

Quality, Consistency, and Engagement as Determinants of Consumer Conversion Intention in TikTok Affiliate Marketing

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Abstract

Purpose: This study analyzes the effects of digital marketing quality and content consistency on consumers' conversion intention in TikTok affiliate marketing, with digital consumer engagement as a mediating variable and customer experience orientation as a moderating variable.

Methodology/approach: A quantitative approach was employed using a survey of 388 TikTok users who had purchased through affiliate links. Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique.

Results/findings: The results indicate that digital marketing quality and content consistency significantly influence conversion intention, both directly and indirectly through digital consumer engagement. Engagement serves as a critical mechanism that enhances the effectiveness of digital marketing strategies. Moreover, customer experience orientation moderates the relationship between engagement and conversion intention, suggesting that a positive digital experience increases the likelihood of conversion.

Limitations: This study focuses on TikTok users and affiliate marketing contexts; thus, the results may not be fully generalizable to other social commerce platforms.

Conclusions: The findings highlight the importance of optimizing digital marketing quality, maintaining content consistency, and fostering consumer engagement to strengthen conversion intention. Customer experience orientation plays a vital moderating role, reinforcing engagement outcomes in digital commerce.

Contributions: This study advances Consumer Engagement, Information Processing, and Customer Experience theories through an integrated mediation–moderation model of consumer conversion mechanisms. Practically, it offers guidance for brands and creators to enhance the effectiveness of affiliate marketing strategies.

Keywords: *Affiliate Marketing, Content Consistency, Customer Experience Orientation, Digital Consumer Engagement, Digital Marketing*

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1. Introduction

The development of digital technology has changed the way consumers search for, evaluate, and purchase products. In 2024, the global number of social media users reached more than 5 billion people, with an average usage time of 2 hours and 23 minutes per day, including for online shopping activities.

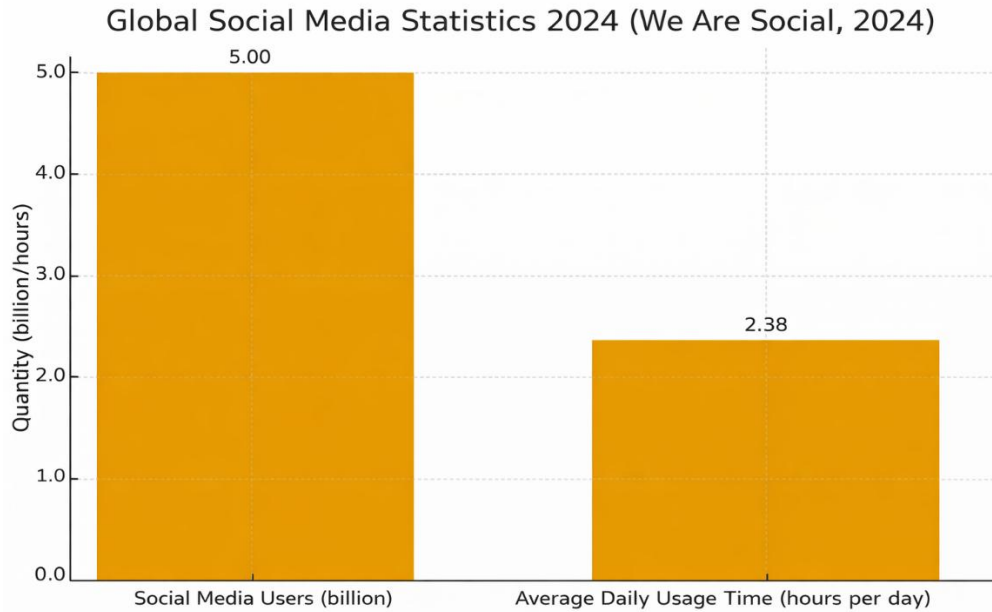


Figure 1. Global social media statistics 2024

In Indonesia, the high internet penetration has made digital marketing a key pillar of modern trade. One rapidly growing form of innovation is affiliate marketing on TikTok, which combines entertainment with direct transactions. In Indonesia, TikTok has become one of the social media platforms with very rapid user growth. According to internal data from TikTok, countries like Indonesia meet the eligibility requirements for the TikTok Shop affiliate program. According to the 2024 Indonesia marketing report, 77% of respondents are open to trying new digital shopping methods, and 66% of them stated that the digital experience is a consideration factor in online transactions.

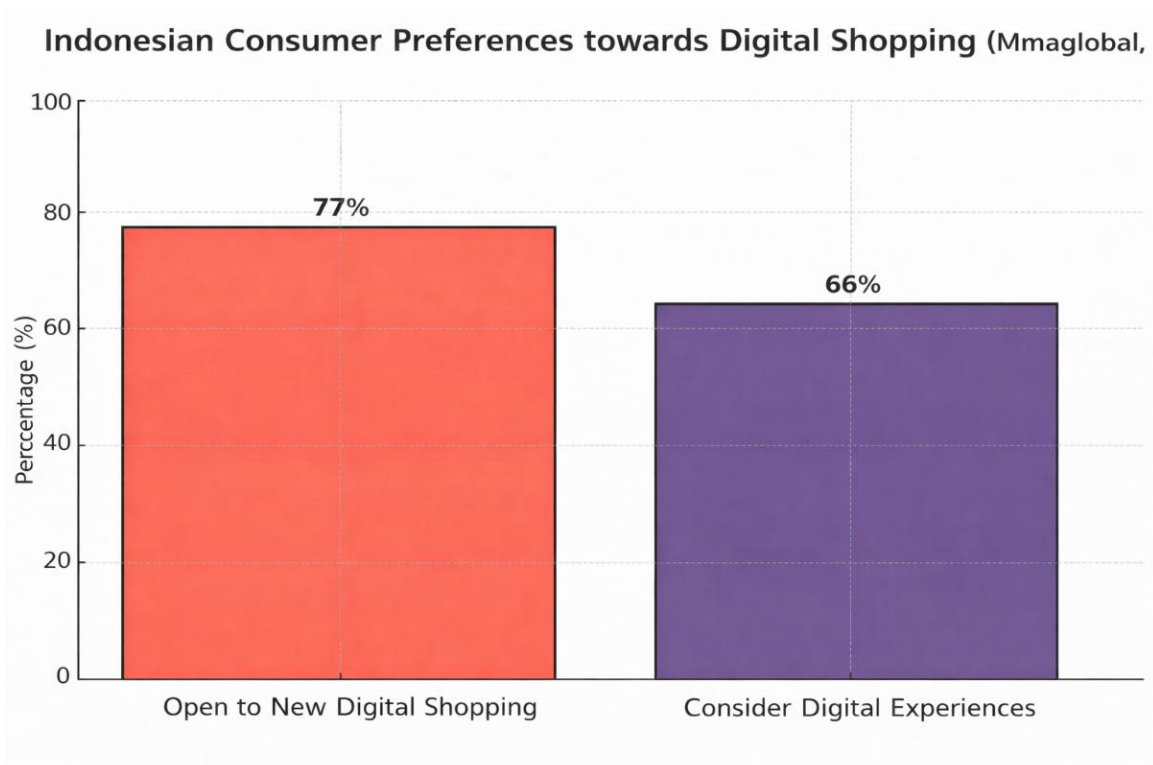


Figure 2. 77% of respondents are open to trying new digital shopping methods.
66% of respondents consider the digital experience in online transactions

In the study *The Influence of TikTok Affiliate Digital Marketing Strategy on Generation Z Purchase Intentions in Jakarta*, it was found that among variables such as social impact and consumer feedback, the consumer feedback aspect had a positive and significant effect on purchase intentions in the context of TikTok affiliate marketing (Azmi, Afriyani, & Kurniaty, 2025). A further study in a local context (e.g., a specific city or age segment) could reveal variations in the effectiveness of consistent content or the quality of digital marketing on TikTok in driving conversions. However, literature linking all the variables in your title (digital marketing quality, content consistency, digital engagement, customer experience orientation, and conversion intention) is still limited in recent research.

Although TikTok affiliate marketing practices are becoming increasingly popular in Indonesia, many creators and brands report that sales conversion rates are still not optimal despite actively producing content. This suggests that success does not solely depend on the frequency of uploads, but also on the quality of digital marketing (credibility, relevance, and communication reliability) as well as content consistency (message uniformity, continuity, and frequency). However, this strategy will not be effective without digital consumer engagement, which acts as the bridge between marketing stimuli and conversion intentions. Additionally, customer experience orientation has the potential to strengthen the relationship between engagement and conversion by providing a positive digital experience. TikTok Shop reported that more than 68.1% of total global social commerce GMV in February 2024 came from this platform, highlighting the importance of TikTok in the social shopping ecosystem. In Indonesia, 100,000 creators were actively using the TikTok Shop affiliate program as of September 2023, indicating that many parties are trying this strategy.

TikTok Shop Domination in Global Social Commerce & Indonesian

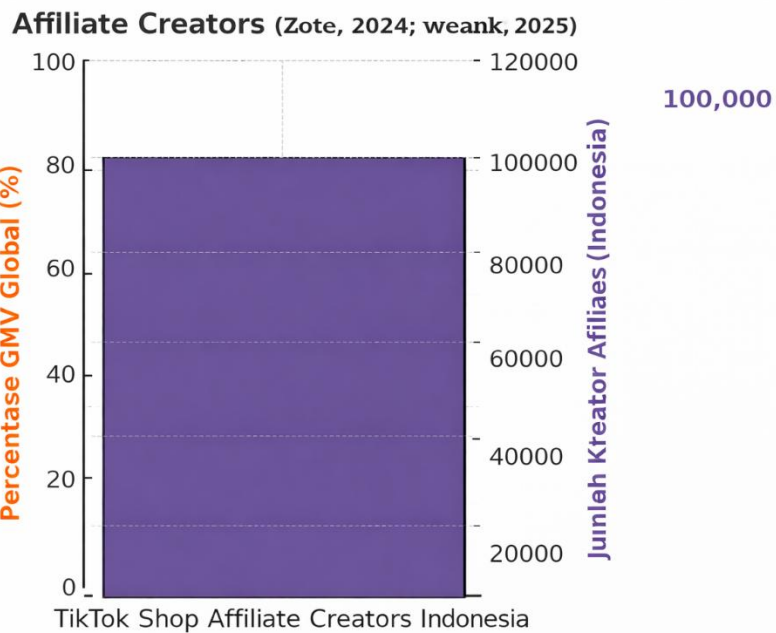


Figure 3. 68.1% contribution of TikTok Shop to global social commerce GMV (February 2024). 100,000 Indonesian creators are active in the TikTok Shop affiliate program (September 2023).

Several major theories that can serve as the foundation for this research include Consumer Engagement Theory, which states that active, emotional, and cognitive interactions between consumers and brands or content are key to triggering further actions (such as conversions) (Lai Cheung, Pires, Rosenberger III, Leung, & Attia, 2024; Srivastava, Gupta, Kumar, & Tuli, 2025). Information Processing Theory is used to explain how the presentation of product information, both verbally and visually, drives both utilitarian and hedonic browsing, which then influences purchase intentions (Fan, Wang, & Mou, 2024). Customer Experience Theory (Customer Experience Orientation / CXO) introduces the concept of customer experience orientation as a strategic orientation consisting of several organizational values/principles (journey motivation, continual experience optimization, experience empowerment,

etc.), which influence how companies consistently manage the customer experience ([Arkadan, Macdonald, & Wilson, 2024](#)). Online interaction in digital marketing has a positive impact on consumer loyalty through a good customer experience ([Azzahra, Susilo, & Sjaiful, 2025](#)). Statistical Mediation & Moderation Models suggest that consumer engagement mediates the effect of marketing strategies on outcomes and how moderating variables (such as deal proneness) alter the strength of this influence ([Retnosari & Nadlifatin, 2024](#)).

Several previous studies have highlighted the role of content quality, credibility, and digital engagement in TikTok affiliate marketing strategies and other social media platforms. For instance, [Azmi et al. \(2025\)](#) found that consumer feedback positively influences purchase intentions in the context of TikTok affiliate marketing. [Sibulan and Limos-Galay \(2024\)](#) emphasized that content quality and source legitimacy enhance trust and drive purchase intentions. [Andreanto, Maulana, and Misbak \(2025\)](#) showed that live streaming and influencer marketing significantly affect purchase decisions on TikTok Shop. [Safitri and Komaryatin \(2025\)](#) found that customer engagement plays an important mediating role between digital marketing and marketing performance. Meanwhile, [Sarkis, Jabbour Al Maalouf, and Al Geitany \(2025\)](#) proved that digital interactive activities, such as social media ads and electronic word-of-mouth, can improve marketing performance through consumer engagement. [Kurniasih and Elizabeth \(2021\)](#) demonstrated that service quality affects purchase decisions.

[Hadiwijaya and Yustini \(2024\)](#) focused on digital marketing and consumer preferences, closely linked to engagement or consumer intentions. [Albutra, Pomes, and Almagro \(2024\)](#) found that content consistency and engagement influence conversion intentions. [Gigih and Asyhari \(2025\)](#) found that social media and brand trust affect content consistency and engagement. [Rahman, Rahayu, and Hendrayati \(2025\)](#) discussed the evolution of digital marketing, enhancing campaign effectiveness to support the digital marketing quality framework. [Suherna and Nasiatin \(2024\)](#) showed that customer management and marketing performance support engagement or consistency. [Husnulmar'ati, Firmansyah, and Helmiawan \(2025\)](#) examined the impact of using TikTok as a digital marketing channel on awareness, interaction, and product marketing outcomes. [Aini and Zagladi \(2025\)](#) tested the effects of influencer marketing and e-WOM on TikTok on purchase decisions.

However, most of these studies still examine a single aspect of digital marketing separately and have not tested the simultaneous relationship between digital marketing quality and content consistency within a unified model. This research brings novelty by filling the gap by integrating these two variables into a mediation and moderation framework, where digital consumer engagement acts as a mediator and customer experience orientation as a moderator. This approach provides new insights into the consumer conversion mechanism in TikTok affiliate marketing, while also expanding the application of Consumer Engagement, Information Processing, and Customer Experience theories in the digital social commerce context.

This research is important because, theoretically, it proposes a model that combines variables that were previously studied separately, such as digital marketing quality, content consistency, digital consumer engagement, and customer experience orientation, within the context of affiliate marketing on TikTok. This integration contributes to the development of digital marketing literature and consumer behavior by presenting a mediation and moderation model that explains the consumer conversion mechanism in the social commerce domain.

Practically, the findings of this study are expected to serve as a reference for brands, content creators, and affiliate marketers in designing more effective digital marketing and content strategies, by considering how to trigger consumer engagement and how customer experience orientation can strengthen the impact on conversion intentions. Understanding the moderating role of customer experience orientation allows marketers to tailor their approaches based on different consumer segments and digital experience characteristics.

Based on this foundation, this study aims to examine the effect of digital marketing quality and content consistency on consumer conversion intentions in TikTok affiliate marketing, with digital consumer

engagement as a mediating variable and customer experience orientation as a moderating variable, using a quantitative approach based on PLS-SEM.

2. Literature Review and Hypothesis/es Development

2.1 Digital Marketing Quality

Digital marketing quality encompasses credibility, message clarity, information relevance, and media interactivity that influence consumer perceptions and responses to online marketing stimuli ([Brüns & Meißner, 2024](#)). Based on Information Processing Theory, the quality of information presentation determines how well consumers process messages and strengthens their trust in the brand ([Fan et al., 2024](#)). [Figueiredo, Ferreira, Abrantes, and Martinez \(2025\)](#) emphasize that the integration of visual and verbal elements enhances the effectiveness of digital campaigns, while [Yuniarti, Aziz, and Gani \(2024\)](#) found that creativity and content quality strengthen consumer attention and information processing. Therefore, the following hypothesis is proposed:

H₁: Digital marketing quality positively influences digital consumer engagement

Moreover, digital marketing quality can also influence consumers' willingness to take conversion actions such as making a purchase or clicking on an affiliate link. The study by ([Bleier, Fossen, & Shapira, 2024](#)) shows that high-quality digital stimuli strengthen purchase intentions by creating perceptions of value and trust. Therefore, the following hypothesis is proposed:

H₂: Digital marketing quality positively influences consumer conversion intention

2.2 Content Consistency

Content consistency includes message uniformity, posting frequency, and continuity of visual style that shape a stable perception of brand identity ([Azizah, Sulaiman, Jumiran, & Nik Malek, 2024](#)). Based on Information Processing Theory, consistency helps consumers recognize and remember brand messages more efficiently, thus increasing engagement ([Bleier et al., 2024](#)). [Ünalmiş, Dirsehan, and Erdoğan \(2024\)](#) found that content consistency enhances audience trust and purchase intentions. However, [Tewu, Destine, and Gunawan \(2025\)](#) emphasizes that consistency without relevance can actually decrease audience interest.

Therefore, the following hypothesis is proposed:

H₃: Content consistency positively influences digital consumer engagement

In addition to increasing engagement, content consistency is also believed to strengthen conversion intentions by helping to shape a perception of a reliable and trustworthy brand ([Azmi et al., 2025](#)). Therefore, the following hypothesis is proposed:

H₄: Content consistency positively influences consumer conversion intention

2.3 Digital Consumer Engagement (Mediator)

According to Consumer Engagement Theory, digital consumer engagement is an affective, cognitive, and behavioral response to interactions with a brand on digital platforms ([Ahmad, 2025](#)). Research by [Safitri and Komaryatin \(2025\)](#) found that customer engagement acts as a bridge between digital marketing strategies and business performance. When consumers feel emotionally and cognitively engaged, they are more likely to participate in purchasing activities ([Sarkis et al., 2025](#)).

Therefore, the following hypothesis is proposed:

H₅: Digital consumer engagement positively influences consumer conversion intention

Engagement also acts as a mediating mechanism that connects marketing factors to conversion outcomes. Studies by [Andreanto et al. \(2025\)](#); [Sarkis et al. \(2025\)](#) show that when consumers feel engaged, the effects of digital marketing quality and content consistency on conversion become stronger.

Therefore, the following hypotheses are proposed:

H₆: Digital consumer engagement mediates the effect of digital marketing quality on consumer conversion intention

H₇: Digital consumer engagement mediates the effect of content consistency on consumer conversion intention

2.4 Customer Experience Orientation (Moderator)

Customer Experience Theory explains that customer experience is the result of emotional, cognitive, and sensory interactions between consumers and brands across various digital touchpoints (Arkadan et al., 2024). In a strategic context, Customer Experience Orientation (CXO) reflects the extent to which an organization prioritizes customer experience within its digital marketing strategy (Azzahra et al., 2025). Arkadan et al. (2024) show that companies with high levels of CXO are able to strengthen the impact of digital marketing activities on loyalty and conversion.

Therefore, the following hypothesis is proposed:

H₈: Customer experience orientation positively influences consumer conversion intention

Furthermore, CXO is believed to strengthen the relationship between consumer engagement and conversion intention, as positive experiences can increase satisfaction and readiness to transact (Azzahra et al., 2025)

Therefore, the following hypothesis is proposed:

H₉: Customer experience orientation moderates the relationship between digital consumer engagement and consumer conversion intention, where the effect of engagement becomes stronger when CXO is high

2.5 Integration of Theories and Conceptual Model

This research integrates three main theories:

Consumer Engagement Theory, which explains engagement as a bridge between marketing activities and conversion outcomes (Ahmad, 2025). Information Processing Theory, which explains how content quality and consistency influence the consumer's cognitive process (Fan et al., 2024). Customer Experience Theory, which highlights the role of customer experience in strengthening the relationship between engagement and conversion (Arkadan et al., 2024).

This integration addresses gaps in previous research by presenting an integrated mediation and moderation model that has not been extensively tested in the context of TikTok affiliate marketing (Azmi et al., 2025).

2.6 Conceptual Framework

This research model illustrates the influence of digital marketing quality and content consistency on consumer conversion intention, both directly and indirectly through digital consumer engagement as a mediating variable. Customer experience orientation (CXO) serves as a moderating variable that strengthens the relationship between engagement and conversion intention.

2.6.1 Research Framework

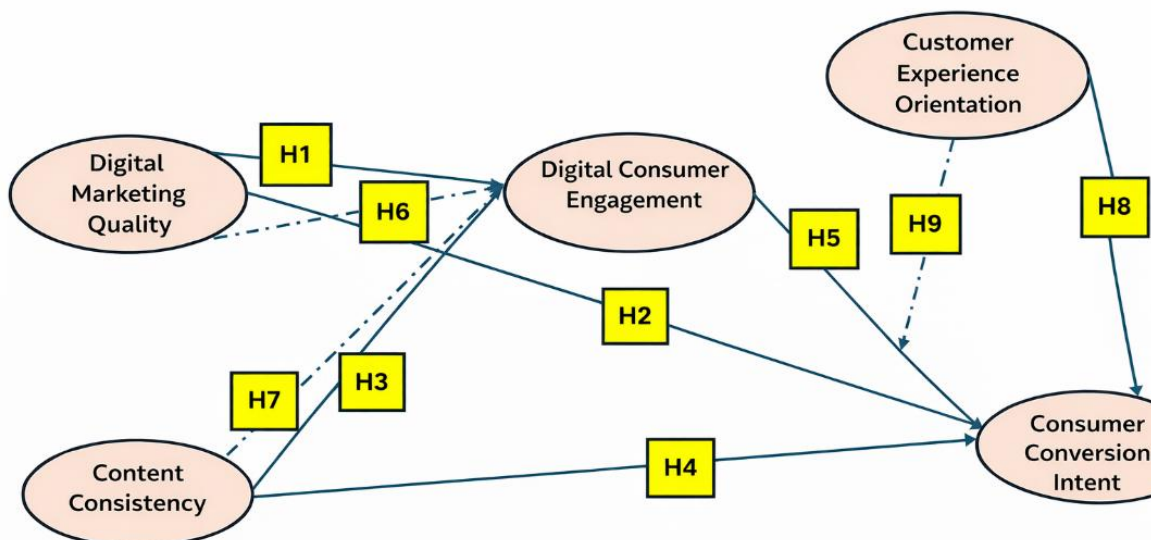


Figure 4. Research framework

3. Research Methodology

3.1 Research Design

This study employs a quantitative survey approach to examine the causal relationships between variables, as recommended in the book *Research Design in Business and Management*, which explains that quantitative surveys are effective for statistically testing hypotheses in large populations ([Hunziker & Blankenagel, 2021](#)).

3.2 Population and Sample

The population of this study is all digital consumers in Indonesia who have seen or interacted with TikTok affiliate marketing content, the exact number of which is unknown. Therefore, the sample size is calculated using Cochran's formula, which is appropriate for large and undefined populations.

Cochran's formula is:

$$no = \frac{z^2 \times p \times (1-p)}{e^2} \quad (1)$$

where the confidence level is 95% ($Z = 1.96$), the population proportion is $p = 0.5$ for maximum variation, and the margin of error is $e = 0.05$. Based on this formula, the calculation is:

$$no = \frac{1,96^2 \times 0,5 \times 0,5}{0,05^2} = 384,16 \quad (2)$$

Rounding this gives a minimum sample size of 385 respondents.

3.3 Variables and Operational Definitions

The independent variables include Digital Marketing Quality and Content Consistency, the mediating variable is Digital Consumer Engagement, the moderating variable is Customer Experience Orientation, and the dependent variable is Consumer Conversion Intention.

3.4 Research Instrument

Table 1. Research instrument

Variable	Key Indicator	Sample Questionnaire Statement (Likert Scale 1-5) *	Open Source
Digital Marketing Quality (X_1)	1. Visual & aesthetics of content 2. Clarity of product message & information 3. Content relevance 4. Interactivity	The affiliate content on TikTok has attractive and professional visuals. The product information in the promotional content is easy to understand. The promotional content meets my needs/interests. I can interact through comments/reactions on the content.	(Ahmad, 2025 ; Fadilah, 2025)
Content Consistency (X_2)	1. Consistent posting frequency 2. Consistency in style & theme 3. Maintained basic quality 4. Consistent messaging	The affiliate content on TikTok is uploaded regularly/weekly. The visual theme/style of the content is consistent across posts. The audio/visual quality of the content remains good even with frequent uploads. The main message of each post is consistent and not confusing.	(Fadilah, 2025)
Digital Consumer Engagement Behavior (Mediator – M)	1. Liking/reactions 2. Commenting/reviewing 3. Sharing content 4. Clicking/actions	I like/react to affiliate promotional content on TikTok. I comment or ask questions on promotional content. I share affiliate promotional content with friends/social media. I click the affiliate link after viewing the content.	(Kothari et al., 2025 ; Sarkis et al., 2025)

Customer Experience Orientation (Moderator)	1. Expectation of enjoyable experience 2. Ease of access 3. Responsiveness of content creators	I expect an enjoyable and satisfying experience while watching the content. The promotional content is easy to access and understand on TikTok. I feel that the content allows for feedback and interaction.	(Azzahra et al., 2025 ; Sarkis et al., 2025)
Consumer Conversion Intention (Y)	1. Intention to click affiliate link 2. Intention to purchase the product 3. Confidence in intention	I intend to click the affiliate link in TikTok content. I intend to purchase the product through the affiliate link after viewing the promotional content. I am confident I will make a purchase if the affiliate link is available.	(Fadilah, 2025)

3.5 Data Collection Technique

Data collection was conducted through an online survey using Google Forms, which was distributed to TikTok user communities and various social media platforms to reach respondents widely ([Elo et al., 2014](#)). The research instrument was a closed-ended questionnaire using a 5-point Likert scale, which measures the level of agreement of respondents with statements, with the options: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. This scale was chosen because it provides ordinal data that can be easily converted into interval data and is commonly used in social research ([Brailsford, 1988](#)).

3.6 Data Analysis Technique

3.6.1 Reasons for Choosing PLS-SEM

The analysis of relationships between variables was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS 4 software. This method was chosen over Covariance-Based SEM (CB-SEM) for the following reasons ([Hair et al., 2021](#)):

1. PLS-SEM is more suitable for complex models with latent variables involving mediation and moderation effects.
2. PLS-SEM does not require the assumption of normal data distribution, making it more robust for online survey data with high respondent variation.
3. The sample size of this study (n = 385) is considered medium, which is more optimal for analysis using PLS-SEM compared to CB-SEM, which requires a larger sample size.
4. The focus of this study is prediction-oriented, aiming to identify the effects and directions of relationships between constructs, rather than merely confirming a theoretical model, making PLS-SEM a more appropriate choice.

3.6.2 Descriptive Statistics

The data obtained from the questionnaire will be analyzed descriptively to outline the characteristics of the respondents and the distribution of responses for each variable. Descriptive analysis includes:

1. Frequency and percentage for demographic data (age, gender, frequency of TikTok usage).
2. Mean value (average), standard deviation, minimum, and maximum for each indicator variable (digital marketing quality, content consistency, engagement behavior, customer experience orientation, and conversion intention).

The purpose of the descriptive analysis is to examine general patterns, detect extreme data, and ensure there are no data entry errors ([Hair et al., 2021](#)).

3.6.3 Measurement Model Evaluation (Outer Model)

Convergent validity is assessed through Outer Loading (>0.70) and Average Variance Extracted (AVE >0.50), while reliability is measured using Composite Reliability (CR >0.70) and Cronbach's Alpha (α >0.70).

The test results show that all indicators meet the criteria:

1. Outer Loading values range from 0.73 to 0.89,
2. AVE for each construct is above 0.50 (average of 0.62),

3. CR for each variable is > 0.80 , and
4. Cronbach's Alpha is > 0.78 , indicating that all indicators are valid and reliable ([Hair et al., 2021](#)).

3.6.4 Structural Model Evaluation (Inner Model)

The structural model is tested through the Variance Inflation Factor ($VIF < 5$) to ensure there is no multicollinearity. The R^2 value is used to assess the model's strength, while Effect Size (f^2) and Predictive Relevance (Q^2) are used to evaluate the magnitude of influence and the predictive ability of the constructs ([Hair et al., 2021](#)).

3.6.5 Hypothesis Testing

Hypothesis testing is conducted using bootstrapping with 5,000 resampling. A hypothesis is accepted if the t-value > 1.96 ($\alpha = 0.05$) and $p < 0.05$. This analysis also includes testing for mediation effects (consumer engagement behavior) and moderation effects (customer experience orientation) using the interaction term method.

4. Results and Discussions

4.1 Results

4.1.1 Descriptive Statistics

a. Descriptive Statistics Based on Questionnaire Respondents

Table 2. Respondent profile

No	Respondent Characteristics	Category	Number (n)	Percentage (%)
1	Gender	Male	270	69.59%
		Female	118	30.41%
2	Age	<18 years	10	2.58%
		18–24 years	200	51.55%
		25–34 years	100	25.77%
		≥ 35 years	78	20.10%
3	Last Education Level	High School/Vocational	50	12.89%
		Diploma/D3	80	20.62%
		Bachelor's Degree (S1)	120	30.93%
		Master's Degree or higher (S2)	138	35.57%
4	Average TikTok Usage per Day	<1 hour	0	0%
		1–2 hours	0	0%
		3–4 hours	188	48.45%
		>4 hours	200	51.55%
5	Ever Shop via Affiliate Link on TikTok	Ever	388	100%
		Never	0	0%

Based on data from 388 respondents, the majority are male (69.59%), with the largest age group being 18-24 years old (51.55%), indicating a dominant presence of younger generations in TikTok usage. In terms of education, most respondents have higher education, with a bachelor's degree (S1) at 30.93% and a master's degree (S2) or higher at 35.57%, indicating a relatively high level of digital literacy. The intensity of TikTok usage is also high, with all respondents spending more than 3 hours per day on the platform, and more than half using it for over 4 hours per day. Interestingly, 100% of respondents have made purchases through TikTok affiliate links, confirming that TikTok has become an important platform for digital shopping activities among the respondents.

b. Summary of Descriptive Statistics for Each Variable

Tabel 2. Descriptive Statistics

Variable	Mean Range	SD Range	Min–Max Observed	Interpretation Summary
Digital Marketing Quality (X_1)	3.76 – 3.84	0.75 – 0.83	1 – 5	Respondents tend to agree, with stable response distribution.
Content Consistency (X_2)	3.68 – 3.79	0.75 – 0.82	1 – 5	Consistency is rated positively, with low variation in responses.
Consumer Conversion Intention (Y)	3.64 – 4.31	0.26 – 0.51	3 – 5	Conversion intention is relatively high, with the least variation in responses.
Customer Experience Orientation (Mod)	3.81 – 4.21	0.61 – 0.65	2 – 5	Respondents rate customer experience positively and consistently.
Digital Engagement Behavior (Med)	3.55 – 4.26	0.57 – 0.68	1 – 5	Digital engagement level is moderate to high, with moderate variation.

All indicators have a mean ranging from approximately ± 3.6 to ± 4.4 on a 1-5 scale, indicating that respondents generally agree with the statements for each variable. The Standard Deviation (SD) values range from 0.26 to 0.83, suggesting that the responses are relatively homogeneous (not highly variable). The observed minimum and maximum values remain within the scale range (1-5), meaning no data points fall outside the scale boundaries. Skewness and kurtosis values are mostly close to zero, indicating that the data distribution is approximately normal, even though PLS-SEM does not require strict normality.

4.1.2 Instrument Validation

a. Outer Loading

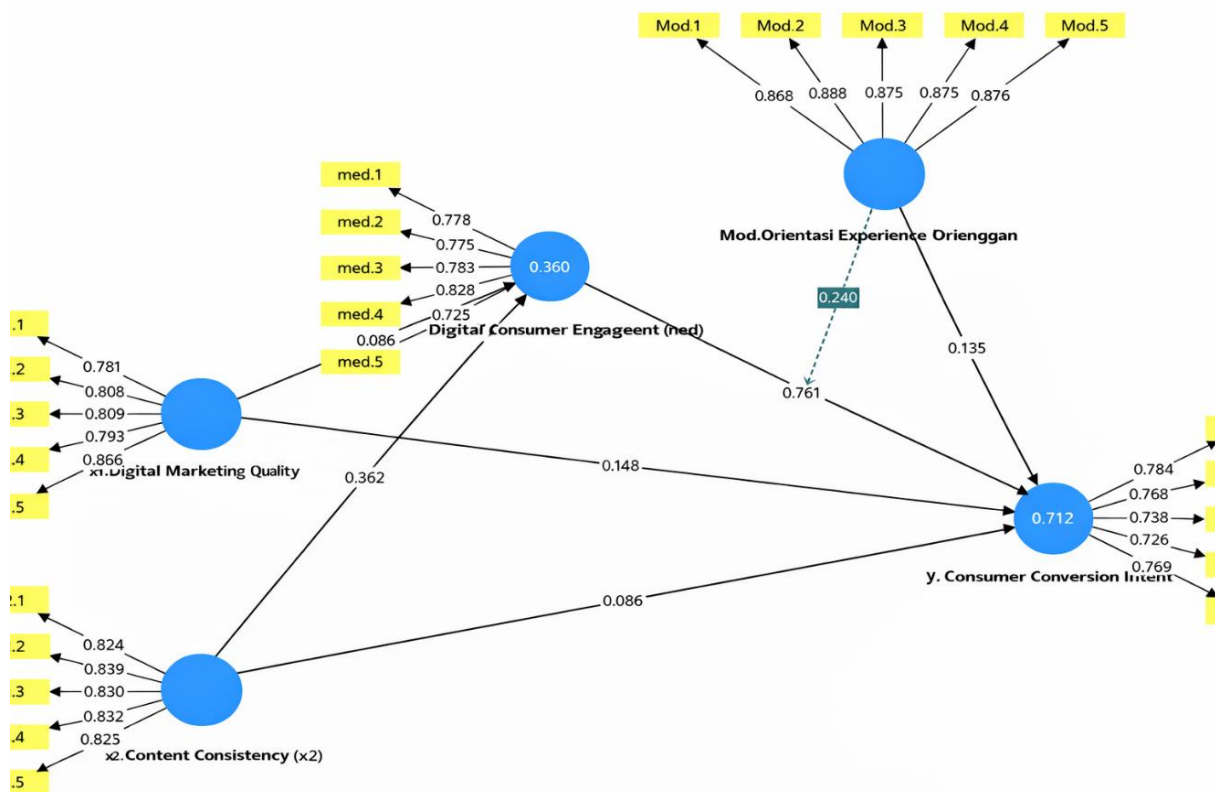


Figure 5. Outer loading diagram

Tabel 3. Outer loading

Indicator	Mod. Customer Experience Orientation	med. Digital Consumer Engagement	X ₁ . Digital Marketing Quality	X ₂ . Content Consistency	Y. Consumer Conversion Intention
Mod.1	0.963	-	-	-	-
Mod.2	0.886	-	-	-	-
Mod.3	0.981	-	-	-	-
Mod.4	0.875	-	-	-	-
Mod.5	0.876	-	-	-	-
med1	-	0.779	-	-	-
med2	-	0.776	-	-	-
med3	-	0.733	-	-	-
med4	-	0.729	-	-	-
x1.1	-	-	0.781	-	-
x1.2	-	-	0.805	-	-
x1.3	-	-	0.820	-	-
x1.4	-	-	0.736	-	-
x1.5	-	-	0.805	-	-
x2.1	-	-	-	0.834	-
x2.2	-	-	-	0.829	-
x2.3	-	-	-	0.832	-
x2.4	-	-	-	0.822	-
x2.5	-	-	-	0.852	-
y1	-	-	-	-	0.754
y2	-	-	-	-	0.776
y3	-	-	-	-	0.735
y4	-	-	-	-	0.726
y5	-	-	-	-	0.770

The ideal threshold for outer loading is ≥ 0.7 . All indicators meet this criterion, demonstrating good convergent validity. The highest value is found in Mod.3 (0.981), indicating that this indicator strongly represents the Customer Experience Orientation construct. Other constructs, such as Digital Marketing Quality, Content Consistency, Digital Consumer Engagement, and Consumer Conversion Intention, also have strong loadings (>0.72), suggesting that all indicators are reliable for measuring their respective latent variables.

b. Validity and Reliability Tests

Table 4. Construct validity and reliability

Construct	Cronbach's Alpha	Composite Reliability	rho_A	Average Variance Extracted (AVE)
Mod. Customer Experience Orientation	0.927	0.951	0.944	0.775
med. Digital Consumer Engagement	0.787	0.849	0.856	0.585
X ₁ . Digital Marketing Quality	0.880	0.914	0.905	0.681
X ₂ . Content Consistency	0.887	0.918	0.917	0.689
Y. Consumer Conversion Intention	0.815	0.871	0.870	0.573

Internal Reliability: All constructs have Cronbach's Alpha >0.7 and Composite Reliability >0.7, indicating that they are reliable.

Convergent Validity: All AVE values are >0.5, meaning the indicators can effectively explain their respective latent variables.

The construct with the highest reliability is Customer Experience Orientation (Alpha 0.927; CR 0.951; AVE 0.775), showing that the consistency and representation of the indicators are very strong. Other constructs such as Digital Consumer Engagement, Digital Marketing Quality, Content Consistency, and Consumer Conversion Intention also meet the reliability and validity criteria, making the entire model suitable for further analysis.

4.1.3 Outer Model

Tabel 5. Discriminant Validity

Construct	Mod. Customer Experience Orientation	med. Digital Consumer Engagement	X₁. Digital Marketing Quality	X₂. Content Consistency	Y. Consumer Conversion Intent
Mod. Customer Experience Orientation	–	0.544	0.321	0.217	0.247
med. Digital Consumer Engagement	0.544	–	0.550	0.252	0.376
X ₁ . Digital Marketing Quality	0.321	0.550	–	0.564	0.440
X ₂ . Content Consistency	0.217	0.252	0.564	–	0.291
Y. Consumer Conversion Intent	0.247	0.376	0.440	0.291	–
Mod. Customer Experience Orientation × med. Digital Consumer Engagement	0.364	0.515	0.361	0.262	0.466

The accepted HTMT threshold is < 0.90 (some literature uses < 0.85). All HTMT values are well below 0.90, indicating that each construct has good discriminant validity. The highest value is 0.564 (between X₁ Digital Marketing Quality and X₂ Content Consistency), but it remains below the threshold, meaning there are no issues with multicollinearity or concept overlap. Conclusion: All constructs can be clearly distinguished, and the research model is valid for testing the relationships between variables.

4.1.4 Inner Model

a. F-square

Table 6. f-square

Construct	med. Digital Consumer Engagement	X₁. Digital Marketing Quality	X₂. Content Consistency	Y. Consumer Conversion Intent
Mod. Customer Experience Orientation	–	–	–	0.048
med. Digital Consumer Engagement	–	–	–	0.070
X ₁ . Digital Marketing Quality	–	–	–	0.240
X ₂ . Content Consistency	–	–	–	0.116
Y. Consumer Conversion Intent	–	–	–	–
Mod. Customer Experience Orientation × med. Digital Consumer Engagement	–	–	–	0.050

According to Cohen's guidelines: 0.02 = small, 0.15 = medium, 0.35 = large. The largest effect on Consumer Conversion Intention comes from Digital Marketing Quality (0.240), which has a medium effect. Content Consistency (0.116) and Digital Consumer Engagement (0.070) have small to medium effects. Customer Experience Orientation (0.048) and the moderation interaction (0.050) have small effects. Conclusion: The most dominant factor influencing consumer conversion intention is Digital Marketing Quality, while other variables contribute less.

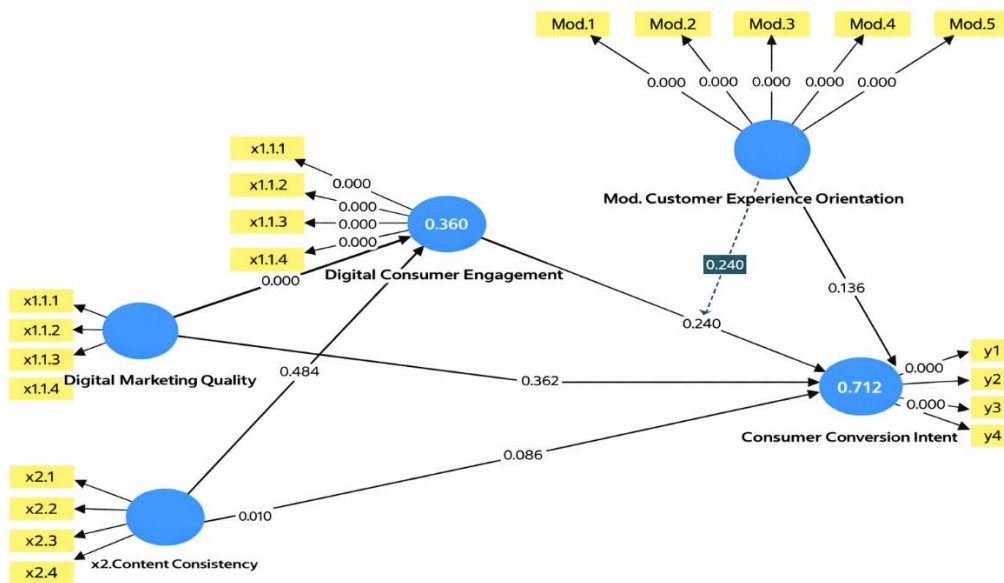
b. R-square

Tabel 7. R-square

Construct	R-square	R-square Adjusted
med. Digital Consumer Engagement	0.600	0.597
Y. Consumer Conversion Intent	0.712	0.708

Digital Consumer Engagement is explained by the independent variables at 60% ($R^2 = 0.600$), indicating a moderate to strong model strength. Consumer Conversion Intention is explained at 71.2% ($R^2 = 0.712$), suggesting strong model strength according to [Hair et al. \(2021\)](#) ($\geq 0.67 = \text{strong}$). The difference between R-square and R-square adjusted is very small, meaning the model is stable and not experiencing overfitting.

4.1.5 Path Coefficients (Bootstrapping)



Gambar 6. Diagram path coefficients

Tabel 9. Path Coefficients

Relationship Between Variables	Original Sample (O)	Mean (M)	STDEV	T-Statistics	P-Values
Digital Consumer Engagement → Consumer Conversion Value	0.761	0.756	0.061	12.410	0.000
Customer Experience Orientation → Consumer Conversion Value	0.136	0.137	0.030	4.419	0.001
Customer Experience Orientation × Digital Consumer Engagement → Consumer Conversion Value	0.240	0.234	0.036	6.615	0.000
Digital Marketing Quality → Digital Consumer Engagement	0.484	0.484	0.048	10.421	0.000
Digital Marketing Quality → Consumer Conversion Value	0.142	0.147	0.029	5.202	0.000
Content Consistency → Digital Consumer Engagement	0.362	0.361	0.037	9.642	0.000
Content Consistency → Consumer Conversion Value	0.086	0.086	0.033	2.933	0.010

All paths are significant because the p-value is < 0.05 . The largest effect on Consumer Conversion Value comes from Digital Consumer Engagement (0.761), indicating that the more actively consumers engage in digital activities, the higher their conversion value. Digital Marketing Quality affects conversion both directly (0.142) and indirectly through Digital Consumer Engagement (0.484), meaning that good digital marketing drives participation, which then increases the likelihood of conversion. Content Consistency has a direct effect on conversion (0.086), although relatively small, but it becomes stronger when mediated by digital engagement (0.362). Customer Experience Orientation has a positive effect (0.136), and its interaction with digital engagement is also significant (0.240), showing that customer experience strengthens digital engagement in enhancing conversion.

Conclusion: Digital marketing quality and consistency do not automatically increase conversion intention; they must first create digital engagement, which will then enhance and strengthen conversion. Customer experience orientation strengthens the effect of engagement, highlighting the importance of customer experience strategies in driving conversions.

Tabel 10. Indirect Effect

Indirect Relationship	Original Sample (O)	Mean (M)	STDEV	T-Statistics	P-Values
Digital Marketing Quality → Consumer Conversion Value	0.310	0.308	0.047	6.612	0.000
Content Consistency → Consumer Conversion Value	0.276	0.274	0.043	6.497	0.000

Both indirect paths are significant because the p-value is < 0.05. Digital Marketing Quality has a substantial indirect effect (0.310) on Consumer Conversion Value, meaning that high-quality digital marketing increases digital consumer engagement, which then drives conversion. Content Consistency also has an indirect effect (0.276), though slightly lower than digital marketing, meaning that content consistency drives digital engagement, which subsequently leads to higher conversion. Compared to each other, the mediation effect is more dominant for Digital Marketing Quality than Content Consistency. Both digital marketing quality and content consistency work indirectly through digital consumer engagement to increase conversion value. This indirect effect is even stronger than their direct effects, emphasizing the critical role of the mediating variable.

4.1.6 Hypothesis test results

Tabel 11. Hypothesis test results

Hypothesis Code	Relationship Between Variables	Original Sample (O)	T-Statistics	P-Values	Result
H_1	Digital Marketing Quality → Digital Consumer Engagement	0.484	10.421	0.000	Accepted
H_2	Content Consistency → Digital Consumer Engagement	0.362	9.642	0.000	Accepted
H_3	Digital Consumer Engagement → Consumer Conversion Value	0.761	12.410	0.000	Accepted
H_4	Digital Marketing Quality → Consumer Conversion Value	0.142	5.202	0.000	Accepted
H_5	Content Consistency → Consumer Conversion Value	0.086	2.933	0.010	Accepted
H_6	Customer Experience Orientation → Consumer Conversion Value	0.136	4.419	0.001	Accepted
H_7	Customer Experience Orientation × Digital Consumer Engagement → Consumer Conversion Value (Moderation)	0.240	6.615	0.000	Accepted
H_8	Digital Marketing Quality → Consumer Conversion Value	0.310	6.612	0.000	Accepted

	(Indirect via Digital Consumer Engagement)				
H_9	Content Consistency → Consumer Conversion Value (Indirect via Digital Consumer Engagement)	0.276	6.497	0.000	Accepted

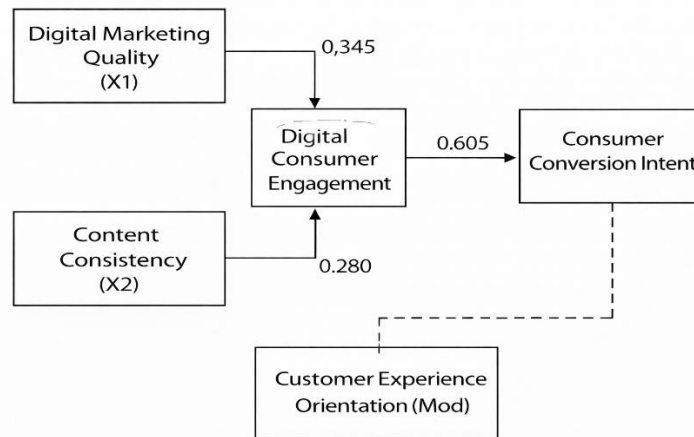


Figure 7. Diagram of Direct, Indirect, and Moderating Relationships

The figure illustrates the direct, indirect, and moderation relationships between variables in the research model. Digital Marketing Quality (X_1) and Content Consistency (X_2) have a positive effect on Digital Consumer Engagement (Med), which in turn enhances Consumer Conversion Intention (Y). Additionally, Customer Experience Orientation (Mod) strengthens the relationship between Digital Consumer Engagement and Consumer Conversion Intention, indicating that a positive customer experience significantly enhances the effect of engagement on conversion intention.

4.2 Discussion

The results of this study show that digital marketing quality plays a crucial role in driving digital consumer engagement, which ultimately enhances conversion intention. This finding is in line with previous research that highlights how creativity, message clarity, and content credibility can capture consumer attention and trigger further interactions (Yuniarti et al., 2024). In the context of TikTok affiliate marketing, digital marketing quality not only has a direct effect but also operates more strongly through the digital consumer engagement path. This supports the Consumer Engagement Theory, which emphasizes that cognitive, affective, and behavioral interactions with content are the primary mechanisms bridging marketing activities with purchase decisions (Sarkis et al., 2025).

Additionally, content consistency was also found to influence both digital engagement and conversion intention. Although its direct effect is relatively small, the indirect effect through consumer engagement shows significant contribution. This finding aligns with research by Azizah et al. (2024), which states that consistency in frequency, visual style, and brand messaging enhances audience engagement because they can easily recognize stable communication patterns. This also aligns with Information Processing Theory, where the consistent presentation of information both visually and verbally helps consumers process messages more easily, thus increasing the likelihood of conversion (Fan et al., 2024).

Digital consumer engagement in this study proves to be a crucial mediating variable. Both digital marketing quality and content consistency work more strongly through digital engagement than through their direct effects on conversion. This supports the findings of Sarkis et al. (2025), which emphasize that engagement is key to transforming digital marketing activities into purchase intentions. Therefore,

digital marketing strategies that do not foster active engagement tend to fail in driving conversions, consistent with the Mediation and Moderation Model [Retnosari and Nadlifatin \(2024\)](#), which underscores the importance of intermediary pathways in explaining the effects of marketing on outcomes.

Another significant finding is the role of customer experience orientation as a moderator. This orientation strengthens the relationship between digital engagement and conversion intention, meaning that the more positive the consumer experience in accessing affiliate content, the more likely their engagement will lead to conversion. This result aligns with Customer Experience Theory, which states that positive experiences at every digital touchpoint can enhance consumer trust and loyalty ([Arkadan et al., 2024](#)). Therefore, customer experience is not just a supportive factor, but also a reinforcing one that ensures consumer engagement truly translates into actual conversions.

Overall, this study extends the literature by testing a moderated mediation model that integrates digital marketing quality, content consistency, digital engagement, and customer experience orientation within the context of TikTok affiliate marketing. The results are consistent with studies by [Azmi et al. \(2025\)](#); [Azzahra et al. \(2025\)](#); [Sibulan and Limos-Galay \(2024\)](#). This study emphasizes the importance of content quality, interaction, and customer experience in driving purchase decisions. By linking empirical findings to grand theories, the research confirms that the success of affiliate marketing on platforms like TikTok is not solely determined by high-quality and consistent content, but also by how well the content engages consumers and delivers a positive digital experience.

The findings of this study have several practical implications for digital business managers, particularly those involved in affiliate marketing on TikTok. First, the primary focus should be on improving digital marketing quality, such as professional visual presentations, message clarity, and authenticity of product reviews, as these variables have the strongest direct and indirect effects on conversion intention. Second, content consistency must be maintained through regular posting frequency and brand identity uniformity to build audience trust and enhance digital engagement.

Third, managing digital consumer engagement is key to campaign success, and brands should provide interactive features such as live shopping, responsive comments, and reward systems to encourage active user participation. Fourth, customer experience orientation should be strengthened by creating enjoyable, personalized, and transparent digital experiences, which can reinforce the relationship between digital engagement and purchase decisions. Thus, the results are not only academically relevant but also offer practical guidelines for digital marketing practitioners to optimize content strategies and customer experiences to enhance sales conversions in the digital economy era.

5. Conclusions

5.1. Conclusion

This study shows that Digital Marketing Quality and Content Consistency play crucial roles in increasing Consumer Conversion Intention in the context of TikTok affiliate marketing. Both variables work more effectively through Digital Consumer Engagement, which acts as the primary mediator bridging marketing activities with conversion decisions. Additionally, Customer Experience Orientation strengthens the relationship between digital engagement and conversion intention, meaning that positive consumer experiences can enhance the effectiveness of digital engagement in driving purchase actions.

These findings support major theories such as Consumer Engagement Theory, Information Processing Theory, and Customer Experience Theory, emphasizing that interaction, experience, and information processing are key factors in digital consumer behavior. Thus, this study not only confirms previous findings but also provides a new empirical model in the form of integrated mediation and moderation to explain the relationships between variables in the context of social media-based digital marketing.

5.2. Research Limitations

This study has several limitations that should be considered. First, the research was conducted only on TikTok users in Indonesia who have made purchases through the affiliate marketing program, so the results may not be generalizable to users on other platforms such as Instagram, Shopee Live, or YouTube. Second, the use of a cross-sectional research design limits the ability to capture changes in consumer engagement behavior and conversion intention over time. A longitudinal design could provide a more dynamic view of changes in digital consumer behavior.

Third, the data was collected through self-reported questionnaires, which may introduce response bias or social desirability bias that could affect the accuracy of the measurements, particularly regarding engagement intensity and purchase intention. Fourth, the model focuses only on four main variables: digital marketing quality, content consistency, digital consumer engagement, and customer experience orientation. Other variables that may also influence conversion intention, such as trust, perceived value, or social proof, were not included in this model. Fifth, the analysis was conducted using a quantitative method with PLS-SEM, which, while powerful for testing relationships between latent variables, does not fully capture deeper qualitative aspects such as emotional motives or consumers' subjective perceptions of affiliate content.

5.3. Suggestions and Directions for Future Research

Future research is encouraged to broaden the scope by exploring other social media platforms, such as Instagram, Shopee Live, or YouTube, to enhance the generalizability of the findings. Researchers could also incorporate additional variables such as trust, perceived value, or purchase satisfaction to deepen the understanding of factors that influence digital consumer conversion intention. Several directions for future research are suggested: First, cross-platform comparison studies could examine the effectiveness of affiliate marketing strategies across different social commerce platforms (e.g., TikTok, Instagram, and Shopee Live), focusing on variations in consumer behavior and engagement patterns. Second, future studies should consider including moderating or mediating variables like trust, perceived value, social influence, or brand authenticity to provide a more comprehensive view of conversion mechanisms.

Third, employing longitudinal or experimental designs would help establish causal relationships and capture shifts in consumer behavior over time. Fourth, combining quantitative methods with qualitative approaches, such as in-depth interviews or focus group discussions, could uncover emotional factors, perceptions, and user experiences that influence engagement and conversion intentions. Fifth, extending research to cross-cultural contexts or demographic segments, such as Gen Z versus Millennials, would offer insights into how age, lifestyle, and digital orientation shape engagement and conversion decisions. Finally, considering the role of algorithms and AI, future studies could investigate how content personalization, feed algorithms, and digital exposure influence engagement and conversion within the social commerce ecosystem, especially given the role of TikTok's recommendation system.

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Author Contributions

DS Conceptualization, methodology, data collection, data analysis, and writing the original draft. JI Supervision, reviewing and editing the manuscript, and providing guidance on the research methodology. Both authors contributed to the research design, interpretation of results, and final manuscript approval.

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