

## The Influence of Price, *Brand Experience*, and Speed Delivery on Consumer Loyalty Mediated by Customer Review and Moderated by Content Creators on Tik Tok Consumers in Sumenep City

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ARTICLE INFO	Abstract
<p><i>Article History:</i>            Sumbmitted:            23 April 2025</p> <p>Accepted:            02 Juni 2025</p>	<p><i>The study aims to analyze the effect of price, brand experience, delivery speed, customer reviews, and content creators on TikTok consumer loyalty in Sumenep City. The research approach is quantitative with the Structural Equation Modeling (SMART-PLS) path analysis method. Data collection techniques use questionnaires with Google Form techniques. The sample in this study amounted to 96 respondents using the Lemeshow formula. The sampling technique was non-probability sampling with an accidental sampling approach. The results showed that the variables consisting of; price, brand experience, delivery speed, customer review, and creator content have a significant influence on consumer loyalty. Price, brand experience, delivery speed, and customer reviews have a strong positive influence on loyalty, and creator content is also proven to make a significant contribution to consumer loyalty. The mediation analysis results show that content creators play a partial moderating role in the relationship between price and delivery speed with consumer loyalty but do not play a moderating role in the relationship between brand experience and loyalty. These findings provide new insights into the factors that shape consumer loyalty on social media platforms such as TikTok Shop, as well as the strategic role of content creators in building emotional connections.</i></p>
<p><b>Keywords:</b>  <i>Price; Brand Experience; Delivery Speed, Content Creator, Customer Review, Consumer Loyalty, Tik-Tok</i></p>	
<p><b>Kata Kunci:</b>  <i>Harga; Brand Experience; Kecepatan Pengiriman, Konten Kreator, Customer Review, Loyalitas Konsumen, Tik-Tok.</i></p>	
<p><b>DOI:</b></p>	<p>Penelitian bertujuan untuk menganalisis pengaruh harga, brand experience, kecepatan pengiriman, customer review dan kreator konten terhadap loyalitas konsumen TikTok di Kota Sumenep. Pendekatan penelitian adalah kuantitatif dengan metode analisis jalur Structural Equation Modeling (SMART-PLS). teknik pengumpulan data menggunakan kuesioner dengan teknik Google Form. Sampel dalam penelitian ini berjumlah 96 responden menggunakan rumus Lemeshow. Teknik pengambilan sampel adalah non-probability sampling dengan pendekatan accidental sampling. Hasil penelitian menunjukkan bahwa variabel yang terdiri dari; harga, pengalaman merek, kecepatan pengiriman, customer review, dan konten kraetor, memiliki pengaruh signifikan terhadap loyalitas konsumen. Harga, brand experience, kecepatan pengiriman dan customer review memiliki pengaruh positif yang kuat terhadap loyalitas dan konten kreator juga terbukti memberikan kontribusi signifikan terhadap loyalitas konsumen. Hasil analisis mediasi menunjukkan bahwa</p>

	<p>konten kreator berperan sebagai moderasi parsial dalam hubungan antara harga dan kecepatan pengiriman dengan loyalitas konsumen, namun tidak berperan sebagai moderasi dalam hubungan antara brand experience dan loyalitas. Temuan ini memberikan wawasan baru mengenai faktor-faktor yang membentuk loyalitas konsumen di platform media sosial seperti TikTok Shop, serta peran strategis konten kreator dalam membangun hubungan emosional.</p>
<p><i>Correspondence:</i>                  Name: Nurdody Zakki                  Email: dodyk.zacky@wiraraja.ac.id</p>	<p>ISSN: 2355-9543 (Print)                  ISSN: 2460-3775 (Online)</p>

## INTRODUCTION

Social media has become an integral part of the daily life of modern society. The rapid development of the times accompanied by the increasing number of new social media that have emerged has made social media an important element in various aspects of life (Tepavicharova & Dikova, 2019). Dependence on social media, especially in Indonesia, can be said to have become a widespread phenomenon (Aulia et al., 2024). A lot of free time is spent surfing social media, both for entertainment, communication, and other activities. Based on the results of the Databoks survey in 2024 the number of users on social media in Indonesia has reached 191 million users or around 73.7% of the total population. Based on this data, 167 million active users are equivalent to 64.3% of the population. Internet penetration in Indonesia is very high, reaching 242 million users, 93.4% of the population. The most popular social media platforms in Indonesia include Youtube with 139 million users (53.8%), Instagram with 122 million users (47.3%), Facebook with 118 million users (45.9%), Whatsapp with 116 million users (45.2%), and TikTok with 89 million users (34.7%).

In terms of demographics, social media users in Indonesia are dominated by the 18-34 age group, which accounts for 54.1% of the total users. Based on gender, women dominate with a percentage of 51.3%. On average, Indonesians spend 3 hours and 14 minutes per day accessing social media, with 81% of them using it daily. Activities carried out on social media also vary, ranging from sharing photos and videos (81%), communication (79%), finding news and information (73%), entertainment (68%), to online shopping (61%). Seeing the paradigm and consumer preferences from this data, it is very clear that the social media that is getting special attention is TikTok. TikTok is not only an entertainment medium, but a strategic platform in building close relationships between brands and consumers through creator content (Wang, 2024;

Maruli Tua Tarigan *et al.* , 2022)

One of TikTok's advantages is its ability to reach a wider audience quickly, thanks to sophisticated algorithms that promote content based on users' interests (Zhou, 2024). This is in line with research Sun & Zhang (2024) conveyed that TikTok facilitates a more personalized and diverse marketing approach. (Wiwarottami & Widyatama, 2023) in their research TikTok features increase brand awareness and consumer engagement.

Based on the results of previous research, it provides insight for researchers to further research related to price, *brand experience*, delivery speed, and consumer loyalty. This finding is in line with the results of research (Azmi & Kusumasari, 2024; Andika & Purnamasari, 2024) which reveals that competitive prices and a positive brand experience will increase customer loyalty. The results of an empirical study by Mamonto *et al.*, (2024) state that competitive and transparent prices are key factors in purchasing decisions, where consumers show high loyalty to brands that offer value as expected. Wibowo, (2021) argues that consumers tend to be loyal to brands that offer prices in accordance with the perceptions received.

*Brand experience* is also a determining factor in building consumer loyalty. This is stated in the research Iman & Kurniawati, (2023) sensory, affective and intellectual aspects can create a strong emotional bond between consumers and brands. This statement is reinforced by the results of research Estella & Handono, (2022) showing that consumers tend to make purchases again when they have a positive experience with the brand, either through direct interaction or impressions embedded in memory. Aina Mardhiyah & Tri Astuti, (2021) emphasizes that a positive brand experience can increase consumer affection and commitment to a particular brand. Brand experience is defined as a series of consumer impressions formed through interactions with the

brand, either through product design, service, or marketing communication (Firman & Saldino, 2021).

Delivery speed plays a very important role in influencing consumer loyalty, especially in the digital era where consumers want fast and efficient services. Research by *Siahaan et al.*, (2024) reveals that consistent delivery speed can increase consumer confidence which in turn encourages repeat purchases. Jati, (2024) in his research proves that delivery speed not only affects consumer satisfaction but also strengthens repeat purchase intentions. Febriani, (2024) delivery delays are one of the main reasons consumers switch to competing brands. Therefore, companies need to ensure that their logistics and distribution strategies are not only efficient, but also able to meet consumer expectations for service speed. Maslikhan *et al.*, (2020) argue that companies that are able to provide a fast and predictable delivery experience will have a greater chance of winning consumer loyalty in an increasingly competitive market.

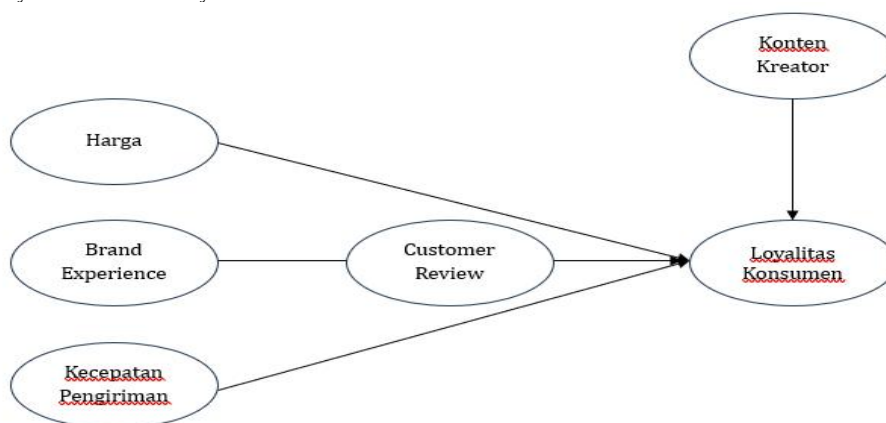
Based on a review of previous empirical studies, there are still gaps in research results (*research gap*) and inconsistencies in findings, especially regarding the effect of price on consumer loyalty. For example, research conducted by (Ainul Kevin, 2024; Fadli & Rubiyanti, 2021) concluded that price does not significantly affect loyalty, contrary to the findings of (Azmi & Kusumasari, 2024) which proves otherwise. The inconsistency in research results provides theoretical justification for researchers to re-examine the relationship between these variables while enriching the novelty of research through *customer review* variables as moderating variables that have not been integrated in similar cases. Furthermore, testing the role of content creators as a mediating variable. This refers to the findings of Nurcahyadi, (2024) found that trust in creator content significantly affects consumer loyalty. Reinforced by research Setiawan

& Safitri, (2023) which found that creator content is able to shape consumer perceptions related to product quality, thus having an indirect impact on loyalty. Melita, (2023) states that this profession is not just creating ordinary content, but also acts as part of a digital marketing strategy.

As for the role of *customer review* as moderation, research by Seliana *et al.*, (2023) has a positive and significant influence on customer loyalty. The more positive reviews a product or service receives, the more likely consumers are to remain loyal and make repeat purchases. Setyaningrum, (2024) shows that online reviews serve as a source of information that influences consumer perceptions of products or services. Asri *et al.*, (2023) positive reviews strengthen consumers on the product because the consistency of the message creates *confirmation bias*. The existence of positive reviews can increase consumer confidence while encouraging purchase interest (Kamisa *et al.*, 2022). According to Ramadhani *et al.*, (2021) *online customer review* indicators can be classified into three dimensions: a) Attractiveness; related to social values such as background or personality similarities between reviewers and readers, b) Trust; includes honesty, integrity, and reliability of reviews, c) Expertise; refers to the competence and experience of the review author in assessing the product.

Based on the explanation above, the research will focus on the effect of price on consumer loyalty, brand experience on loyalty, delivery speed on loyalty, content creators mediate the relationship between price, brand experience and delivery speed on consumer loyalty, online customers moderate the relationship between price, brand experience and delivery speed on consumer loyalty.

The research model that will be developed by researchers based on a review of previous studies and theoretical reviews will be presented in Figure 1.



**Figure.1** Conceptual framework  
Source: Modified from the Results of Previous Research

## METHOD

This research uses an explanatory quantitative approach with a survey method to test the causal relationship between variables based on the theoretical model that has been developed by the researcher. The approach in this study was chosen because it is suitable for testing the influence between variables through statistical analysis (Bougie, 2019). According to Sugiyono, (2017) objects in research include attributes, properties, values of individuals or events that have certain variations. Therefore, the variables in this study are price (X1), Brand Experience (X2), Delivery Speed (X3), Content Creator (Z1), Customers Review (M1) and Consumer Loyalty (Y).

The population in this study are consumers in Sumenep City who have used the Tik Tok application and the population size in this study is not known with certainty (infinite population). The sampling technique used is *non-probability sampling* which does not provide equal opportunities for all members of the population to be selected. Specifically, this research applies the *accidental sampling* method, where respondents are selected based on their availability in certain locations relevant to the research context. The research sample calculation used Lemeshow's formula with a margin of error of 10% (Lemeshow *et al.*, . 1991)

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2} = \frac{(1.96)^2 \cdot 0.5 \cdot (1 - 0.5)}{(0.10)^2} \\ = \frac{3.8416 \cdot 0.25}{0.01} = 96 \text{ Responden}$$

Based on the results of the above calculations, the number of samples obtained after analysis was obtained 96 respondents

The data collection technique in the study was a questionnaire survey distributed via Google Forms to Tik Tok users in Sumenep City.

This study uses the Structural Equation Modeling (SEM) method to test and analyze data. According to Sholihin and Dwi (2020), SEM is an analytical method that uses statistics to test the relationship between several research models simultaneously. This analysis method was carried out using SmartPLS software. More specifically, the analysis method uses the Partial Least Square (PLS) model contained in the SmartPLS version 3 application. The SEM analysis method consists of two models, namely:

Structural Model (*inner model*)

The validity test is carried out with two techniques, namely convergent validity and discriminant validity. This convergent validity test is conducted to measure the correlation between concepts and latent variables. If the correlation value is above 0.7, then the correlation is considered effective. Meanwhile, discriminant validity can be considered good if the AVE (Average Variance Extracted) value is higher than the correlation value between concepts, which is > 0.5. Reliability testing is carried out using two methods, namely Cronbach's Alpha is the coefficient used to determine the internal consistency or reliability of the questionnaire and measurement scale. A measurement can be said to be reliable if the Cronbach's Alpha coefficient results show a value > 0.6 and Composite Reliability (CR) is a measure used to evaluate the reliability or internal consistency of latent constructs in structural measurement models, especially in analysis:

Measurement model (*outer model*)

The R-Square value is the coefficient of determination of the endogenous construct. This value is used as a prediction or estimate of the strength of the effect of the path coefficient with the following criteria: 0.67 (strong), 0.33 (medium) 0.19 (weak)

Goodness of fit (GoF)

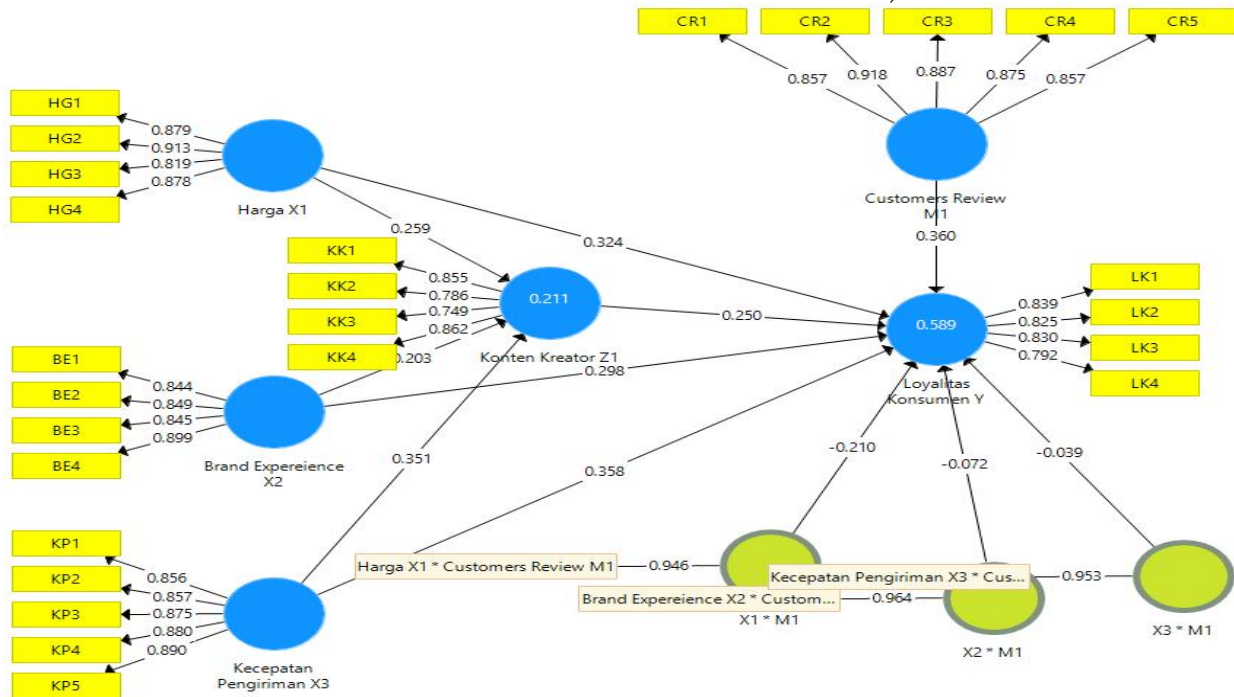
Goodness of Fit (GoF) is an index used to review the overall suitability of the structural model. According to Imam Ghozali, (2015) GoF is a single measure that validates the performance of measurement models and structural models comprehensively. The following are the criteria for interpreting the GoF value, namely; 0.10-0.25 (Small/Weak), 0.25-0.36 (Medium/Moderate), 0.36 (Large/Strong)

## RESULT

Based on the results of research conducted by researchers from a total of 96 respondents, it can be seen that the majority of respondents are male with 27 people with a percentage (28%), while female respondents totaled 69 people with a percentage (72%). In terms of age distribution, the 21-30 year age group dominates with 57 respondents (59%), while 31-39 year old respondents are 31 respondents (32%), while 40-59 year olds only number 6 respondents (7%). In terms of education level, more than half of the respondents have an

undergraduate educational background as many as 64 people with a percentage (66%), followed by S2 graduates as many as 28 people with a percentage (29%), and Diploma graduates only amounted to 5 people with a percentage (5%). In terms of monthly income, most respondents have an income between IDR 3-5 million, as many as 52 respondents (54%) claimed to earn IDR 2-5 million, as many as 30 respondents (31%) while those who earn > 5 million, as many as 14 respondents (14%).

**Outer Model analysis Results**



**Figure 2. SmartPLS Outer Loading Results**

*Discriminant validity*

**Table 1. Discriminant Validity Test Results**

Variables	Heterotrait-Monotrait Ratio (HTMT)					
	Brand Experience	Customers Review	Price	Delivery Speed	Content Creator	Consumer Loyalty
Brand Experience						
Customers Review	0.073					
Price	0.084	0.171				
Delivery Speed	0.132	0.112	0.225			
Content Creator	0.260	0.225	0.224	0.338		
Consumer Loyalty	0.473	0.370	0.256	0.444	0.468	

Source: Smart-PLS 03 Output

Based on the results of the *Heterotrait Monotrait Ratio* (HTMT) test, each construct in this study is discriminant, meaning that there is no *overlap*.

*Convergent Validity*

The Convergent Validity Test is conducted to verify that the instrument or measuring instrument used is appropriate in measuring a concept or construct. This is done by showing a correlation between instruments that are proven valid and measure the same construct. To measure this, a minimum factor loading limit of 0.7 is applied. Based on the research results, out of 22 indicators on exogenous variables meet the criteria (meet the minimum value set).

different, while the value below 0.90 is acceptable for theoretically highly related constructs.

*Reliability Test*  
*Composite Reliability*

**Table 2.** Composite Reliability Results

Variables	Composite Reliability
Brand Experience. X2	0.919
Customers Review. M1	0.944
Price X1	0.927
X3 Delivery Speed	0.941
Content Creator Z1	0.887
Consumer Loyalty Y	0.893

Source: Smart-PLS 03 Output

*Composite Reliability (CR)* test is conducted to assess the internal consistency of a construct, by considering *factor loadings* and calculating the *error variance* of each indicator. In this test, the minimum

Cronbach's test

factor loading limit used is 0.7. Based on the table above, it can be seen that the *Composite Reliability* value for each variable construct has a score above 0.70. This indicates that each variable construct has an adequate level of reliability.

**Table 3.** Cronbachs Alpha Results

Variables	Cronbach's Alpha
Brand Experience. X2	0.883
Customers Review. M1	0.927
Price X1	0.900
X3 Delivery Speed	0.922
Content Creator Z1	0.832
Consumer Loyalty Y	0.840

Source: Smart-PLS 03 Output

The Cronbach's Alpha test is used to measure the reliability of a construct by calculating the average correlation between pairs of indicators in a scale. To be declared reliable, the *Cronbach's Alpha*

*value* must exceed 0.60. Based on the table above, it can be seen that the *Composite Reliability* and *Cronbach's Alpha* values on each variable have a score above 0.60. This shows that each variable has met the reliability requirements based on *Cronbach's Alpha*.

#### Inner Model Analysis

**Table 4.** R-Square Value (R<sup>2</sup>)

Variables	R-Square	Adjust R-Square
Consumer Loyalty	0.589	0.552

Source: Smart-PLS 03 Output

The results of the coefficient of determination (R<sup>2</sup>) analysis indicate that the research model has a strong explanatory ability for endogenous variables. The R Square value of 0.589 indicates that 58.9% of the variation in Consumer Loyalty (Y) can be explained by the exogenous variables in the model, while the remaining 41.1% is influenced by other

factors outside the model. *Adjusted R Square*, which is 0.552, still shows good predictive power after adjusting for the number of predictors, with a difference of only 0.037 from R Square, indicating no overfitting in the model. Based on Cohen's (1988) criteria, R<sup>2</sup> values above 0.50 fall into the category of strong influence strength, so this model is considered adequate for further analysis.

**Table 5.** F-Square Value (F<sup>2</sup>)

Variables	Consumer Loyalty (Y)
Price	0.201
Brand Experience	0.291
Delivery Speed	0.219
Content Creator	0.246

Customer Review

0.109

Source: Smart-PLS 03 Output

The F-Square ( $f^2$ ) test in the SEM model was conducted to measure the impact of exogenous variables (Brand Experience, Creator Content, Price, and Delivery Speed) on endogenous variables (Consumer Loyalty). The results of the analysis show that Brand Experience (0.291) and Content Creators (0.246) have a moderate effect, with Brand Experience as the most dominant predictor. The

variables Price (0.201) and Delivery Speed (0.219) also show a moderate, albeit lower, influence. Meanwhile, Customer Review (0.109) only has a small influence on customer loyalty. Next, the Goodness of Fit (Gof) value is used to assess the fit between the data and the formulated model and the description of the actual data structure. The following GoF calculations were carried out in the study:

$$GOF = \frac{\sqrt{AVE + R^2}}{\sqrt{(0.773 + 0.762 + 0.760 + 0.739 + 0.675 + 0.663) \times \sqrt{0.589 + 0.552}}}$$

Based on the results of the GoF calculation in this study, the value of 2.233 indicates an *over-performing* model with a very high fit with a standard reference range of 0.38-100.

The bootstrapping technique is performed to obtain more accurate estimates of population parameters, especially when the theoretical distribution of statistics is unknown or the available sample size is relatively small. In this study, the

bootstrapping method is used to analyze the extent to which latent constructs (Brand Experience, Creator Content, Price, and Delivery Speed, Creator Content, Customer Review) have a significant effect on consumer loyalty. The bootstrapping procedure is carried out by calculating the t-statistic value between exogenous and endogenous variables, as presented in the following path coefficient table

**Table 6.** Path Coefisien Results

Variables	Average Sample (M)	T-Statistics	P Values
Price > Consumer Loyalty	0.326	4.280	0.000
Price > Content Creator	0.267	2.979	0.003
Brand Experience > Consumer Loyalty	0.291	4.140	0.000
Brand Experience > Content Creators	0.210	2.115	0.035
Delivery Speed > Customer Loyalty	0.366	5.347	0.000
Delivery Speed > Kraetor Content	0.352	4.494	0.000
Customer Review > Consumer Loyalty	0.362	4.830	0.000
Content Creators > Consumer Loyalty	0.258	3.611	0.000

Source: Smart-PLS 03 Output

The results of the *path coefficients* analysis show that all relationships between variables in this research model are significant. Delivery Speed emerged as the most dominant predictor with a path coefficient of 0.358 ( $t=5.347$ ,  $p<0.001$ ) on Consumer Loyalty and 0.351 ( $t=4.494$ ,  $p<0.001$ ) on Content Creators. Customer Review although has a small effect size ( $f^2$ ), shows a considerable direct

influence ( $\beta=0.360$ ,  $t=4.830$ ,  $p<0.001$ ). Brand Experience has multiple effects, both directly on Consumer Loyalty ( $\beta=0.298$ ,  $t=4.140$ ,  $p<0.001$ ) and indirectly through Creator Content ( $\beta=0.203$ ,  $t=2.115$ ,  $p=0.035$ ). Price also contributes significantly to both Creator Content ( $\beta=0.259$ ,  $t=2.979$ ,  $p=0.003$ ) and Consumer Loyalty ( $\beta=0.324$ ,  $t=4.280$ ,  $p<0.001$ ).

**Table 7.** Hypotheis Test Results

Variables	Average Sample (M)	T-Statistics	P Values
Price > Consumer Loyalty	0.326	4.280	0.000
Price > Content Creator	0.267	2.979	0.003
Brand Experience > Consumer Loyalty	0.291	4.140	0.000
Brand Experience > Content Creators	0.210	2.115	0.035
Delivery Speed > Customer Loyalty	0.366	5.347	0.000
Delivery Speed > Kraetor Content	0.352	4.494	0.000
Customer Review > Consumer Loyalty	0.362	4.830	0.000
Content Creators > Consumer Loyalty	0.258	3.611	0.000

Source: Smart-PLS 03 Output

Based on the analysis of path coefficients with the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) approach, this study reveals several key findings related to the formation of consumer

loyalty. The analysis results show that all exogenous variables have a significant influence on customer loyalty with T-statistics > 1.96 (significance level  $\alpha = 5\%$ ) and P-values < 0.05, which confirms the validity of the research model (Hair et al., 2014).

**Table 8.** Mediation Test Results

Variables	Average Sample (M)	T-Statistics	P Values
X1*Z1 > Y	0.055	1.615	0.107
X2*Z1 > Y	0.069	2.198	0.028
X3*Z1 > Y	0.090	2.890	0.004

Source: Smart-PLS 03 Output

The results of the mediation effect analysis show the different roles of Creator Content as a mediating variable in various relationships on the variables. The relationship between Brand Experience and Consumer Loyalty and mediated through Creator Content is 0.051 and not statistically significant ( $p=0.107$ ), indicating that Creator Content does not function effectively as a mediator in this relationship. This suggests that the effect of Brand Experience on Consumer Loyalty is more direct. In contrast, Creator Content proved to be a significant mediating variable albeit with a small effect (0.065,  $p=0.028$ ) in the relationship

between Price and Customer Loyalty. This finding reveals that pricing strategies can influence consumer loyalty partly through the creation of relevant creative content. The strongest mediating effect was seen in the relationship between Delivery Speed and Customer Loyalty, where Content Creators showed a highly significant mediating effect of 0.088 ( $p=0.004$ ). This result confirms that delivery speed not only has a direct impact, but also indirectly through the creation of creative content that ultimately strengthens consumer loyalty.

**Table 9.** Moderation Test Results

Variables	Average Sample (M)	T-Statistics	P Values
X1*M1 > Y	-0.210	2.467	0.014
X2*M1 > Y	-0.072	0.920	0.358
X3 * M1 > Y	-0.039	0.516	0.606

Based on the statistical analysis, it is found that the moderation effect shows a varied pattern. The interaction between X1 and M1 on Y shows a statistically significant moderating effect with a standardized coefficient of -0.210 ( $t=2.467$ ;  $p=0.014$ ). This negative coefficient value indicates that M1 acts as a moderator that weakens (buffering effect) in the relationship between X1 and Y. In practical terms, this result means that every one unit increase in the M1 variable will reduce the strength of the effect of X1 on Y by 0.210 units. This finding provides an important implication that the presence of M1 needs to be considered in designing strategies involving variable X1. On the other hand, the analysis shows that the interaction of X2 and M1 on Y does not reach the level of statistical significance ( $\beta=-0.072$ ;  $t=0.920$ ;  $p=0.358$ ), indicating that the M1 variable does not serve as a meaningful moderator in the relationship between X2 and Y. Similarly, the interaction of X3M1 on Y is also not statistically significant ( $\beta=-0.039$ ;  $t=0.516$ ;  $p=0.606$ ), suggesting that M1 does not have a relevant moderating effect in the context of the X3-Y

relationship. These insignificant results imply that the effect of X2 and X3 on Y is relatively stable without being affected by variations in M1.

## DISCUSSION

### Price on Tik Tok Consumer Loyalty in Sumenep City

Based on the results of data processing that has been carried out by researchers, it can be concluded that the price variable (X1) has a significant influence on consumer loyalty (Y) at Tik Tok Shop in Sumenep City. This is evidenced by the t-statistics value of 2.115 > 1.96 because it is greater than the minimum limit value. While the P-Values value is 0.035 < 0.05. The findings support the first hypothesis (H1) of the study which states that price has a significant effect on consumer loyalty. This result is in line with the results of research (Lee & Chen-Yu, 2018) ; (Rahman *et al.*, 2024) which states that pricing strategies that are in accordance with consumer abilities can affect loyalty. Referring to the opinion of Zeithaml & Berry, (1988) explains that consumers will develop loyalty when they

perceive that the price paid is proportional to the value received. These findings strengthen the empirical evidence on the role of price in shaping consumer loyalty on e-commerce platforms.

#### **Brand Experience on Tik Tok Consumer Loyalty in Sumenep City**

Based on the results of data processing that has been done, it can be concluded that the Brand Experience (X2) variable has a significant influence on consumer loyalty (Y) at TikTok Shop in Sumenep City. This is evidenced by the t-statistics value of 4.140, which is greater than the minimum value limit of 1.96, as well as the P-Values value of 0.000, which is smaller than 0.05. These findings support the second hypothesis (H2). This finding is in line with research Putra & Keni, (2020) revealed that a positive brand experience can strengthen consumers' emotional attachment and increase their loyalty. Research Paramitha & Kusuma, (2018) also shows that satisfying interactions with brands contribute to increased loyalty, because brand experience affects consumers' perceptions of the quality and value provided by brands. Thus, a positive brand experience can increase the level of consumer loyalty to e-commerce platforms, especially at TikTok Shop, which is important for the development of long-term relationships between brands and consumers.

#### **Delivery speed on Tik Tok consumer loyalty in Sumenep City**

Based on the results of data processing that has been carried out by researchers, it can be concluded that the variable Delivery speed (X3) has a significant influence on consumer loyalty (Y) at Tik Tok Shop in Sumenep City. This is evidenced by the t-statistics value of 5.347 > 1.96 because it is greater than the minimum limit value. While the P-Values value is 0.000 < 0.05. The findings support the third hypothesis (H3) of the study which states that brand experience has a significant effect on consumer loyalty. This finding is in line with the results of research by Krisna Gusti Putra, (2021) shows that fast delivery times play an important role in increasing customer satisfaction, which in turn contributes to increased consumer loyalty. Research by Zahra *et al.*, (2022) also reveals that fast and timely delivery is a major factor in shaping positive perceptions of online stores, which can increase the level of customer loyalty. High delivery speed creates a satisfying shopping experience, so consumers are likely to make repeat purchases and become loyal customers on e-commerce platforms such as TikTok Shop.

#### **Customer review on Tik Tok consumer loyalty in**

#### **Sumenep City**

Based on the results of data processing that has been carried out by researchers, it can be concluded that the *Customers Review* variable (M1) has a significant influence on consumer loyalty (Y) at Tik Tok Shop in Sumenep City. This is evidenced by the t-statistics value of 4.830 > 1.96 because it is greater than the minimum limit value. While the P-Values value is 0.000 < 0.05. The analysis results support the fourth hypothesis (H4). This finding is in accordance with research conducted by Patel, (2024) shows that positive customer reviews can increase customer trust and satisfaction, which in turn affects consumer loyalty. Research by Kamisa *et al.*, (2022) found that good consumer reviews can improve the overall shopping experience, which encourages customers to return to shopping in the future. Shahirah, (2023) also confirmed that relevant and informative reviews can influence consumer purchasing decisions and build long-term relationships between consumers and service providers. Thus, customer reviews are one of the important elements in increasing consumer loyalty at TikTok Shop.

#### **Content creators on consumer loyalty at Tik Tok Consumers in Sumenep City**

Based on the results of data processing that has been carried out by researchers, it can be concluded that the *Kretor Content* variable (Z1) has a significant influence on consumer loyalty (Y) at Tik Tok Shop in Sumenep City. This is evidenced by the t-statistics value of 3.611 > 1.96 because it is greater than the minimum limit value. While the P-Values value is 0.000 < 0.05. The results of the analysis support the fifth hypothesis (H5) of the study which states that content creators have a significant effect on consumer loyalty. This research is in line with the findings of Melita, (2023) showing that content creators can influence consumer purchasing decisions and increase loyalty levels through the trust built between consumers and content creators. In addition, Yunita *et al.*, (2021) also stated that authentic and relevant content delivered by content creators can strengthen consumers' emotional bonds with brands, thereby driving higher loyalty. Content creators who are effective in delivering interesting and relevant messages to consumers on platforms such as TikTok have great potential to influence consumer loyalty and increase their engagement with brands.

#### **Price on Content Creators on Tik Tok Consumers in Sumenep City**

Based on the results of data processing that has

been carried out by researchers, it can be concluded that the price variable (X1) has a significant influence on Creator Content (Z1) on Tik Tok Shop in Sumenep City. This is evidenced by the t-statistics value of  $2.979 > 1.96$  because it is greater than the minimum limit value. While the P-Values value is  $0.003 < 0.05$ . The results of the analysis support the sixth hypothesis (H6) of the study stating that price has a significant effect on creator content. This finding is in line with research by Yudhistira, (2023) states that prices that are considered reasonable by consumers can influence their perceptions of quality affect the motivation of content creators who work with these brands or products. Ardila & Irawan, (2022) that prices that are competitive and in line with consumer expectations will be more attractive for content creators to recommend products through platforms such as TikTok, because they can increase engagement and interaction with the audience. Content creators who feel the value of the price of the product offered will be more likely to convey positive and authentic messages to their audience.

#### **Brand Experience on Creator Content for Tik Tok Consumers in Sumenep City**

Based on the results of data processing that has been carried out by researchers, it can be concluded that the Brand Experience variable (X2) has a significant influence on Creator Content (Z1) on Tik Tok Shop in Sumenep City. This is evidenced by the t-statistics value of  $2.115 > 1.96$  because it is greater than the minimum limit value. While the P-Values value is  $0.035 < 0.05$ . The findings support the seventh hypothesis (H7) of the study which states that brand experience has a significant effect on creator content. These findings are consistent with research by Putra & Keni, (2020) stating that a positive brand experience can build a strong emotional connection between consumers and brands, which in turn can affect the brand image shared by content creators. (Sindarto & Ellitan, 2022) also emphasizes that a good brand experience can create strong brand associations, which content creators often share with their audience. Content creators who have positive experiences with brands tend to be more enthusiastic in conveying brand messages, increasing the credibility and appeal of the product in the eyes of their audience.

#### **Perceptiveness to content creators on Tik Tok consumers in Sumenep City**

Based on the results of data processing that has been carried out by researchers, it can be concluded that the Delivery Speed variable (X3) has a significant influence on Creator Content (Z1) on Tik

Tok Shop in Sumenep City. This is evidenced by the t-statistics value of  $4.494 > 1.96$  because it is greater than the minimum limit value. While the P-Values value is  $0.000 < 0.05$ . The findings support the eighth hypothesis (H8) of the study which states that delivery speed has a significant effect on content creators. This finding is in line with research by Cui et al. (2012), which states that delivery speed can strengthen consumers' perceptions of their service and shopping experience. Chevalier & Goolsbee (2003) also suggest that fast delivery can increase consumer satisfaction, which then has a positive impact on reviews and recommendations made by content creators. With fast delivery, consumers and content creators have a positive experience that increases the chances of content creators to promote the brand or product more often and more intensively to their audience.

#### **Content creators mediate the effect of price on Tik Tok consumer loyalty in Sumenep City**

Based on the results of data processing that has been carried out by researchers, it can be concluded that the price variable (X1) on consumer loyalty (Y) mediated by creator content (Z1) on Tik Tok Shop consumers in Sumenep City. This is evidenced by the t-statistics value of  $2.198 > 1.96$  because it is greater than the minimum limit value. While the P-Values value of  $0.028 < 0.05$ . it can be explained that creator content plays a role in mediating the effect of price on consumer loyalty. These findings indicate that content creators play a role in mediating the effect of price on consumer loyalty, thus supporting the eighth hypothesis (H8). These results are in line with research conducted by Mayrhofer *et al.*, (2020) which found that the presence of content creators can strengthen the perception of value and quality of prices offered by sellers to consumers, thereby increasing loyalty. In addition, research by Zhang & Choi, (2022) also shows that content creators who convey product information in an interesting and authentic way are able to build trust and emotional attachment of consumers to the brand, which ultimately increases their loyalty, even though the price offered is relatively competitive. Conceptually, the role of content creators in mediating the effect of price can be explained through the stimulus-organism-response (SOR) theory, where price is the stimulus, content creators are the organisms that process consumer perceptions and loyalty is the final response of consumers to their shopping experience. Thus, content creators not only act as information conveyors, but also as emotional connectors

between brands and consumers, which contributes to increased loyalty, despite the price variable being one of the main rational considerations.

#### **Content creators mediate the influence of brand experience on Tik Tok consumer loyalty in Sumenep City**

Based on the results of data processing that has been carried out by researchers, it can be concluded that the brand experience variable (X2) on consumer loyalty (Y) mediated by creator content (Z1) on Tik Tok Shop consumers in Sumenep City. This is evidenced by the t-statistics value of  $1.615 < 1.96$  because it is smaller than the minimum limit value. While the P-Values value of  $0.107 > 0.05$ . it can be explained that creator content does not play a role in mediating the price relationship to consumer loyalty. These findings indicate that creator content does not play a role in mediating the effect of brand experience on consumer loyalty so that it does not support the eighth hypothesis (H9). These results are in line with research conducted by Aldi & Adisaputra, (2024) shows that the effect of brand experience on consumer loyalty is direct and not always influenced by intermediaries such as content creators, especially when consumers have high emotional involvement with brands based on their personal experience. Siti Julaeha, (2024) states that *brand experience* is more individualized and subjective, which in many cases cannot be fully represented or conveyed by content creators to their audience. From the perspective of *Experiential Marketing* theory, brand experience includes sensory, affective, cognitive, and relational aspects formed through consumers' direct interactions with brands. When these experiences are strong enough, consumers can form loyalty independently without being influenced by third parties such as content creators.

#### **Creator content mediates the effect of delivery speed on Tik Tok consumer loyalty in Sumenep City**

Based on the results of data processing that has been carried out by researchers, it can be concluded that the variable speed of delivery (X3) on consumer loyalty (Y) mediated by creator content (Z1) on Tik Tok Shop consumers in Sumenep City. This is evidenced by the t-statistics value of  $2.890 > 1.96$  because it is greater than the minimum limit value. While the P-Values value of  $0.004 < 0.05$ . it can be explained that creator content plays a role in mediating the effect of delivery speed on consumer loyalty. These findings indicate that content creators play a role in mediating the effect of delivery speed on consumer loyalty, thus

supporting the eighth hypothesis (H10). This result is in line with research Yadav & Rahman, (2018) that delivery speed is one of the main indicators in determining consumer satisfaction and loyalty in the e-commerce ecosystem. When content creators provide testimonials or positive reviews of the fast delivery of a product through platforms such as TikTok, it creates a perception of reliability and professionalism of the seller, which in turn encourages increased consumer loyalty. A similar study by Tunsakul, (2024) shows that the effect of delivery speed on loyalty will be stronger if it is reinforced by trusted figures such as content creators who have an emotional attachment to their audience.

#### **Customer review moderates the price relationship to Tik Tok consumer loyalty in Sumenep City**

Based on the results of data processing that has been carried out by researchers, it can be concluded that the price variable (X1) on consumer loyalty (Y) which is moderated by customer review (M1) on Tik Tok Shop consumers in Sumenep City. This is evidenced by the t-statistics value of  $2.467 > 1.96$  because it is greater than the minimum limit value. While the P-Values value of  $0.014 < 0.05$ . it can be explained that customer review plays a role in moderating the price relationship to consumer loyalty. This finding shows that customer reviews play a role in moderating the relationship between price and consumer loyalty. This finding shows that customer reviews can strengthen or weaken the effect of price on loyalty. When consumers see positive reviews about product quality that are comparable to the price paid, loyalty to the seller or brand will increase. Conversely, even though the price is relatively cheap, if the customer review is negative, then consumers will tend to be disloyal because they question the quality of the product. Therefore, this result supports the eleventh hypothesis (H11) in this study. This result is in line with research by Ginting & Heryjanto, (2023) stating that reviews from other customers are an important factor in assessing the value for money of a product in e-commerce. Tri Wahjoedi *et al.*, (2022) shows that *electronic word of mouth* in the form of reviews has a major influence in shaping perceptions of fair prices and indirectly affecting loyalty.

#### **Customer review moderates the relationship between brand experience and Tik Tok consumer loyalty in Sumenep City**

Based on the results of data processing that has been carried out by researchers, it can be concluded that the variable Brand experience (X2) on

consumer loyalty (Y) which is moderated by customer review (M1) on Tik Tok Shop consumers in Sumenep City. This is evidenced by the t-statistics value of  $0.920 < 1.96$  because it is smaller than the minimum limit value. While the P-Values value is  $0.358 > 0.05$ . It can be explained that customer reviews do not play a role in moderating the relationship between brand experience and consumer loyalty. This finding shows that customer reviews do not play a role in moderating the relationship between brand experience and consumer loyalty. This finding shows that although customer reviews are often considered an important element in shaping consumer perceptions, in the context of *brand* experience on the TikTok Shop platform in Sumenep City, reviews from other customers are not strong enough to strengthen or weaken the influence of brand experience on loyalty. This could be due to several factors, such as low trust in reviews, the absence of in-depth direct experience of the brand, or because TikTok consumers tend to be more influenced by the visual and emotional aspects of the content, rather than simply the written opinions of other customers. This result does not support the twelfth hypothesis (H12) in this study, which states that customer reviews moderate the relationship between brand experience and consumer loyalty. This finding contradicts the results of previous research Huang, (2017) that *brand experience* has a strong influence on loyalty, especially if reinforced by external validation such as testimonials and customer reviews. However, in the context of TikTok Shop, it could be that customer reviews are not yet the main factor that strengthens brand experience, because the perception of brand experience is more shaped by *user-generated content* in the form of videos, challenges, or endorsements from content creators, not from text-based reviews.

#### **Customer review moderates the relationship between delivery speed and Tik Tok consumer loyalty in Sumenep City**

Based on the results of data processing that has been carried out by researchers, it can be concluded that the variable delivery speed (X3) on consumer loyalty (Y) which is moderated by customer review (M1) on Tik Tok Shop consumers in Sumenep City. This is evidenced by the t-statistics value of  $0.516 < 1.96$  because it is smaller than the minimum limit value. While the P-Values value is  $0.606 > 0.05$ . Thus, it can be explained that *customer reviews* do not play a significant role in moderating the relationship between delivery speed and customer loyalty. This means that the presence of reviews from other

customers is not strong enough to strengthen or weaken the influence of consumer perceptions of delivery speed in shaping their loyalty to sellers on the TikTok Shop platform. This finding suggests that consumer loyalty to TikTok Shop sellers is determined more by consumers' direct experiences, such as the timeliness of delivery that they themselves experience, than by reviews or testimonials from other consumers. It also indicates that in the context of video-based online shopping such as TikTok Shop, *customer reviews* may not have as significant an influence role as on conventional e-commerce platforms. This result does not support the thirteenth hypothesis (H13). Research by Lacap & Tungcab, (2020) states that customer review as moderation is highly dependent on the credibility of the source and the context of the platform used. In this case, TikTok as a short video content-based platform allows consumers to be influenced more by visual elements or creator content than regular review text.

#### **CONCLUSIONS**

Based on the research results, it can be concluded that price, brand experience and delivery speed significantly affect TikTok Shop consumer loyalty in Sumenep City. Prices that match the value of the product are able to build loyalty, in line with the theory of value-based perception. A positive brand experience strengthens consumers' emotional bonds with the brand, while high delivery speed increases satisfaction and encourages repeat purchases. Content creators are shown to mediate the effect of price and delivery speed on loyalty, but not brand experience, whose effect is more direct. On the other hand, customer reviews only acted as a moderator in the price-loyalty relationship, but were not significant in moderating the effect of brand experience or delivery speed. These findings suggest that on the TikTok Shop platform, visual and interactive factors (such as content creators) are more dominant than text reviews in shaping consumer loyalty.

For business actors at TikTok Shop in Sumenep City, there are several strategies that can be optimized to strengthen customer loyalty. First, setting competitive prices needs to be accompanied by an emphasis on product value through collaboration with content creators, because the integration of pricing strategies and creative content is proven to strengthen customer loyalty. Second, businesses are advised to strengthen brand experience through sensory and emotional interactions, such as interactive content, creative

challenges, or visual storytelling, given that brand experience has a direct influence on consumer loyalty without relying on mediating variables. Third, logistics efficiency is also a crucial factor, especially in ensuring optimal delivery speed. This advantage can be effectively promoted through content creators that highlight service reliability and speed, thus reinforcing positive customer perceptions. Fourth, customer reviews should be optimized in the form of videos or visual testimonials, as the TikTok platform is more responsive to dynamic content than static text. Finally, collaboration with local content creators is highly recommended to build trust and emotional attachment with the audience, especially in conveying the value of price and excellence of delivery services. For future research, it is recommended to explore other variables such as the influence of TikTok's recommendation algorithm or local community involvement as factors that contribute to strengthening consumer loyalty in more depth.

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