

The Mediating Role of Parasocial Interaction in Influencer Marketing's Effect on Gen Z Consumer Loyalty on TikTok Shop

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Abstract

The rapid growth of TikTok Shop as a social commerce platform has encouraged companies to utilize influencer marketing strategies to enhance consumer loyalty, particularly among Generation Z. This study aims to examine the effect of influencer marketing on consumer loyalty and to investigate the mediating role of parasocial interaction among Generation Z users of TikTok Shop. A quantitative approach was employed using purposive sampling, involving 53 respondents who met the research criteria. Data were collected through an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The findings indicate that influencer marketing has a positive and significant effect on both consumer loyalty and parasocial interaction. However, parasocial interaction does not have a significant effect on consumer loyalty. Furthermore, the mediation analysis reveals that parasocial interaction is unable to mediate the relationship between influencer marketing and consumer loyalty. These findings suggest that Generation Z consumers' loyalty toward TikTok Shop is influenced more by the direct effectiveness of influencer marketing than by the emotional bonds formed with influencers. This study provides practical implications for businesses in designing more effective digital marketing strategies to enhance consumer loyalty on social commerce platforms.

Keywords: *Consumer Loyalty; Generation Z; Influencer Marketing; Parasocial Interaction; TikTok Shop*

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Introduction

The development of digital technology has significantly transformed communication patterns, marketing practices, and consumer behavior. Social media is no longer used solely as a medium for entertainment and communication but has also evolved into a business and digital commerce platform, commonly referred to as social commerce. One platform that has experienced rapid growth is TikTok through its TikTok Shop feature, which enables users to engage in promotional activities, social interactions, and purchasing transactions within a single application. The emergence of TikTok Shop has become a new phenomenon in digital marketing as it successfully integrates entertainment, social interaction, and shopping activities simultaneously.

The use of TikTok Shop in Indonesia has increased significantly, particularly among Generation Z consumers. Generation Z refers to individuals who were born and raised in the digital era and therefore exhibit a high dependence on

social media and internet technology. This generation tends to be more responsive to visual content, influencer recommendations, and interactive experiences than to conventional advertising. Consequently, influencer marketing has become one of the most widely used marketing strategies by companies to attract and retain Generation Z consumers. The development of social commerce platforms such as TikTok Shop has altered Generation Z consumer behavior, making them increasingly reliant on influencer recommendations when making purchasing decisions Djafarova & Bowes (2021); Koay et al. (2020).

Influencer marketing is a marketing strategy that utilizes individuals with a substantial number of followers on social media platforms to promote products or services to their audiences. Influencers are considered highly influential because they can establish more personal and authentic communication with their followers. According to Lou & Yuan (2019), influencer credibility can increase consumer trust in a product, thereby influencing purchasing behavior. Furthermore, Schouten et al. (2020) argued that influencer marketing is more effective than traditional celebrity endorsements because influencers are perceived as being closer to the everyday lives of their audiences.

In practice, the relationship between influencers and their followers often develops into an emotional connection known as parasocial interaction. Horton & Richard Wohl (1956) defined parasocial interaction as a one-sided psychological relationship in which audiences feel a sense of intimacy with media figures despite the absence of direct interpersonal interaction. In contemporary social media platforms such as TikTok, this relationship has become even stronger due to features such as comments, live streaming, and personalized content that allow followers to feel closer to influencers.

Parasocial interaction plays an important role in influencing consumer behavior on social media platforms. Users who feel emotionally connected to influencers tend to trust the

product recommendations provided by those influencers. Sokolova & Kefi (2020) found that parasocial relationships can increase consumers' purchase intentions through emotional attachment to influencers. Similarly, Aw & Labrecque (2020) reported that parasocial interaction strengthens the relationship between influencer marketing and consumer loyalty.

Consumer loyalty is an essential factor for the sustainability of digital businesses, particularly on social commerce platforms such as TikTok Shop. Consumer loyalty is not only reflected in repeat purchases but also in consumers' commitment to continuously use a platform and recommend it to others. However, the characteristics of Generation Z, who are highly trend-sensitive and

tend to switch platforms easily, present a significant challenge for companies seeking to maintain long-term consumer loyalty.

Previous studies on influencer marketing have primarily focused on the direct effects of influencers on purchase decisions or purchase intentions. Research examining the mediating role of parasocial interaction in the relationship between influencer marketing and consumer loyalty, particularly among Generation Z users of TikTok Shop, remains relatively limited. Furthermore, TikTok's development as a social commerce platform has created interaction patterns that differ from those of other social media platforms, warranting further investigation.

Based on the discussion above, a research gap remains regarding how influencer marketing influences Generation Z consumer loyalty on TikTok Shop through the parasocial relationships formed between influencers and their followers. Most previous studies have focused on purchase intention, while research examining consumer loyalty with parasocial interaction as a mediating variable remains limited, particularly in the context of TikTok Shop in Indonesia.

This study addresses four research question. Does influencer marketing affect Generation Z consumer loyalty on TikTok Shop? Does influencer marketing affect parasocial interaction? Does parasocial interaction affect consumer loyalty? and Does parasocial interaction mediate the relationship between influencer marketing and consumer loyalty?

Accordingly, this study aims to examine the effect of influencer marketing on Generation Z consumer loyalty on TikTok Shop, analyze the effect of influencer marketing on parasocial interaction, investigate the effect of parasocial interaction on consumer loyalty, and evaluate the mediating role of parasocial interaction in the relationship between influencer marketing and consumer loyalty.

This study employs a quantitative approach using a survey method involving Generation Z TikTok Shop users. The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS).

Literature Review

Influencer Marketing

Influencer marketing is a digital marketing strategy that utilizes influential individuals on social media platforms to promote products or services to their audiences. On platforms such as TikTok, influencers play an important role in shaping consumer perceptions and purchasing decisions through video content, live streaming, and product reviews. According to Lou & Yuan (2019), the effectiveness of influencer marketing is influenced by an influencer's credibility,

attractiveness, and communication skills in delivering product-related information. Influencers who are perceived as honest and authentic tend to gain greater trust from their followers, thereby increasing consumers' interest in the products being promoted. As active social media users, Generation Z consumers are also more likely to be influenced by influencer recommendations than by conventional advertising. Therefore, influencer marketing has become an effective strategy for strengthening the relationship between brands and consumers in the digital era.

Previous studies have demonstrated the significant influence of influencer marketing on digital consumer behavior. Sokolova & Kefi (2020) found that influencer credibility affects consumers' purchase intentions through trust and parasocial relationships. Similarly, Schouten et al. (2020) reported that influencer endorsements are more effective than traditional celebrity endorsements because influencers are perceived as more authentic and relatable to their audiences. More recent research by Erwin et al. (2023) involving Generation Z consumers in Indonesia revealed that social media influencers can influence consumer behavior through attractive content and trust in influencer recommendations. However, some studies have also suggested that the effectiveness of influencer marketing may decline when promotional content is perceived as overly commercial or lacking authenticity. These findings indicate that influencer marketing may not always directly influence consumer loyalty, highlighting the need for additional variables such as parasocial interaction to explain this relationship.

Parasocial Interaction

Consumer loyalty refers to a consumer's commitment to continuously purchase or use a particular product or platform over time. According to Oliver (1999), consumer loyalty reflects a strong intention to continue using a product despite the availability of numerous alternatives in the market. In the context of TikTok Shop, consumer loyalty can be reflected in repeat purchase behavior, willingness to recommend the platform to others, and commitment to continue using TikTok Shop as an online shopping platform. Consumer loyalty is a crucial factor for businesses because loyal consumers contribute to long-term profitability and sustainability. Among Generation Z consumers, loyalty is influenced by digital experiences, content quality, and emotional relationships with influencers. Therefore, companies need to develop marketing strategies that effectively maintain and strengthen consumer loyalty on TikTok Shop.

Previous studies have shown that consumer loyalty in digital environments is influenced by shopping experiences, trust, and interactions with social media platforms. Khoa & Huynh (2023) found that social media marketing activities positively affect customer loyalty within the e-commerce industry. Other studies

focusing on TikTok and Generation Z have revealed that TikTok contributes to the development of brand loyalty by enabling consumers to access product information through interactive and easily accessible content. Nevertheless, Generation Z consumers tend to exhibit relatively unstable loyalty because they can easily switch to competing platforms when they encounter more attractive prices, trends, or shopping experiences. Consequently, consumer loyalty among Generation Z TikTok Shop users should be examined by considering the roles of influencer marketing and parasocial interaction as factors that foster trust and emotional attachment.

Generation Z

Generation Z refers to individuals born approximately between 1997 and 2012 who have grown up in a highly digitalized environment and are therefore commonly referred to as digital natives. This generation is closely connected to the use of the internet, social media, and technology in their daily lives. According to Priporas et al. (2017), Generation Z is characterized by a strong responsiveness to technology and a preference for fast, visual, and interactive information. In the context of digital marketing, Generation Z consumers tend to be attracted to content that is authentic, creative, and aligned with current social media trends. Consequently, platforms such as TikTok Shop are highly relevant to this generation because they integrate entertainment, interaction, and shopping activities within a single application. These characteristics make Generation Z an important consumer segment for research on influencer marketing and consumer loyalty.

Social Influence Theory

This study is grounded in Social Influence Theory, which explains that individual behavior can be influenced by others who are perceived as having attractiveness, credibility, or certain social influence. According to Kelman (1958), social influence can occur through the processes of compliance, identification, and internalization. In the context of social media, influencers are figures who can shape the perceptions, attitudes, and behaviors of their followers through the content they consistently share.

On the TikTok platform, influencers not only serve as sources of product information but also as reference sources that influence consumer decision-making. Repeated interactions between influencers and their followers can create an emotional relationship known as Parasocial Interaction. Such relationships have the potential to increase trust, emotional attachment, and consumer loyalty toward the products or platforms recommended by influencers. Therefore, Social Influence Theory serves as a relevant theoretical foundation for explaining the relationships among Influencer Marketing, Parasocial Interaction, and Consumer Loyalty in this study.

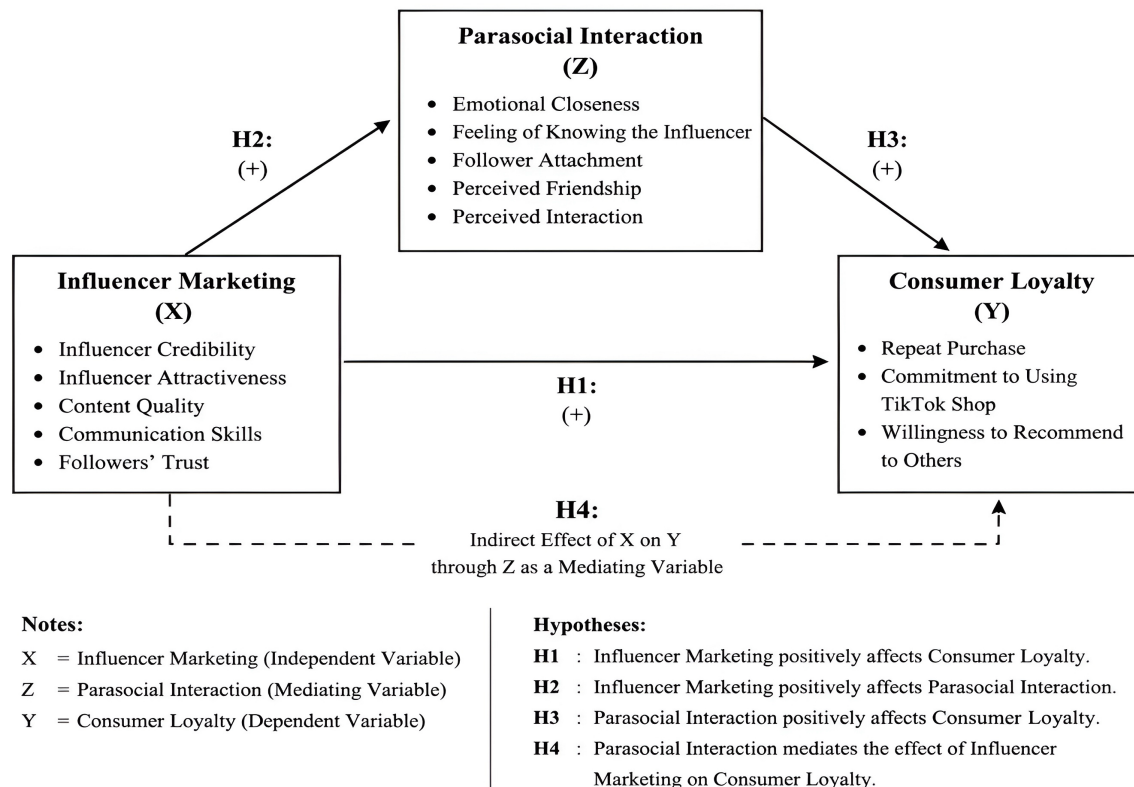


Figure 1 Research Conceptual Framework

Methods

This study employed a quantitative research approach using a survey method to examine the mediating role of Parasocial Interaction in the relationship between Influencer Marketing and Consumer Loyalty among Generation Z consumers on TikTok Shop. Quantitative research was selected because it enables the measurement and analysis of relationships among variables using statistical techniques. The research model was analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS), which is suitable for predictive research models and relatively small sample sizes.

The population of this study consisted of Generation Z users of TikTok Shop. The sampling technique employed was purposive sampling, with respondent criteria including following TikTok influencers and having made purchases through TikTok Shop. The total number of respondents in this study was 53 TikTok Shop users who belonged to the Generation Z category.

The determination of the sample size was based on the 10-times rule principle in Partial Least Squares Structural Equation Modeling (PLS-SEM), which states that the minimum sample size should be ten times the largest number of structural

paths directed at a construct or ten times the largest number of indicators within a construct (Hair et al. (2022)). In this study, the Consumer Loyalty construct received two structural paths, while the largest number of indicators was found in the Consumer Loyalty variable, which consisted of seven indicators. Therefore, the minimum sample size based on the 10-times rule approach was 70 respondents. Although this study obtained 53 respondents, this number can still be used in PLS-SEM analysis because the method is relatively robust to small sample sizes, particularly in simple and prediction-oriented research models. According to Hair et al. (2022), PLS-SEM can still produce adequate estimates as long as the model meets the criteria of construct validity and reliability. Therefore, the sample size of 53 respondents was considered adequate for use in the PLS-SEM analysis conducted in this study.

All respondents voluntarily participated in the study after receiving information regarding the research objectives and the use of research data. Respondents' identities were kept confidential, and all information provided was used solely for academic purposes. The study did not collect sensitive personal information and did not expose participants to physical or psychological risks.

The study utilized both primary and secondary data sources. Primary data were collected through an online questionnaire distributed via Google Forms. Secondary data were obtained from academic journals, books, research articles, and other relevant literature related to Influencer Marketing, Parasocial Interaction, Consumer Loyalty, and digital consumer behavior.

The research instrument consisted of a structured questionnaire measured using a five-point Likert scale ranging from 1 (*Strongly Disagree*) to 5 (*Strongly Agree*). The Influencer Marketing construct was measured using indicators adapted from Lou & Yuan (2019) and Schouten et al. (2020). Parasocial Interaction was measured using indicators adapted from RUBIN et al. (1985) and Sokolova & Kefi (2020). Consumer Loyalty was measured using indicators adapted from Oliver (1999) and Griffin (2005).

The respondent characteristics analyzed in this study included gender, age, employment or educational status, frequency of TikTok usage, and frequency of TikTok Shop purchases. These characteristics were used to provide a demographic profile of the respondents.

Operational Definition of Variables

This study employed three research variables, namely Influencer Marketing as the independent variable, Parasocial Interaction as the mediating variable, and Consumer Loyalty as the dependent variable. The operationalization of these

variables was based on established measurement scales that have been widely used and validated in previous studies.

Influencer Marketing was measured using six indicators adapted from Lou & Yuan (2019). These indicators include influencer knowledge, the ability to explain products, honesty in product reviews, content attractiveness, influencer communication, and the influencer's ability to shape consumer perceptions.

Parasocial Interaction was measured using six indicators adapted from Horton & Richard Wohl (1956) and Sokolova & Kefi (2020). The indicators consist of emotional closeness, the feeling of knowing the influencer personally, following the influencer's activities, emotional attachment, comfort in accepting recommendations from the influencer, and the perception that the influencer understands the follower.

Consumer Loyalty was measured using seven indicators adapted from Oliver (1999) and Griffin (2005). These indicators include the intention to reuse the platform, repeat purchase behavior, willingness to recommend the platform to others, future loyalty intentions, consumer satisfaction, platform preference, and commitment to continued platform usage. The research instrument consisted of a structured questionnaire measured using a five-point Likert scale ranging from 1 (*Strongly Disagree*) to 5 (*Strongly Agree*). The Influencer Marketing construct was measured using indicators adapted from Lou & Yuan (2019) and Schouten et al. (2020). Parasocial Interaction was measured using indicators adapted from RUBIN et al. (1985) and Sokolova & Kefi (2020). Consumer Loyalty was measured using indicators adapted from Oliver (1999) and Griffin (2005).

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Result and Discussion

Respondent Characteristic

Table 1 Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	21	39,6
	Female	32	60,4
Age	14–16 years	1	1,9
	17–20 years	29	54,7
	21–24 years	21	39,6
	25–28 years	2	3,8

Characteristics	Category	Frequency	Percentage (%)
Frequency of TikTok Usage	Every day	47	88,7
	Several times a week	4	7,5
	Rarely	2	3,8
Frequency of Shopping on TikTok Shop per Week	1–3 times	46	86,8
	4–7 times	4	7,5
	8–10 times	2	3,8
	> 10 times	1	1,9

Source: Primary Data Processed by the Authors (2026)

Measurement Model Evaluation (Outer Model)

Table 2 Measurement model evaluation: reliability and convergent validity

Construct	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Influencer Marketing	IM1	0.752	0.870	0.900	0.562
	IM2	0.718			
	IM3	0.716			
	IM4	0.740			
	IM5	0.759			
	IM6	0.806			
Parasocial Interaction	PI1	0.592	0.862	0.891	0.542
	PI2	0.749			
	PI3	0.716			
	PI4	0.738			
	PI5	0.834			
	PI6	0.677			
Consumer Loyalty	CL1	0.817	0.925	0.939	0.689
	CL2	0.826			
	CL3	0.858			
	CL4	0.855			
	CL5	0.862			
	CL6	0.785			
	CL7	0.806			

Source: Primary Data Processed by the Authors (2026)

Discriminant Validity Assessment

Table 3 HTMT Results

Variable	HTMT Value
Influencer marketing ↔ Consumer Loyalty	0,812
Influencer marketing ↔ Parasocial Interaction	0,812
Parasocial Interaction ↔ Consumer Loyalty	0,605

Source: Primary Data Processed by the Authors (2026)

Structural Model Evaluation (Inner Model)

Table 4 R-Square Results

Endogenous Variable	R ²
Parasocial Interaction	0,572
Consumer Loyalty	0,540

Source: Primary Data Processed by the Authors (2026).

Hypothesis Testing

Table 5 Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient	T-Statistic	P-Value	Decision
H1	Influencer Marketing → Consumer Loyalty	0,677	3,875	0,000	Accepted
H2	Influencer marketing → Parasocial Interaction	0,757	11,079	0,000	Accepted
H3	Parasocial Interaction → Consumer Loyalty	0,074	0,375	0,708	Rejected
H4	Influencer Marketing → Parasocial Interaction → Consumer Loyalty	0,056	0,372	0,710	Rejected

Source: Primary Data Processed by the Authors (2026)

Discussion

The findings demonstrate that Influencer Marketing has a positive and statistically significant effect on Consumer Loyalty among Generation Z users of TikTok Shop. This result indicates that more favorable perceptions of influencer marketing are associated with higher levels of consumer loyalty toward the platform. Influencers can facilitate consumers' evaluation of products by

presenting information in an attractive, accessible, and relatable manner. When the content delivered by influencers is perceived as credible and relevant, consumers may develop greater confidence in recommended products and become more willing to continue purchasing through TikTok Shop.

This finding is consistent with the broader influencer marketing literature, which emphasizes the importance of source credibility and content value in shaping consumer responses. Lou and Yuan (2019), for example, highlight the importance of message value and influencer credibility in strengthening consumers' responses to branded content. In the TikTok Shop context, influencers may therefore contribute to loyalty not merely because of their popularity, but because they reduce information uncertainty, increase product visibility, and make the purchasing process more engaging. For Generation Z consumers, who are highly accustomed to receiving product information through social media, influencer-generated content may become an important informational cue in repeated purchase decisions.

The relatively strong direct relationship between Influencer Marketing and Consumer Loyalty also suggests that the influence of marketing communication may operate without requiring a deeper emotional relationship between consumers and influencers. Generation Z consumers may respond positively to useful recommendations, convincing product demonstrations, attractive content, and promotional information even when they do not develop strong psychological attachments to the content creator. This finding highlights the practical role of influencers as marketing information sources and persuasive communicators, rather than solely as figures with whom consumers develop emotional relationships.

The findings further reveal that Influencer Marketing has a positive and statistically significant effect on Parasocial Interaction. This indicates that exposure to effective influencer marketing can strengthen consumers' feelings of familiarity, closeness, and perceived connection with influencers. The finding is understandable in the context of TikTok, where influencers frequently communicate through informal, personalized, and interactive forms of content. Repeated exposure to such content can create a sense of familiarity even though the relationship remains largely one-sided.

This result is consistent with the concept of parasocial interaction, in which audiences may develop perceived interpersonal relationships with media figures despite the absence of reciprocal social interaction. Social media platforms can intensify this process because influencers regularly share personal experiences, respond to audience comments, demonstrate products, and communicate in conversational ways. Sokolova and Kefi (2020) similarly

demonstrate the relevance of parasocial interaction in explaining consumer responses to social media influencers, particularly in relation to purchase-related outcomes. Thus, the significant relationship found in this study indicates that influencer marketing on TikTok operates not only through informational content but also through the relational experiences created between influencers and their followers.

However, Parasocial Interaction does not have a statistically significant effect on Consumer Loyalty. This finding indicates that feeling emotionally close to an influencer does not necessarily make Generation Z consumers more loyal to TikTok Shop. Although followers may perceive an influencer as familiar, trustworthy, or personally relatable, such psychological closeness may remain attached to the influencer rather than to the platform on which the purchasing transaction takes place.

This distinction provides an important explanation for the nonsignificant relationship. Parasocial interaction is primarily an influencer-directed relationship, whereas Consumer Loyalty in this study concerns continued preference for and use of TikTok Shop. The object of emotional attachment and the object of loyalty are therefore not identical. A consumer may follow and feel connected to a particular influencer while remaining flexible in choosing where to purchase the recommended product. The same consumer may compare prices across TikTok Shop, Shopee, marketplaces, or other online stores before completing a transaction. Consequently, emotional attachment to an influencer does not automatically transfer into loyalty toward the commercial platform.

The characteristics of Generation Z may further explain this finding. Although this generation is highly engaged with social media and influencer content, purchasing decisions can remain sensitive to functional and economic considerations such as price, discounts, product quality, free-shipping offers, transaction convenience, and overall shopping experience. Therefore, an influencer may successfully attract attention and stimulate interest without necessarily creating long-term loyalty toward TikTok Shop. The finding suggests that loyalty within social commerce requires more than emotional engagement with content creators; it also depends on the value consumers obtain from the platform itself.

This interpretation should also be distinguished carefully from the findings of Sokolova and Kefi (2020). Their work supports the relevance of parasocial interaction for purchase intention, but it does not establish that parasocial interaction necessarily produces long-term platform loyalty. The present study therefore extends this discussion by indicating that the behavioral

consequences of parasocial relationships may differ depending on the outcome being examined. A parasocial relationship may be sufficient to stimulate attention, engagement, or purchase intention, but it may not necessarily be sufficient to sustain loyalty toward the transaction platform.

The mediation analysis reinforces this interpretation. Parasocial Interaction does not significantly mediate the relationship between Influencer Marketing and Consumer Loyalty. Although Influencer Marketing significantly strengthens Parasocial Interaction, Parasocial Interaction does not subsequently contribute significantly to Consumer Loyalty. Therefore, the indirect pathway through Parasocial Interaction is not empirically supported in this study.

The absence of mediation indicates that the positive effect of Influencer Marketing on Consumer Loyalty operates primarily through a direct pathway rather than through the formation of parasocial relationships. Generation Z consumers may value influencers because of the information, product demonstrations, recommendations, entertainment, and promotional benefits they provide. These characteristics can influence consumer evaluations and repeated shopping behavior without requiring consumers to establish strong emotional attachments to influencers. This interpretation is broadly consistent with Lou and Yuan (2019), who emphasize the roles of content value and source credibility in shaping consumer responses to influencer marketing.

More importantly, the nonsignificant mediation effect suggests a possible transfer gap between influencer attachment and platform loyalty. Influencer Marketing successfully creates relational closeness with the influencer, but this closeness is not automatically transferred to TikTok Shop as a commercial platform. Loyalty toward the platform may require additional mechanisms associated directly with the shopping experience, such as consumer trust, satisfaction, perceived value, platform usability, transaction security, promotional attractiveness, and service quality. These factors may be more proximal determinants of whether consumers continue using TikTok Shop.

Taken together, the findings reveal an important pattern in Generation Z's social-commerce behavior. Influencers appear to perform two distinct functions: they can directly strengthen consumer loyalty through persuasive and informative marketing activities, and they can simultaneously foster parasocial relationships with their followers. However, these two outcomes do not necessarily form a sequential mechanism. The formation of emotional closeness with an influencer does not automatically translate into platform loyalty. This distinction contributes to the literature by showing that influencer effectiveness and parasocial attachment should not be treated as interchangeable

mechanisms, particularly when the dependent variable refers to loyalty toward a digital commerce platform rather than loyalty toward the influencer.

From a managerial perspective, TikTok Shop sellers and marketers should therefore not rely solely on influencers' ability to build emotional relationships with followers. Influencer selection should also consider credibility, relevance, content quality, and the ability to communicate product value effectively. At the same time, platform-level factors such as competitive pricing, attractive promotions, transaction convenience, product quality, and satisfactory shopping experiences remain important for transforming influencer-driven attention into sustained consumer loyalty.

Conclusion and Recommendations

This study aimed to analyze the effect of Influencer Marketing on Consumer Loyalty among Generation Z users of TikTok Shop, with Parasocial Interaction serving as a mediating variable. Based on the results of the SEM-PLS analysis conducted on 53 respondents, it can be concluded that Influencer Marketing has a positive and significant effect on both Consumer Loyalty and Parasocial Interaction. These findings indicate that the more effective the Influencer Marketing activities are, the higher the level of Consumer Loyalty and the stronger the parasocial relationship formed between consumers and influencers.

However, Parasocial Interaction does not have a significant effect on Consumer Loyalty. Furthermore, Parasocial Interaction is unable to mediate the effect of Influencer Marketing on Consumer Loyalty. These findings suggest that Consumer Loyalty among Generation Z users of TikTok Shop is influenced more directly by the effectiveness of Influencer Marketing than by the emotional relationships formed with influencers. Therefore, Influencer Marketing serves as an important factor in enhancing Consumer Loyalty on the TikTok Shop platform, whereas Parasocial Interaction has not been able to function as a mediating variable in this relationship.

This study has several limitations. First, the study involved only 53 respondents, which limits the generalizability of the findings to the broader population of Generation Z TikTok Shop users in Indonesia. Second, the use of purposive sampling resulted in respondents being selected based on specific criteria, thereby limiting the representativeness of the overall population. Third, this study focused exclusively on TikTok Shop users; therefore, the generalization of the findings to other social commerce platforms should be approached with caution.

Future studies are recommended to employ larger sample sizes and broader respondent coverage in order to obtain more representative results. In addition,

future research may extend the research model by incorporating other variables such as trust, perceived value, customer satisfaction, brand engagement, and price promotion, which may further explain Consumer Loyalty on social commerce platforms. Future studies may also investigate other platforms, such as Shopee Live, Instagram Shopping, and other social commerce platforms, to gain a more comprehensive understanding of digital consumer behavior.

Use of Generative AI

The authors used generative AI only to assist with language refinement and manuscript readability. The research design, respondent data, statistical procedures, hypothesis testing, interpretation of results, and conclusions were developed and assessed independently by the authors.

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