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## **The Influence of Content Marketing, Influencer Marketing and Electronic Word of Mouth on Consumer Loyalty of Kanzler Products in Tiktok Platform**

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Nadila Ayu Citra Armana<sup>1</sup>, Indah Respati Kusumasari<sup>2</sup>

### ***Abstract:***

*Social media is currently the most crucial platform for entrepreneurs trying to sell their goods. Many firms, like PT Macroprema Panganutama, are embracing influencer and content marketing as techniques to draw buyers to their products because of the popularity of social media and the ease with which people can use the Internet. Additionally, entrepreneurs can simply disseminate information about their goods and services through a range of media, including text, photos, and videos—basically, electronic word-of-mouth marketing. Through tiktok platforms, this study investigates the effects of electronic word-of-mouth, influencer marketing, and content marketing on consumer loyalty to Kanzler products in Surabaya. The purpose of this research is to investigate the potential impact of content marketing, influencer marketing, and electronic word of mouth on consumer loyalty. With a sample size of 100 respondents, purposive sampling was used to obtain sampling. This research uses a quantitative methodology using multiple linear regression analysis to handle data collected through distributing questionnaires. The research result indicate that while influencer marketing has a positive and significant impact on consumer loyalty, content marketing has a positive and significant impact on consumer loyalty, and electronic word of mouth has no impact on consumer loyalty.*

**Keywords:** Marketing, Content Marketing, Influencer Marketing, Electronic Word Of Mouth, Consumer Loyalty.

## **1. Introduction**

Due to the quick advancement of technology throughout the globalization a has made the Internet a part of the lifestyle of Indonesian society, especially in today's society with consumerism and fast-paced lifestyle and behavior. Businesses then make use of this by adopting the appropriate course of action in response to this shift in behavior, which involves employing Internet technology to promote their goods. Businesses can now offer digital services or products to a wider range of consumers, one of which is through social media to market their products. Social media is a platform that makes it easy for businesses to introduce their products to consumers. Social media with its capabilities is able to fulfill the function and role of advertising in the business world. For now, the most popular social media is the Tiktok application.

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<sup>1</sup> Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia. [Nadilacitra749@gmail.com](mailto:Nadilacitra749@gmail.com)

<sup>2</sup> Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia.

Based [kadata.co.id](https://kadata.co.id), Indonesia is ranked second with the most Tiktok application users with the number of TikTok users reaching 112.97 million users. So it can be concluded that TikTok is a fairly popular social media in Indonesia. Quite a number of TikTok users use the TikTok application to start the process of selling their products. The reason for TikTok's popularity in Indonesia today is due to its content-focused platform, which allows users to search for videos, add friends, and browse content, besides that users can make Tiktok an entertainment platform because users can easily watch short and attention-grabbing videos.

In light of the popularity of social media and the accessibility of the Internet, many businesses have turned to content marketing as a means of drawing in customers. A significant number of businesses use content marketing as a tactic to draw in clients. Content marketing is a way of selling where we engage, share, and create content that will effectively attract potential customers and turn them into customers (Huda, Karsudjono, & Darmawan, 2024). The content marketing available on the Tiktok platform varies greatly depending on the product or service offered, making it easier to encourage customers to make purchases.

In content marketing, influencers are the conduits that will act as content creators on social media. Influencers are well-known individuals who tend to influence many people through the content they create and post on their social media. An influencer is someone who has many followers on social media, and their actions can influence the behavior of their followers (Hariyanti, 2018). Many businesses then try to use their product marketing strategy using social media through the intermediary of Influencers. Influencer marketing is considered the best strategy to reach consumers when utilizing influencers for social media marketing.

Today, marketing can be carried out effectively online, business owners can easily provide information about their products and services in various formats, namely writing, images, and videos, this is the birth of the concept of electronic word of mouth (EWOM) marketing. Electronic Word of Mouth (EWOM) is one of the most important marketing methods in expressing consumer expression towards a product or brand. Electronic word of mouth can be explained as a broad promotional concept applied in the internet-based digital world so that it can be widely understood by the public in the process of gathering information and can be used as a promotional medium and marketing consideration as well as a means of encouraging people to make purchasing decisions. Electronic word of mouth is found on TikTok in the creator's comment section. In the comments column, consumers who have shopped and used the product will share their experiences in using the product in the form of positive or negative comments, thus enticing potential customers to buy.

One company that uses content marketing and Influencer marketing is PT Macroprima Panganutama (Cimory Group), this company uses content marketing and influencer marketing on one of its products, kanzler sausage. PT Macroprima Panganutama does content marketing by collaborating with several well-known Influencers who promote kanzler products through the Influencers' social media accounts. With the company working with various influencers, Kanzler is able to expand and reach its brand reach

and reach a variety of different market segments. Each influencer has their own following and has great influence in their online community.

Based on the results of research conducted by (Jesslyn & Loisa, 2019) it is stated that electronic word of mouth has an effect on consumer loyalty, as well as research conducted by (Nawastuti & Irmawati, 2023) which states that electronic word of mouth has a significant effect on consumer loyalty. However, this is contrary to research conducted by (Setiawan & Troena, 2014) states that electronic word of mouth has no effect on loyalty.

By capitalizing on the popularity and credibility of each influencer, Kanzler can increase its brand awareness and gain the trust of potential consumers. Through influencers, Kanzler promotes its products through unique and interesting content. These influencers can conduct product reviews, share personal experiences using Kanzler products, recipes for dishes made from Kanzler products, and even create creative content involving the product. These contents help create a positive impression of the Kanzler brand among the influencer's followers and motivate them to try Kanzler products.

If a company wants to build customer loyalty, the brand must first be able to create content that brings satisfaction to consumers. The company PT Macroprima Panganutama can make consumer loyalty its main goal because consumer loyalty can maintain the company's survival. Customer loyalty is an important thing to consider when evaluating performance. Loyal customers are customers who like the products they buy so that they are excited to tell everyone closest to them about them. Kanzler product customers who will later be loyal customers will be able to apply "loyalty" to purchase Kanzler products again. Loyal customers will never stop shopping and using the same product because according to loyal customers there is no other product that can provide the same satisfaction. This context informs the study's goal, which is to ascertain whether the Tiktok platform's Content Marketing, Influencer Marketing, and Electronic word-of-mouth tactics implemented by PT Macroprima Panganutama specifically, the company that sells Kanzler products have an impact on the brand loyalty of those customers.

## **2. Literature Review**

### ***Content Marketing***

According to Kotler (2019) The purpose of content marketing is to reach a target audience by selecting, allocating, producing, and enhancing meaningful and engaging content in order to encourage interaction with the target audience's existing content and grab their attention. A brand's products are meant to be introduced to a larger audience through content marketing, a marketing tactic that aims to draw in customers and boost sales. Content marketing, which seeks to attract customers to use a product through content creation, is one of the marketing strategies that support producers in the development of the current digital era (Yusuf, Hendrayati, & Wibowo, 2020)

### ***Influencer Marketing***

According to (Kotler P. G., 2020) Influencer marketing is someone who has the ability to influence others to make decisions. Influencer marketing uses people who are considered to have the power to influence the target consumer population or demographic that the brand is intended to promote (Pasaribu, 2023). This will allow influencers to be portrayed as consumers or users of certain products who are able should highlight the benefits of the product in order to raise the selling price of the item.

### ***Electronic Word of Mouth***

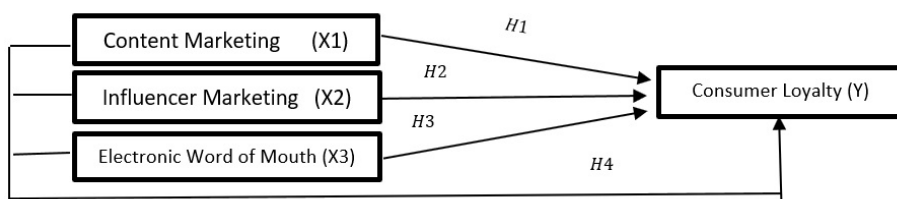
According to Kotler & Keller (2016), Word of mouth (WOM) is a communication process in which recommendations are given to a person or group about a good or service with the aim of explaining information personally. Electronic word of mouth (e-WOM) is an elaboration of Word Of Mouth (WOM) electronically via digital technology or the internet. Because it is more accessible and wider, e-WOM is more widely used than using Word Of Mouth communication offline (Jesslyn & Loisa, 2019).

### ***Consumer Loyalty***

According to Kotler and Keller (2016), Loyalty refers to a commitment made in a sincere way to buy or recover a product or service that a customer enjoys, even in the face of changing circumstances and potentially adverse business practices that can cause customers to abandon delivery. Consumer loyalty is the positive feedback that customers give towards a product or business. This is caused by the customer's negative perception of the product or business, which is then corrected by the customer's friendly interaction with the business until they recommend it to anyone they know (Maisaroh & Nurhidayati, 2021). Customer loyalty like this can support a company to continue operating in the long term.

## **3. Methodology**

This research uses a quantitative approach which aims to identify the relationship among two or more variables. The population in this research are customers who purchase Kanzler products who are domiciled in Surabaya, have made at least two transactions in a certain year. The sampling technique in this research uses a non-probability sampling technique of the purposive sampling type where only samples that comply with certain criteria set by the researcher will be taken as research samples. There were 100 responses to the questionnaire that was utilized as the data collection method in this study.



**Figure 1. Conceptual form of research**

Based on the research framework above, the hypotheses set out in this study are.

H1: Content marketing partially affects customer loyalty.

H2: Influencer marketing partially affects consumer loyalty.

H3: Electronic Word of Mouth partially affects consumer loyalty.

H4: Content Marketing, Influencer Marketing, and Electronic Word of Mouth simultaneously affect consumer loyalty.

#### 4. Empirical Findings/Result

The research questionnaire was presented to 100 respondents, after which the data was analyzed. The respondents of this study consisted of 88% female and 12% male. Based on the research, the majority of respondents are between 18 to 22 years old. Furthermore, based on the research results, the majority of respondents come from East Surabaya.

##### *Validity Test*

The validity test is carried out to determine whether a research instrument is valid or not, namely by comparing the value of  $r_{count}$  and  $r_{table}$ .

**Table 1. Validity Test Result**

Variables	Statement	$r_{count}$	$r_{table}$	Description
Content Marketing (X1)	X1.1	0,789	0,196	Valid
	X1.2	0,784	0,196	Valid
	X1.3	0,840	0,196	Valid
	X1.4	0,791	0,196	Valid
	X1.5	0,837	0,196	Valid
Influencer Marketing (X2)	X2.1	0,799	0,196	Valid
	X2.2	0,833	0,196	Valid
	X2.3	0,783	0,196	Valid
	X2.4	0,846	0,196	Valid
	X2.5	0,868	0,196	Valid
Electronic Word of Mouth (X3)	X3.1	0,825	0,196	Valid
	X3.2	0,860	0,196	Valid
	X3.3	0,819	0,196	Valid
	X3.4	0,769	0,196	Valid
Customer Loyalty (Y)	Y.1	0,735	0,196	Valid
	Y.2	0,879	0,196	Valid
	Y.3	0,819	0,196	Valid
	Y.4	0,848	0,196	Valid
	Y.5	0,800	0,196	Valid

Source : Research data, 2024.

The outcomes of the data processing indicate that each variable item has a value of  $r_{count} > r_{table}$ . Therefore, the statement instruments of all variables are declared valid.

**Reliability Test**

The aim of the reliability test is to determine the accuracy of the answers to the questionnaires used. The test was performed using the Cronbach alpha method. A variable is indicate reliable if Cronbach's Alpha  $> 0.60$ .

**Table 2. Reliability Test Result**

Variables	Cronbach's Alpha ( $\alpha$ )	Critical Limit	Description
Content Marketing (X1)	0,864	0,6	Reliable
Influencer Marketing (X2)	0,882	0,6	Reliable
Electronic Word of Mouth (X3)	0,834	0,6	Reliable
Customer Loyalty (Y)	0,865	0,6	Reliable

Source : Research data, 2024.

According to the reliability test results in the above table, it can be seen that the Cronbach alpha of each Cronbach alpha value is greater than 0.60. so it can be said to be reliable.

**Normality Test**

The normality test is a test that dispose whether the independent and dependent variables follow a normal distribution. In this study, researchers used the Kolmogorov-Smirnov test. If the test statistic value is  $> 0.05$ , it is said to be normally distributed, but if the significance value is  $< 0.05$ , it is not normally distributed.

**Table 3. Normality Test Result**

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		2.40370840
Most Extreme Differences	Absolute		.124
	Positive		.075
	Negative		-.124
Test Statistic			.124
Asymp. Sig. (2-tailed)			.001 <sup>c</sup>
Monte Carlo Sig. Sig. (2-tailed)			.084 <sup>d</sup>
	99% Confidence Interval	Lower Bound	.077
		Upper Bound	.091

Source : Research data, 2024

According to the test results, the Monte Carlo significance value is  $0.084 > 0.05$ , so it can be decided that the data is normally distributed.

**Multikolinieritas Test**

Multicollinearity tests are designed to showing the relation between correlations and independent variables. The decision of this test is that if the tolerance value is  $> 0.1$

and/or the VIF value is  $< 10$ , then multicollinearity is not present; if the tolerance value is  $< 0.01$  and the VIF  $> 10$ , then multicollinearity is present.

**Table 4. Multicollinearity Test Result**

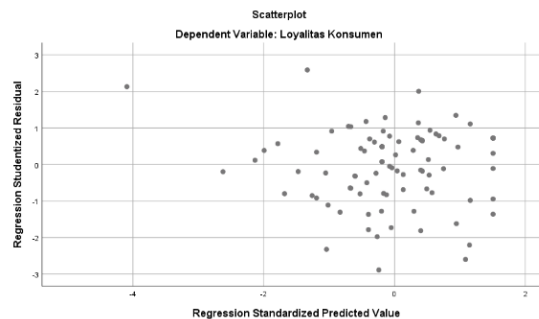
Variable	Tolerance	VIF
Content Marketing	0,265	3.769
Influencer Marketing	0,317	3.151
Electronic Word of Mouth	0,477	2.096

Source : Research data, 2024

It can be seen from the calculation results in the above table that the tolerance value is  $> 0.100$  and the VIF value is  $< 10.0$ . From this value it can be inferred that there is no multicollinearity.

### ***Heteroscedasticity Test***

The heteroskedasticity test is designed to dispose whether there is an disparity of variances in the residual of a regression model from one observation to other. A great regression model must have no heteroskedasticity. In this study, the test for heteroskedasticity was performed by examining the distribution of points in a scatter plot.



**Figure 2. Heteroscedasticity Test Results with Scatterplot**

Source: Research data, 2024.

It can be seen from the test results that the points above and below the number 0 are distributed on the Y axis and do not form a pattern. It can be determined that there is no heteroskedasticity.

### ***Multiple Linear Regression Analysis Test***

The multiple linear multiple regression analysis tests are designed to determine the effect between two or more independent variables and a dependent variable.

**Table 5. Multiple Linear Regression Analysis Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
(Constant)	1.024	1.810		.566
Content Marketing	.368	.150	.329	2.456
Influencer Marketing	.304	.128	.291	.291
Electronic Word of Mouth	.272	.146	.186	1.861

Source: Research data, 2024.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 1,024 + (0,368)X_1 + (0,304)X_2 + (0,272)X_3 + 1.810$$

- The constant value (a) in this regression is 1.024. it means that if the value of the Content Marketing (X1), Influencer Marketing (X2), and Electronic Word of Mouth (X3) variables is 0, then the value of consumer loyalty (Y) is 1.024.
- The regression coefficient value of the Content Marketing variable (X1) is positive at 0.368. This means that every increase in Content Marketing (X1) by 1 unit, the value of consumer loyalty (Y) will increase by 0.368 units, assuming that the other independent variables are constant.
- The regression coefficient value of the Influencer Marketing (X2) variable is positive at 0.304. This means that every increase in Influencer Marketing (X2) by 1 unit, consumer loyalty (Y) will increase by 0.304 units, assuming that the other independent variables are constant.
- The regression coefficient value of the Electronic Word of Mouth (X3) variable is positive at 0.272. This means that every increase in Electronic Word of Mouth (X3) by 1 unit, consumer loyalty (Y) will increase by 0.272 units, assuming that the other independent variables are constant.

### **Hypothesis Test**

#### **F Test (Simultaneous)**

The F test in the study is to determine how the influence of content marketing variables (X1), influencer marketing (X2), and electronic word of mouth (X3) together or simultaneously on consumer loyalty (Y). This test uses a significance level of 0.05.

**Tabel 6. F Test Results (Simultaneous)**

<i>ANOVA<sup>a</sup></i>						
Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	679.756	3	226.585	38.028	.000 <sup>b</sup>
	Residual	572.004	96	5.958		
	Total	1251.760	99			

Source: Research data, 2024.

In the results of the calculation of the table above, the significance value is 0.000 <0.05 and  $F_{count} 38.028 > F_{table} 2.699$ . So it can be concluded that the hypothesis is accepted, the independent variable simultaneously affects the dependent variable, which means H4 is accepted.

#### **Test t (Partial)**

The t test in this study is to determine how the influence of content marketing variables (X1), influencer marketing (X2), and electronic word of mouth (X3) partially on consumer loyalty (Y). If the probability of significance is 0.05, then the independent variable partially has a significant effect on the dependent variable.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.024	1.810		.566	.573
Content Marketing	.368	.150	.329	2.456	.016
Influencer Marketing	.304	.128	.291	2.380	.019



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Electronic Word of Mouth	.272	.146	.186	.1.861	.066
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**Table 7. Results of t Test (Partial)**

Source: Research data, 2024.

Based on the t test results in the table above, it can be explained as follows:

1. Content marketing on customer loyalty

It can be seen that the value  $t_{count} 2.456 > t_{table} 1.985$  and the significance value on the content marketing variable (X1) is  $0.016 < 0.05$ . Therefore, it is accepted, meaning that content marketing has a significant effect on consumer loyalty.  $H1$  accepted, meaning that content marketing has a significant effect on consumer loyalty.

2. Influencer marketing on consumer loyalty

It can be seen that the value  $t_{count} 2.380 > t_{table} 1.985$  and the significance value on the influencer marketing variable (X2) is  $0.019 < 0.05$ . Therefore  $H2$  accepted, meaning that influencer marketing has a significant effect on consumer loyalty.

3. Electronic word of mouth on consumer loyalty

It can be seen that the value  $t_{count} 1.861 < t_{table} 1.985$  and the significance value on the influencer marketing variable (X2) is  $0.066 > 0.05$ . Therefore  $H3$  rejected, meaning that electronic word of mouth has no influence on consumer loyalty.

## Discussion

### The Effect of Content Marketing, Influencer Marketing and Electronic Word of Mouth Simultaneously on Consumer Loyalty

Based on the hypothesis testing results using F-test, it can be seen that the simultaneous effect is demonstrated by  $F_{count} 38,028 > F_{table} 2,699$ , with a significance probability level of  $0.000 < 0.05$ . Therefore, it can be explained that the three variables of content marketing, influencer marketing, and electronic word of mouth have simultaneous and significant effects on customer loyalty.

The rapid development of social media, as well as the very large number of users, gives marketers opportunities to attract audiences with the aim of offering products through social media such as content marketing, influencer marketing, and electronic word of mouth which focuses on creating relevant and interesting marketing content with The aim is to attract the attention of the target market. This marketing strategy can make consumers interested and then buy Kanzler products again so that they become loyal consumers.

### The Effect of Content Marketing Partially on Consumer Loyalty

The results of this test show that content marketing variables have a significant impact on consumer loyalty. This is proven by the results shown in the t-test, where the value of  $t_{count}$  is  $2,456 > t_{table} 1,985$  and the significance value is  $0.000 < 0.05$ . Therefore,  $H2$  is accepted, which means that content marketing has a significant impact on customer loyalty. On this basis, content marketing of Kanzler products used by PT Macroprima Panganutama has had a significant impact on customer loyalty.

Content marketing is product marketing that is widely used by business people to attract customers. In this digital era, many people play social media and will then see content marketing in promoting a product. After consumers see this marketing content, it will create consumer loyalty by purchasing the product. Content marketing can attract potential customers and can provide value in the process of disseminating and delivering it to the consumers you want to target.

### **The Effect of Influencer Marketing Partially on Consumer Loyalty**

The test results show that variable influencer marketing factors have a significant impact on customer loyalty. This is demonstrated by the results shown in the t-test, where the value of  $t_{count}$  is  $2,380 > t_{table} 1,985$  and the significance value is  $0.000 < 0.05$ . Therefore,  $H2$  is accepted, which means that influencer marketing has a significant impact on customer loyalty. On this basis, influencer marketing of Kanzler products used by PT Macroprima Panganutama has had a significant impact on customer loyalty.

Influencer marketing is one of the best strategies for attracting consumers when marketing using social media. The use of influencer marketing is effective in encouraging consumers to buy products right away. Influencers are people who have the ability to influence and give consumers confidence in buying Kanzler products. Public trust and loyalty towards Kanzler products has also increased because they use the right influencers and have a good image. If the level of consumer trust tends to be high, it will change consumers who were initially satisfied into loyal consumers.

### **The Effect of Electronic Word of Mouth Partially on Consumer Loyalty**

The results of this test show that electronic word-of-mouth has no impact on customer loyalty. This is proven by the results of the t test, that is the calculated the value of  $t_{count}$  is  $1.861 < t_{table} 1.985$ , and the significance value is  $0.000 < 0.05$ . Therefore,  $H3$  is rejected, which means that electronic word-of-mouth has no impact on customer loyalty. Therefore, electronic word-of-mouth used by PT Macroprima Panganutama for Kanzler products has no impact on customer loyalty.

Indicators are used when sending questionnaires to obtain information, get recommendations, see positive comments, and see product photos. Therefore, it may be said that factors other than electronic word-of-mouth drive consumer loyalty. This demonstrates that electronic word-of-mouth does not promote consumer loyalty because customers are able to determine the quality of a product based on influencer reviews.

## **5. Conclusions**

This study was conducted with the aim of knowing and analyzing the influence of Content Marketing, Influencer Marketing and Electronic Word of Mouth variables on the tiktok platform on consumer loyalty to consumers of kanzler products in Surabaya. Based on the findings of the research and analysis, it is possible to deduce that:

1. Content Marketing partially has a positive effect on consumer loyalty for kanzler products in Surabaya as evidenced by the results shown in the t test value of  $t_{count}$

to  $2.456 > t_{table} 1,985$ . So it can be concluded that the more interesting the content marketing is to promote Kanzler products, the more consumers will be interested in buying and becoming loyal consumers. Content marketing is the right strategy for business people to carry out now so that customers who have become buyers can remain loyal to the products or services the company offers. In the current marketing era, content marketing is a tool that is now unlimited in any form, where marketers are free to carry out unlimited creativity in promotion.

2. Influencer Marketing partially has a positive effect on consumer loyalty for kanzler products in Surabaya as evidenced by the results shown in the t test value of  $t_{count}$  of  $2.380 > t_{table} 1,985$ . So it can be concluded that the product marketing strategy through social media influencer marketing is a popular choice because it is considered relatively cheaper and more effective. Content created by influencers must be able to create content in an interesting and creative way so that it can attract the attention of loyal consumers and try Kanzler products. Influencers are people who have great influence and are followed by many people on social media so that more and more consumers will become aware of the content created by influencers.
3. Electronic Word of Mouth has no effect on consumer loyalty for kanzler products in Surabaya as evidenced by the results shown in the t test value  $t_{count} 1,861 < t_{table} 1,985$ . This shows that even though marketing using electronic word of mouth has not been able to attract consumer attention. Electronic word of mouth is not enough to make consumers interested in buying Kanzler products, namely consumer reviews on TikTok have not been able to create trust and have not been able to show a positive reputation for Kanzler products to consumers.

### Advices

Based on the discussion and conclusions that have been obtained in this study, the authors provide the following suggestions:

1. It is hoped that PT Macroprima Panguntama will be able to consider the factors that exist in the independent variables of this study, especially the variables of influencer marketing and content marketing, which can develop consumer loyalty to buy available products so that it has an impact on sales growth.
2. Based on research results which show that content marketing and influencer marketing have a significant influence on consumer loyalty, it is hoped that PT Macroprima Panganutama must be more creative in creating content and choosing the right influencers so that Kanzler products can be better known to many people and create loyal customers.
3. It is hoped that future researchers can develop research using other variables outside of the content marketing, influencer marketing and electronic word of mouth variables in this research, so that they can produce broader and more diverse research

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