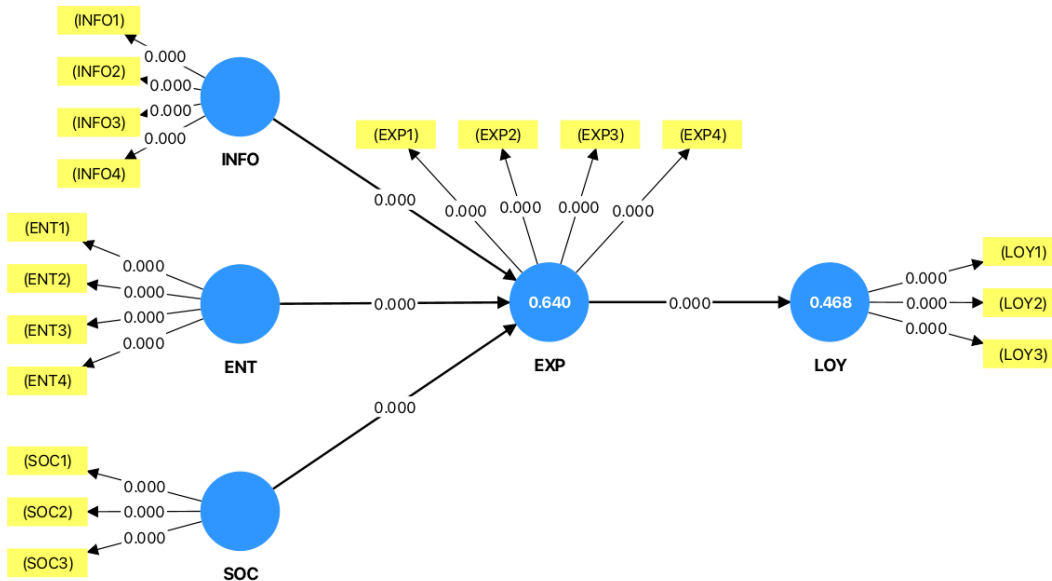
**Note:** Entertainment Value (ENT), Experiential Evaluation (EXP), Informative Value (INFO), Brand Loyalty (LOY), Social Value (SOC).

Based on the results in Table 5, discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT). HTMT evaluates the extent to which constructs are empirically distinct. As all HTMT values are below the acceptable threshold of 0.90, the model meets the criteria for discriminant validity.

### Structural Model Evaluation

The structural model was evaluated by examining the coefficient of determination (R-square/R<sup>2</sup>) for the dependent variables, while the influence of independent variables was

analyzed through path coefficients. The bootstrapping results for the structural model assessment are presented in Figure 2.



**Figure 2.**  
**Structural Model Bootstrapping**  
 Source: Data processed (2025).

**Table 6.**  
**The Fornell & Larcker’s**

Variables	ENT	EXP	INFO	LOY	SOC
ENT	0,815				
EXP	0,514	0,749			
INFO	0,137	0,520	0,807		
LOY	0,229	0,684	0,354	0,862	
SOC	0,135	0,551	0,192	0,447	0,832

Source: Data processed (2025).

**Note:** Entertainment Value (ENT), Experiential Evaluation (EXP), Informative Value (INFO), Brand Loyalty (LOY), Social Value (SOC).

Table 6 presents the results of the collinearity test. This test ensures that no excessive correlation exists among predictor variables in the structural regression model, preserving the stability and interpretability of estimates. Collinearity was assessed using the Variance Inflation Factor (VIF), where a tolerance value below 0.20 or a VIF above 5 indicates a problem. In PLS-SEM, VIF values  $\leq 5$  are acceptable to ensure model accuracy and integrity. The results confirm that multicollinearity is not an issue in this study.

**Table 7**  
**R-Square and Q-Square**

Variables	R-square	Adjusted R-Square	Q-Square
Experiential Evaluation (EXP)	0,640	0,635	0.624

<b>Brand Loyalty (LOY)</b>	0,468	0,466	0.255
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**Source:** Data processed (2025).

Based on Table 7, the R-square ( $R^2$ ) value for Experiential Value (EXP) is 0.640, indicating that 64% of the variance in EXP is explained by the independent variables in the model. The  $R^2$  value for Brand Loyalty (LOY) is 0.468, suggesting that 46.8% of its variance is influenced by other variables. The adjusted  $R^2$  values closely align with the original  $R^2$ , indicating model stability. Overall, the model demonstrates strong explanatory power for EXP and moderate power for LOY. Predictive relevance ( $Q^2$ ) values of 0.624 for EXP and 0.255 for LOY indicate good predictive capability, especially for EXP. Additionally, lower RMSE and MAE values for EXP further support the model's predictive accuracy. Thus, the model shows adequate predictive performance.

**Table 8.**

**Path Coefficient & Hypotheses Testing**

Hypotheses	$\beta$	T Statistics	P Value	Conclusion
INFO -> EXP	0,384	8,983	0,000	H1 Supported
ENT -> EXP	0,404	9,337	0,000	H2 Supported
SOC -> EXP	0,423	10,441	0,000	H3 Supported
EXP -> LOY	0,684	15,117	0,000	H4 Supported

**Source:** Data processed (2025).

**Note:** Entertainment Value (ENT), Experiential Evaluation (EXP), Informative Value (INFO), Brand Loyalty (LOY), Social Value (SOC).

Table 8 shows that all hypotheses are supported. Path coefficients were tested using SmartPLS with the bootstrapping method. According to Hair et al. (2022), hypotheses are accepted when the T-statistic exceeds 1.96 and the P-value is below 0.05.

**The Positive Influence of Informative Value on Experiential Evaluation**

The results indicate that Informative Value has a significant positive effect on Experiential Evaluation ( $\beta = 0.384$ , T-statistic = 8.983, P-value = 0.000) confirming statistical significance. This finding suggests that marketing content perceived as informative, characterized by clarity, relevance, and usefulness, enhances consumers' experiential engagement with the brand. Users are more likely to form meaningful and memorable impressions when the content provides valuable information.

These results corroborate Lou and Xie (2021), who demonstrated that for high-involvement products such as technology and electronics, informative content is critical in fostering positive consumer experiences and facilitating decision-making processes. Additionally, Ramadania et al. (2023) found that companies delivering relevant and educational marketing materials significantly improve consumer satisfaction and engagement, particularly among digitally literate audiences. Collectively, these findings substantiate the hypothesis that Informative Value positively influences Experiential Evaluation, thereby reinforcing consumer understanding, satisfaction, and brand loyalty.

**The Positive Influence of Entertainment Value on Experiential Evaluation**

The findings shows that Entertainment Value has a significant positive effect on Experiential Evaluation ( $\beta = 0.404$ , T-statistic = 9.337, P-value = 0.000). These values meet the criteria for significance (T-statistic > 1.96 and P-value < 0.05), confirming a strong positive relationship. This finding suggests that the higher the entertainment value perceived by the audience while engaging with Zaafer's TikTok content, the more favorable their

experiential evaluation. Elements of entertainment, such as enjoyment, amusement, and visual appeal, effectively shape positive impressions during the viewing experience.

This result aligns with Lou and Xie (2021), who demonstrated a significant positive link between entertainment value in marketing content and consumers' experiential evaluation of a brand. Their study emphasized entertainment as a critical factor in forming positive consumer perceptions, especially for high-involvement products like laptops and other technology devices. Supporting this, Alexander et al. (2025) found that entertainment is a major motivator for Metaverse use, highlighting visual VR elements and platform music as key contributors. Together, these studies reinforce the conclusion that entertainment value enhances experiential evaluation, thereby influencing consumer loyalty and underscoring the importance for marketers to incorporate entertainment elements into brand communication strategies, particularly for products requiring careful decision-making.

### **The Positive Social Value on Experiential Evaluation**

The analysis reveals that Social Value has a positive and significant effect on Experiential Evaluation ( $\beta = 0.423$ , T-statistic = 10.441, P-value = 0.000), meeting the criteria for significance. This indicates that Zaafer's content, which provides social value by fostering connections, maintaining relationships, or enhancing social reputation, enhances users' experiential engagement. Social Value thus plays a crucial role in creating a sense of connectedness, enriching the audience's overall experience.

These findings align with Lou and Xie (2021), who demonstrated that social value in marketing content significantly influences consumer experience evaluation, particularly for low-involvement products such as Nescafe. In their study, social elements, such as encouraging interaction, facilitating discussions, and building consumer networks, were effective in fostering positive consumer experiences. This approach transforms content from mere brand messaging into a relational platform that strengthens emotional and social bonds between consumers and products. Therefore, the hypothesis regarding the positive influence of Social Value on Experiential Evaluation is supported.

### **The Positive Influence of Experiential Evaluation on Brand Loyalty**

The results indicate that Experiential Evaluation has a significant and strong positive effect on Brand Loyalty ( $\beta = 0.684$ , T-statistic = 15.117, P-value = 0.000). This finding suggests that positive user experiences with Zaafer's content enhance consumer loyalty, increasing their likelihood to remain committed and choose the brand consistently. When audiences feel satisfied, engaged, and pleased with the content, their brand loyalty strengthens accordingly.

Supporting this, Haq et al. (2023) found that positive consumer experiences in social media marketing significantly influence brand loyalty in the luxury product sector in Pakistan, where high standards of consumer expectations prevail. Their study highlighted that engaging, personalized marketing efforts contribute to customer satisfaction and loyalty. Similarly, Kusumawati and Rahayu (2020) demonstrated in Indonesian banking, tourism, and hospitality sectors that quality customer experiences positively affect loyalty by fostering emotional attachment and encouraging positive word-of-mouth, thereby enhancing brand reputation. These findings corroborate the current study's conclusion that experiential quality is crucial for building long-term consumer-brand relationships. Thus, the hypothesis regarding the positive impact of Experiential Evaluation on Brand Loyalty is supported.

## CONCLUSION

Based on data analysis using PLS-SEM, this study concludes that all independent variables (Those are Entertainment Value, Informative Value, and Social Value) have significant positive effects on Experiential Evaluation. Furthermore, Experiential Evaluation also positively and significantly influences Brand Loyalty. These findings indicate that when content produced by Zaafer's TikTok account delivers entertainment, provides relevant information, and offers social value to its followers, users tend to have more positive experiences consuming the content. Such positive experiences, in turn, strengthen user loyalty toward the Zaafer brand. Therefore, building brand loyalty on social media depends not only on product quality but also on the brand's ability to create enjoyable, relevant, and meaningful experiences for its users. Content management that addresses emotional, rational, and social aspects proves to be an effective approach in fostering brand loyalty in today's highly competitive and dynamic digital landscape.

This study offers strategic guidance for Zaafer in developing and managing social media content, particularly on TikTok. Entertainment and informative values were found to be the dominant factors influencing user experience. Therefore, Zaafer should create a balanced mix of entertaining and informative content. Entertaining content not only captures attention but also enhances emotional engagement, while informative content provides rational added value. Content strategies should incorporate compelling storytelling, the use of trending audio or visual elements, and direct interaction with users through comments or live features. Leveraging social media analytics can help identify preferred content types and optimal posting times to maximize reach. Additionally, social value, though less influential than the other two factors, remains important in creating meaningful experiences. Content that fosters social interactions, such as comments, discussions, and community sharing, can expand brand reach and strengthen emotional bonds between users and Zaafer. Collaborations with creators or online communities, especially those known for both entertainment and positive social impact, can effectively enhance social value and organically grow the follower base.

The implications of this research extend beyond Zaafer to other businesses utilizing social media for communication and marketing. The findings emphasize the importance of experience-based content strategies in shaping consumer loyalty. Other businesses can adopt similar approaches by prioritizing content quality, audience relevance, and emotional and social values. In today's digital era, consumers purchase not only products or services but also the experiences shaped by brand perceptions. Hence, marketing success on social media depends on a brand's ability to craft compelling narratives, build emotional connections, and engage users as part of the brand's community and values. Consistent messaging, creative content delivery, and sensitivity to audience needs and aspirations are key to establishing long-term loyalty.

This study has several limitations that should be considered for future research. First, the focus on a single brand, Zaafer, and one social media platform, TikTok, limits the generalizability of the findings to other brands or platforms that may differ in user characteristics and content strategies. Expanding the scope to include multiple brands or industries could enhance external validity. Second, the quantitative approach relying on Likert-scale questionnaires effectively measures perceptions but does not explore the deeper motivations or contextual factors behind respondents' preferences, overlooking complex

emotional, cultural, and social dimensions of user experience. Incorporating qualitative methods, such as in-depth interviews, would provide richer insights into consumer experiences. Third, the sample demographics were relatively homogeneous, particularly regarding age and educational background, without detailed analysis of other variables like gender, content genre preferences, or TikTok usage intensity, which may limit understanding of user behavior dynamics across diverse market segments.

Future research should expand the scope to include multiple brands and social media platforms like Instagram, YouTube, and Facebook to better understand content dynamics and consumer loyalty. Cross-platform comparisons can highlight audience differences and content effectiveness. A mixed-methods approach combining quantitative and qualitative data is recommended to capture deeper user motivations and perceptions beyond surveys. Additionally, factors such as digital trends, platform algorithms, and influencer strategies should be incorporated. These enhancements will strengthen theoretical and practical insights in digital marketing, brand management, and consumer behavior in the evolving social media environment.

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