
THE INFLUENCE OF TIKTOK SOCIAL MEDIA ON CUSTOMER LOYALTY: EVIDENCE FROM HMNS PERFUME ON TIKTOK SHOP



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Abstract

This study aims to analyze the influence of TikTok social media on customer loyalty toward HMNS perfume products through the TikTok Shop feature. Unlike previous studies that predominantly emphasized purchase intention or brand awareness, this research highlights customer loyalty as a strategic outcome of TikTok-based marketing in Indonesia, where social commerce adoption is rapidly expanding. The research employed a quantitative method with an online survey of 120 respondents who had purchased HMNS perfumes via the TikTok Shop. The data were analyzed using simple linear regression, t-test, F-test, and classical assumption tests with the help of SPSS. The results indicate that TikTok social media has a positive and significant effect on customer loyalty ($\beta = 0.791$, $t = 10.068$, $p < 0.001$; $F = 101.357$, $p < 0.001$). Customer loyalty is reflected in repeat purchase behavior, strong brand preference, and willingness to recommend HMNS perfumes to others. The novelty of this study lies in its focus on strengthening loyalty to a local perfume brand in the TikTok Shop ecosystem, a context that remains underexplored in Indonesia. Theoretically, this research expands Oliver's (1999) loyalty framework within social commerce. Practically, the findings provide managerial insights for local brands to optimize creative content, influencer collaboration, and live shopping strategies to remain competitive in the digital economy, which is aligned with Indonesia's 2045 Golden Vision.

Keywords: Social Media, TikTok, Customer Loyalty, HMNS, TikTok Shop

INTRODUCTION

The rapid development of information and communication technology has driven substantial changes in consumer behavior. Social media is no longer merely a communication tool but has evolved into a medium for marketing and digital transactions through the phenomenon of social commerce (Maharani and Hendrastomo, 2022). In Indonesia, the number of active social media users in 2024 reached 139 million, representing 49.9% of the population. TikTok emerged as the most popular platform with 157.6 million users, making it the highest globally (We Are Social, 2024).

TikTok, through its TikTok Shop feature, integrates promotion, interaction, and transaction within a single application (Syailendra and Putri, 2023). Previous studies highlight that viral marketing, user-generated content, and live shopping play a notable role in shaping consumer decisions and fostering loyalty (Nawastuti, 2023). This underscores that TikTok functions not only as an entertainment platform but also as a dynamic business ecosystem.

These transformations are particularly evident in the beauty and personal care industry, including perfumes. Consumer interest in perfumes in Indonesia rose by more than 300% in 2023, with sales value reaching IDR 182.53 billion in 2024. One of the local brands that successfully capitalized on this trend is HMNS, which leveraged creative content, storytelling, customer reviews, and live shopping on TikTok (Puteri and Anomsari, 2023). However, market data indicate that HMNS was overtaken by competitors at the end of 2023 (Kompas, 2023), pointing to challenges in sustaining customer loyalty amid intense competition among local brands.

However, most existing studies related to TikTok Shop in Indonesia remain focused on purchase intention (Khatimah et al., 2025) or brand awareness, leaving customer loyalty relatively underexplored. Recent studies (Permadani et al., 2025; Muzaki et al., 2024) suggest that TikTok Shop is highly influential in shaping consumer engagement, yet empirical evidence about its long-term effect on loyalty, especially for local brands, is still limited. This gap highlights the need for further research on how TikTok-based marketing contributes to sustainable customer relationships.

Furthermore, in the context of Indonesia's Golden Vision 2045, strengthening digital economy competitiveness through local brands is essential. Social commerce platforms such as TikTok Shop are projected to play a strategic role in empowering SMEs and enhancing national economic resilience. Therefore, examining customer loyalty within TikTok Shop not only addresses theoretical gaps but also provides practical implications for national economic development.

Based on these phenomena, this study aims to analyze the influence of TikTok social media on customer loyalty toward HMNS perfumes. Theoretically, this research contributes to expanding digital marketing literature by connecting social media usage with long-term loyalty outcomes, while practically, it offers actionable insights for local brands in designing retention strategies within short-form video-based platforms.

REVIEW OF LITERATURE

Social Media and Digital Marketing

Social media is defined as a digital platform that enables users to interact, share content, and build social networks (Perssela et al., 2022). Kotler and Armstrong (2014)

describe social media as a channel that allows consumers to share text, images, videos, and audio both with peers and with companies. Nugraha (2021) emphasizes its role as a communication tool that facilitates real-time information exchange.

In the marketing context, social media functions not only to build brand awareness, enhance consumer engagement, and expand market reach (Kurnia et al., 2023), but also to establish long-term consumer relationships. It influences decision-making through promotional content, reviews, and recommendations (Maharani and Hendrastomo, 2022), while Electronic Word of Mouth (e-WOM) strengthens trust and credibility (Indriyani and Suri, 2020). Key indicators of effective social media marketing include engaging content, seller–consumer interaction, user engagement, ease of information access, and platform trustworthiness.

TikTok as a Social Commerce Platform

Among various platforms, TikTok has rapidly emerged as one of the most influential in shaping consumer behavior through social commerce. TikTok Shop integrates promotion, interaction, and transaction in one ecosystem (Syailendra and Putri, 2023), creating a seamless experience for users.

Several studies have demonstrated its effectiveness. Permadani et al. (2025) found that TikTok Shop leads Indonesia’s social commerce market share, especially among younger generations. Muzaki et al. (2024) emphasize interactive features such as COD payments and product–content integration that increase consumer convenience, while Wulandari et al. (2024) highlight regulatory challenges that prompted TikTok’s collaboration with Tokopedia.

Beyond transactions, TikTok Shop fosters emotional connections through short-form videos, storytelling, and live shopping, which blur the line between entertainment and commerce (Muzaki et al., 2024). This unique blend positions TikTok not only as a platform for purchases but also as a space for community-building, which is critical in strengthening customer loyalty.

Customer Loyalty

Customer loyalty refers to a consumer’s commitment to repurchase a brand despite the presence of alternatives (Febrianti and Susila, 2025). Determinants of loyalty include product quality, customer satisfaction, brand image, price fairness, and relationship quality (Pratama and Prihastuty, 2025).

Tjiptono (2002) identified six indicators of loyalty: repurchase behavior, habitual brand consumption, brand preference, commitment to remain loyal, belief in brand superiority, and willingness to recommend. These indicators remain relevant in digital commerce contexts, particularly on TikTok Shop, where loyalty is expressed not only through repeat purchases but also by following brand content, participating in live shopping, and generating positive e-WOM. Oliver’s (1999) loyalty framework, which distinguishes between behavioral and attitudinal loyalty, further supports this view because TikTok enables both repeat purchases and emotional attachment through storytelling.

RESEARCH METHOD

This study employed a quantitative approach with a survey method, which is appropriate for examining causal relationships between variables through numerical data that can be statistically analyzed (Sugiyono, 2018). Simple linear regression was chosen because

the research model involves a single independent variable (TikTok social media) and one dependent variable (customer loyalty).

The population consisted of consumers who had purchased HMNS perfumes via TikTok Shop. A purposive sampling technique was applied with specific criteria: (1) active TikTok users, (2) who had purchased HMNS perfumes via TikTok Shop at least once. Purposive sampling was deemed suitable because only consumers with actual purchase experience on TikTok Shop are relevant for measuring loyalty. A total of 120 valid responses were obtained, exceeding the minimum requirement of 100 respondents, thereby improving representativeness.

Primary data were collected through an online questionnaire distributed via Google Forms. The research instrument was developed based on validated indicators from prior studies. The independent variable (TikTok social media) was measured using 20 items across five indicators: engaging content, seller–consumer interaction, user engagement, ease of information access, and platform trust (Indriyani and Suri, 2020). The dependent variable (customer loyalty) was measured using 22 items across six indicators: repurchase, habitual brand consumption, brand preference, loyalty commitment, belief in brand superiority, and willingness to recommend (Tjiptono, 2002; Oliver, 1999). All items used a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

Data analysis proceeded in three stages. First, validity and reliability tests were conducted to confirm instrument adequacy. Second, classical assumption tests, including normality, heteroscedasticity, and linearity, were performed to ensure model suitability. Finally, simple linear regression analysis was applied to test the influence of TikTok social media on customer loyalty. The statistical significance of the results was examined using t-tests and F-tests at a 95% confidence level ($\alpha = 0.05$), following the guidelines of Ghozali (2018).

RESULTS AND DISCUSSION

Respondent Profile

Gender Distribution

Table 1.
Distribution of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	74	61,67
Female	46	38,33
Total	120	100

Source: Processed Data (2025)

The results indicate that most respondents were male (61.67%), consistent with Kanwal et al. (2022), who highlight that male consumers emphasize functionality and transactional convenience, which aligns with TikTok Shop features. However, this contrasts

with Karpinska (2021), who found that women are generally more exploratory in trying new perfume brands. This suggests that HMNS's TikTok marketing strategy resonates more strongly with male audiences, especially through campaigns emphasizing status and exclusivity.

Age Distribution

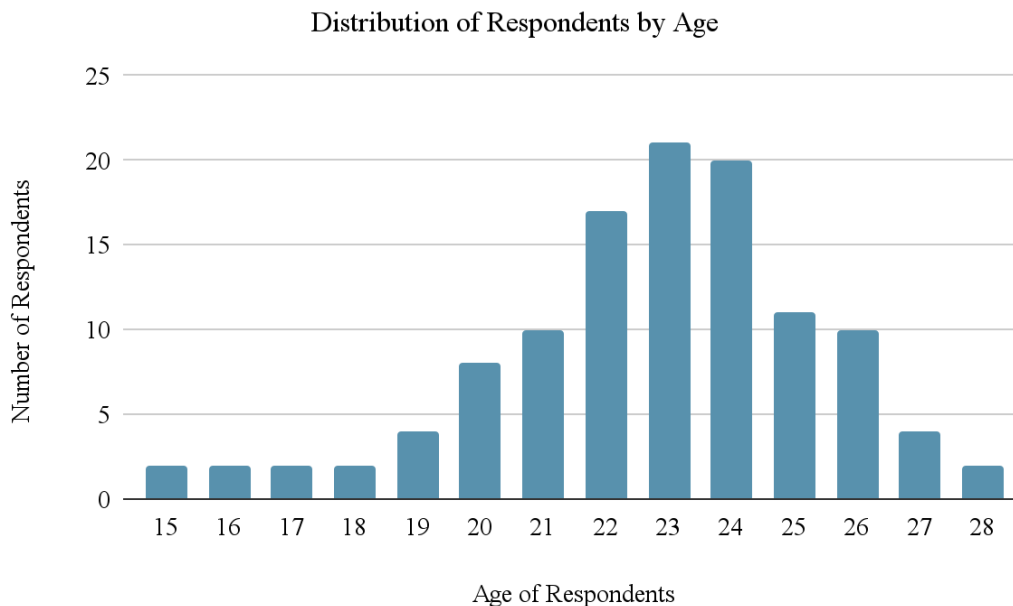


Figure 1.

Age Distribution of Respondents

Source: Primary Data (2025)

The majority were 22–24 years old (51%), reflecting young adults with stable purchasing power and high digital literacy. According to Kotler and Keller (2020), this demographic is highly receptive to trend-driven marketing and digital community engagement, making them a primary target for HMNS perfumes.

Description of Research Variables

TikTok Social Media (X)

This variable was measured using five indicators: content attractiveness, seller–consumer interaction, consumer engagement, ease of information access, and trust. Overall, respondents gave positive ratings across all indicators, with agreement levels between 55–68%. Attractive content and responsive interaction emerged as the strongest contributors, although some neutrality indicated room for improvement in consistency and review authenticity.

Customer Loyalty (Y)

Customer loyalty was measured using six indicators: repeat purchase, consumption habit, brand preference, brand commitment, perceived quality, and willingness to recommend. Positive responses ranged from 60–68%, showing strong behavioral loyalty (repurchase and daily use) as well as attitudinal loyalty (brand preference, trust, and recommendations). These findings align with Oliver's (1999) two-dimensional loyalty concept.

Instrument Testing

Validity testing showed all items had correlation values above the r-table threshold (0.179, $\alpha = 0.05$), thus valid. Reliability testing with Cronbach's Alpha indicated high internal consistency (TikTok Social Media = 0.965; Customer Loyalty = 0.972), exceeding the minimum standard of 0.70 (Sugiyono, 2018).

Table 2.
Validity Test Results for TikTok Social Media (X)

Item	r-count	r-table (5%)	Sig.	Remark
1	0,555	0,179	< 0,001	Valid
2	0,580	0,179	< 0,001	Valid
3	0,557	0,179	< 0,001	Valid
4	0,507	0,179	< 0,001	Valid
5	0,593	0,179	< 0,001	Valid
6	0,489	0,179	< 0,001	Valid
7	0,413	0,179	< 0,001	Valid
8	0,493	0,179	< 0,001	Valid
9	0,466	0,179	< 0,001	Valid
10	0,580	0,179	< 0,001	Valid
11	0,522	0,179	< 0,001	Valid
12	0,584	0,179	< 0,001	Valid
13	0,516	0,179	< 0,001	Valid
14	0,473	0,179	< 0,001	Valid
15	0,558	0,179	< 0,001	Valid

16	0,491	0,179	< 0,001	Valid
17	0,494	0,179	< 0,001	Valid
18	0,491	0,179	< 0,001	Valid
19	0,602	0,179	< 0,001	Valid
20	0,703	0,179	< 0,001	Valid

Source: Processed Data (2025)

Table 3.
Validity Test Results for Customer Loyalty (Y)

Item	r-count	r-table (5%)	Sig.	Remark
1	0,771	0,179	< 0,001	Valid
2	0,764	0,179	< 0,001	Valid
3	0,817	0,179	< 0,001	Valid
4	0,785	0,179	< 0,001	Valid
5	0,829	0,179	< 0,001	Valid
6	0,832	0,179	< 0,001	Valid
7	0,837	0,179	< 0,001	Valid
8	0,867	0,179	< 0,001	Valid
9	0,462	0,179	< 0,001	Valid
10	0,599	0,179	< 0,001	Valid
11	0,633	0,179	< 0,001	Valid
12	0,614	0,179	< 0,001	Valid

13	0,670	0,179	< 0,001	Valid
14	0,616	0,179	< 0,001	Valid
15	0,620	0,179	< 0,001	Valid
16	0,603	0,179	< 0,001	Valid
17	0,623	0,179	< 0,001	Valid
18	0,546	0,179	< 0,001	Valid
19	0,571	0,179	< 0,001	Valid
20	0,607	0,179	< 0,001	Valid
21	0,531	0,179	< 0,001	Valid
22	0,603	0,179	< 0,001	Valid

Source: Processed Data (2025)

Table 4.
Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Alpha	Remark
X	20	0,965	> 0,7	Reliable
Y	22	0,972	> 0,7	Reliable

Source: Processed Data (2025)

Classical Assumption Tests

Normality Test: Kolmogorov–Smirnov significance value = 0.200 (> 0.05), confirming normal distribution.

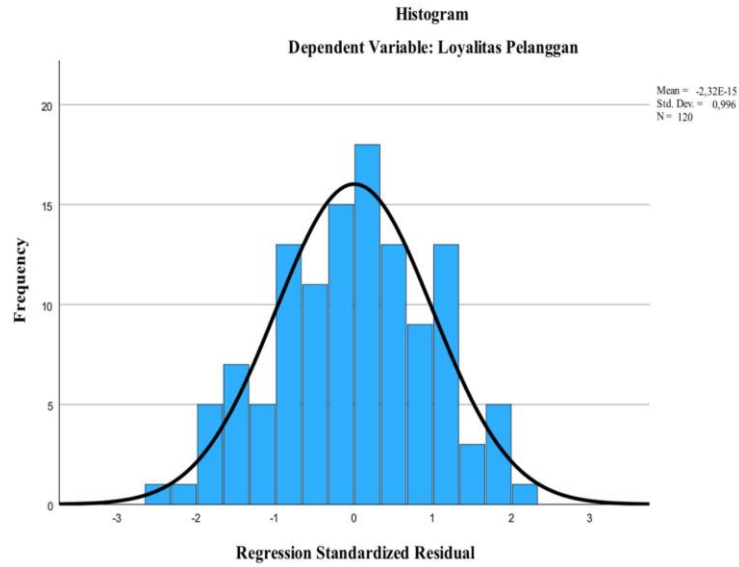


Figure 2.
Histogram of Residuals
Source: Processed Data (2025)

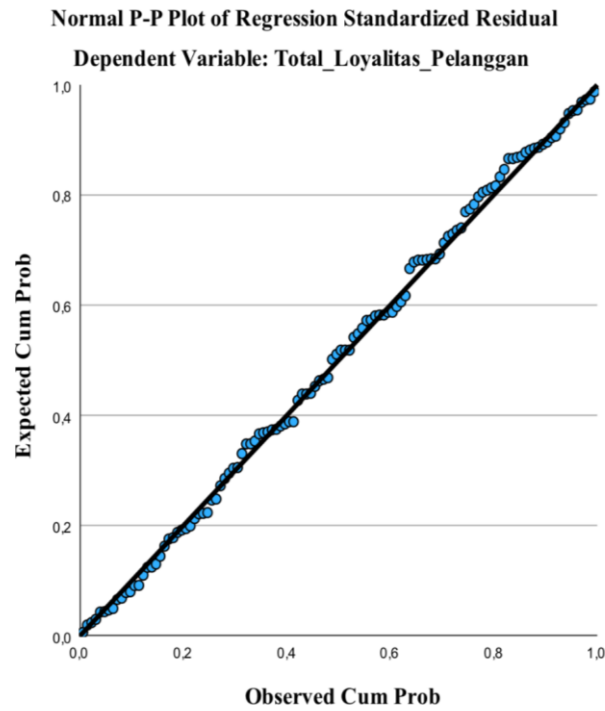


Figure 3.
Normal P-P Plot of Residuals
Source: Processed Data (2025)

Table 5.
One-Sample Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	,00000
	Std. Deviation	,583703
Most Extreme Differences	Absolute	,042
	Positive	,029
	Negative	-,042
Test Statistic		,042
Asymp. Sig. (2-tailed) ^c		,200 ^d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Data (2025)

Heteroscedasticity Test: Glejser Test significance = 0.017 (< 0.05), indicating heteroscedasticity; however, regression estimates remain unbiased (Gujarati and Porter, 2015).

Table 6.
Glejser Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,478	3,398		5,438	<,001
	Media Sosial TikTok	-,108	,045	-,218	-2,422	,017

a. Dependent Variable: Abs_RES

Source: Processed Data (2025)

Linearity Test: Linearity significance = 0.000 (< 0.05) and Deviation from Linearity = 0.940 (> 0.05), confirming a linear relationship between TikTok use and customer loyalty.

Table 7.
Linearity Test Results

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas_Pelanggan* Media_Sosial_TikTok	Between Groups	(Combined)	47,367	49	,967	2,416	<,001
		Linearity	34,826	1	34,826	87,054	<,001
		Deviation from Linearity	12,541	48	,261	,653	,940
	Within Groups		28,004	70	400		
	Total		75,370	119			

Source: Processed Data (2025)

Regression Analysis

Table 8.
Results of Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24,683	5,994		4,118	<,001
	Media_Sosial_TikTok	,791	,079	,680	10,068	<,001

a. Dependent Variable: Loyalitas Pelanggan

Source: Processed Data (2025)

The simple regression equation is: $Y=24.683 + 0.791$

Interpretation: a one-unit increase in TikTok social media use raises customer loyalty by 0.791 units.

t-Test: t-value = 10.068 > 1.984, p < 0.001 → TikTok significantly influences customer loyalty (partial effect).

Table 9.
Results of t-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24,683	5,994		4,118	<,001
	Media Sosial TikTok	,791	,079	,680	10,068	<,001

a. Dependent Variable: Loyalitas Pelanggan

Source: Processed Data (2025)

F-Test: F-value = 101.357, $p < 0.001$ → the model is feasible, with TikTok social media collectively significant in explaining loyalty.

Table 10.
Results of F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16855,791	1	16855,791	101,357	<,001 ^b
	Residual	19623,509	118	166,301		
	Total	36479,300	119			

a. Dependent Variable: Customer Loyalty
b. Predictors: (Constant), TikTok Social Media

Source: Processed Data (2025)

Discussion

The findings confirm that TikTok has a positive and significant effect on customer loyalty toward HMNS perfumes through TikTok Shop. The regression coefficient ($\beta = 0.791$) indicates that greater engagement with TikTok significantly enhances customer loyalty. This result is notable because it is higher than loyalty coefficients reported in other social commerce studies, such as Shopee Live ($\beta \approx 0.62$; Muzaki et al., 2024). This comparison suggests that TikTok's unique entertainment-driven ecosystem, where short videos, storytelling, and live shopping converge, provides a stronger basis for consumer retention compared to purely transactional platforms.

These findings align with Kotler and Keller (2020), who emphasize the role of social media in establishing long-term customer relationships, and Oliver's (1999) loyalty framework, which distinguishes between behavioral loyalty (e.g., repeat purchases) and attitudinal loyalty (e.g., brand preference, advocacy). By combining interactive features and storytelling, HMNS effectively cultivates both dimensions of loyalty. Short-form video

content and influencer endorsements generate emotional engagement, while live shopping and seamless transactions reinforce repeat purchase behavior.

Demographic analysis further enriches the interpretation. The male majority (61.67%) is consistent with Kanwal et al. (2022), who found that male consumers tend to prioritize functionality and convenience in online shopping. Meanwhile, female respondents (38.33%) reflect exploratory and novelty-seeking behaviors (Karpinska, 2021). This indicates that HMNS's TikTok strategies resonate differently across genders: functional, status-driven messages appear more effective for male audiences, while emotional storytelling and brand novelty are more appealing for female consumers. Understanding these differences provides practical insight for designing gender-tailored marketing strategies.

From a managerial perspective, several strategies can be drawn from these findings:

1. Strengthen live shopping interactions to enhance trust and immediacy in consumer-brand relationships.
2. Ensure authenticity of reviews and influencer endorsements to mitigate skepticism and build credibility.
3. Sustain innovation in storytelling and sensory branding to differentiate HMNS from global competitors and create lasting emotional bonds.
4. Adopt gender-tailored content strategies to address the distinct motivations of male and female consumers on TikTok.

In the broader Indonesian context, these results highlight that TikTok Shop functions as a strategic driver of competitiveness for local brands. Strengthening consumer loyalty to brands such as HMNS contributes to the resilience of domestic industries, particularly SMEs in the beauty and personal care sector. This is highly relevant to Indonesia's Golden Vision 2045, which emphasizes the role of digital economy growth and SME empowerment in achieving national prosperity. Thus, optimizing TikTok-based marketing strategies not only benefits individual firms but also supports the long-term agenda of building a strong, competitive, and sustainable national economy.

CONCLUSION

Based on the findings, this study concludes that TikTok social media has a positive and significant influence on customer loyalty toward HMNS perfume through TikTok Shop. This result confirms that TikTok contributes substantially to shaping both behavioral loyalty (repeat purchase, consistent usage) and attitudinal loyalty (brand preference, commitment, and willingness to recommend).

Theoretically, this research extends Oliver's (1999) loyalty model by demonstrating how behavioral and attitudinal loyalty can be fostered within a social commerce ecosystem that integrates entertainment and transaction. Practically, the findings provide actionable insights for local brands to optimize digital marketing strategies on TikTok, particularly through creative content, interactive engagement, and strategic influencer collaboration. These strategies are not only relevant for HMNS but also for other local SMEs seeking to remain competitive in the evolving digital economy. In a broader perspective, strengthening consumer loyalty through social commerce also supports Indonesia's Golden Vision 2045, where digital innovation and SME empowerment are key drivers of national competitiveness.

Nevertheless, this study has limitations, including its single-brand focus and reliance on one independent variable. Future research is recommended to include additional factors such as brand image, perceived value, and cross-platform comparisons (e.g., TikTok Shop vs. Shopee Live) to generate broader generalizations. Moreover, longitudinal studies would be valuable to measure how loyalty evolves over time in dynamic digital markets.

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