

**THE USE OF INFLUENCERS AND TIKTOK'S RECOMMENDATION ALGORITHM ON PURCHASE DECISION AND ITS IMPLICATION ON E-LOYALTY OF TIKTOK SHOP USERS**

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**ABSTRACT**

The increasing use of digital platforms such as TikTok Shop has transformed consumer shopping behavior; however, few empirical studies have examined the roles of influencers and recommendation algorithms in shaping purchase decisions and online loyalty (e-loyalty). This study aims to analyze the influence of influencers and TikTok's recommendation algorithm on users' purchase decisions and e-loyalty. A quantitative research method was employed using a survey of 384 respondents selected through simple random sampling, and the data were analyzed using path analysis. The results reveal that both influencers and TikTok's recommendation algorithm significantly affect purchase decisions, yet only the algorithm has a direct impact on e-loyalty. Purchase decisions were found to significantly mediate the relationship between both influencers and e-loyalty, as well as between the algorithm and e-loyalty. These findings suggest that user loyalty on TikTok Shop is more influenced by purchase experience than by mere exposure to influencers. The novelty of this research lies in its identification of the mediating role of purchase decisions in bridging the influence of influencers and recommendation algorithms on consumer e-loyalty within the TikTok Shop context an area that has been underexplored in prior literature.

**Keywords:** Influencers; TikTok's Recommendation Algorithm; Purchase Decision; E-Loyalty; Tiktok Shop

**PENGGUNAAN INFLUENCER DAN ALGORITMA REKOMENDASI TIKTOK TERHADAP KEPUTUSAN PEMBELIAN DAN IMPLIKASINYA TERHADAP E-LOYALITAS PENGGUNA TIKTOK SHOP****ABSTRAK**

*Peningkatan penggunaan platform digital seperti TikTok Shop telah mengubah pola belanja konsumen, namun belum banyak kajian yang secara empiris menelaah peran influencer dan algoritma rekomendasi dalam membentuk keputusan pembelian serta loyalitas daring (e-loyalty). Penelitian ini bertujuan untuk menganalisis pengaruh influencer dan algoritma rekomendasi TikTok terhadap keputusan pembelian dan e-loyalty pengguna. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei terhadap 384 responden yang dipilih melalui simple random sampling, dan data dianalisis menggunakan path analysis. Hasil penelitian menunjukkan bahwa baik influencer maupun algoritma rekomendasi TikTok berpengaruh signifikan terhadap keputusan pembelian, namun hanya algoritma yang berpengaruh langsung terhadap e-loyalty. Keputusan pembelian terbukti memediasi secara signifikan hubungan antara influencer dan e-loyalty, serta antara algoritma dan e-loyalty. Temuan ini menegaskan bahwa loyalitas pengguna TikTok Shop lebih dipengaruhi oleh pengalaman pembelian daripada oleh eksposur terhadap influencer semata. Kebaruan dari penelitian ini terletak pada identifikasi peran mediasi keputusan pembelian dalam menjembatani pengaruh variabel influencer dan algoritma rekomendasi terhadap e-loyalty konsumen dalam konteks TikTok Shop, yang belum banyak dikaji dalam literatur sebelumnya.*

**Kata Kunci:** Influencer; Algoritma Rekomendasi Tiktok; Keputusan Pembelian; E-Loyalty; Tiktok Shop

## INTRODUCTION

The phenomenon of online shopping has become a commonplace aspect of modern life, particularly in an era characterized by rapid technological advancement and the widespread use of the internet. In this digital age, the ease of access and broad reach of online platforms eliminate limitations of space and time. The internet is now used not only for communication but also as a shopping platform. One of the most widely used platforms for online shopping today is TikTok. TikTok is a social media network based on short-form videos, commonly referred to as content, with durations ranging from 15 to 60 seconds (Pratama et al., 2024). In addition to content creation, the TikTok application also features an online shopping function, where users are often offered discounts and free shipping. One of the main reasons for the platform's popularity as an online shopping medium is the widespread use of influencers by brands or product sellers to clearly promote their offerings through engaging short videos. These videos are designed to attract consumer interest in the featured products. Influencing consumer purchasing power and their followers purchase behavior is the main goal of using influencers. Influencers are people or public personalities chosen to represent a business because they are seen to have a big influence on specific market segments or client groups (Misshka Gupta, 2021).

TikTok is considered a highly effective platform for product promotion. In addition to the influence of social media influencers, TikTok also utilizes a system commonly referred to as an algorithm. This algorithm plays a crucial role in determining which content is displayed to users. It takes into account various factors, including user preferences, prior interactions, content popularity, viewing history, and other relevant variables (Putri & Nurhayati, 2024). With the presence of such an algorithm, products that users frequently interact with are more likely to appear on their TikTok homepage. This continuous exposure can capture the users' attention, eventually leading to a purchase decision. According to Harrison and Phua (2019) Influencers also play a significant role in shaping consumers' decision-making, opinions, attitudes, and behaviors. Therefore, the use of influencers in marketing is considered an effective strategy (Veronica et al., 2022).

## LITERATURE REVIEW

### Influencers

According to Byrne et al. (2017), the term "influencer" originates from the English word "influence," which means to have an effect or impact. An influencer refers to a form of marketing that focuses on leveraging influential individuals to deliver brand messages to a broader market (Tania Nurul & Tedy, 2023). Social media influencers are skilled in a particular area and have a large following because people appreciate the content they share. Their followers tend to trust them and are often inclined to desire the products or services the influencers recommend. In research (Harishchandra, 2023) stated the types of influencers on social media: (1) Macro-Influencer. Individuals in this category have a large number of followers on social media, typically ranging from hundreds of thousands to millions. They include celebrities, industry experts, and prominent public figures. Their widespread presence and popularity position them as influential role models capable of significantly enhancing product awareness. (2) Micro-Influencer. Individuals in this category have a smaller number of followers, typically ranging from a few thousand up to approximately 100,000. Their influence stems from their expertise, authenticity, and the strong relationships they maintain with their audience. They are perceived as genuine, often sharing content that reflects their everyday lives, which enhances their credibility and trustworthiness among followers. (3) Nano-Influencer. Nano-Influencers are influencers with the smallest follower count, often ranging from a few hundred to a few thousand. (4) Celebrities and Public Figures. Celebrities and public figures leverage their fame to reach and influence consumer behavior. Although they may not focus primarily on promoting products, the items they use or display on social media can significantly influence their followers' purchasing decisions. (5) Content Creators and Experts. These influencers specialize in creating content related to specific categories, such as beauty, fashion, health, fitness, travel, or technology. Their expertise and knowledge in a particular field make their recommendations highly influential among their followers.

Rossiter and Percy stated that the dimensions or indicators of influencer marketing include popularity, credibility, attractiveness, and power (Alia Candra Devi et al., 2024).

### Recommendation Algorithm

According to Asep Purwo (2023), a recommendation algorithm is a technology used to filter and display information based on each user's interests and preferences. The primary goal of this algorithm is to help users easily discover content they are likely to enjoy from among a wide range of available options (Arjuna et al., 2024). Algorithms on digital media platforms function as systems that process data and deliver content recommendations, with their influence being shaped by social factors (Salwa Reulina, 2021). In this study, the TikTok Shop algorithm is measured using the following indicators: content display frequency, user interaction, and popularity ranking (Putri & Nurhayati, 2024).

### **Purchase Decision**

According to Tjiptono (2012), a purchase decision is a process in which consumers recognize their problems, search for information about specific products or brands, and carefully evaluate each alternative to determine which best solves their problem, ultimately leading to a purchasing decision (Alghifari & Rahayu, 2021). Purchasing decisions are influenced by a wide range of elements, such as lifestyle, economic situations, social considerations, and competition from similar businesses. Furthermore, internal factors like the impact of recommendation algorithms and social media influencers also have a significant influence (Solihin, 2020). According to Kotler and Keller (2016), there are six indicators related to customer decision-making, which include product choice, brand choice, distribution channel choice, timing of purchase, and purchase quantity (Hardianti et al., 2024).

### **E-Loyalty**

E-loyalty can generally be defined as consumer loyalty toward a product, whether goods or services. According to Suryani et al. (2020), e-loyalty refers to a commitment in which consumers believe they will repurchase in the future and consistently use the product or service. However, it cannot be denied that other brands may still influence changes in consumer behavior (Thafer Muhammad et al., 2024).

According to Hapuarachchi and Samarakoon (2020), the desire to return to a website and make additional purchases is known as e-loyalty. It encompasses both loyal behavior and the perception of loyalty toward an online platform, which is characterized by the intention to return to or repurchase from the site (Kalim et al., 2024). Hurt et al. (2011) divide e-loyalty into four dimensions: cognitive, affective, conative, and action (Amanah & Harahap, 2023).

### **Research Framework**

#### **The Influence of TikTok's Recommendation Algorithm on E-Loyalty**

The TikTok recommendation algorithm refers to the system used by TikTok to suggest content to its users based on behavioral data, preferences, and previous interactions. According to Arjuna et al., (2024) the more users interact with the platform, the better the recommendation algorithm becomes at recognizing their preferences. TikTok recommendation algorithm presents highly relevant and personalized content for each user, thereby increasing engagement, satisfaction, and user loyalty toward the platform (Zhang & Liu, 2021).

H1: The TikTok recommendation algorithm has an influence on e-loyalty.

#### **The Influence of TikTok's Recommendation Algorithm on Purchase Decision**

Purchase decisions refer to the process in which consumers choose products or services to buy, influenced by various factors, including perceived value, satisfaction, and external influences (Permana et al., 2025). Previous studies conducted on the TikTok application show that TikTok's recommendation algorithm significantly affects purchase decisions (Putri & Nurhayati, 2024). This can be illustrated by the notion that the more accurate TikTok Shop sellers are in utilizing TikTok's recommendation algorithm for promotion, the greater the impact on purchase decisions.

H2: The TikTok recommendation algorithm has an influence on purchase decisions.

#### **The Influence of Influencers on E-Loyalty**

E-loyalty is customer loyalty that is built through positive experiences in interacting with digital platforms. It represents a customer's attitude and commitment toward a company, which leads to the intention of making repeat purchases from that company (Marati et al., 2021). Previous studies conducted on the TikTok Shop application have proven that influencers have an influence on e-loyalty (Nawastuti & Irmawati, 2023).

H3: The use of influencers has an influence on e-loyalty.

#### **The Influence of Influencers on Purchase Decision**

Influencers refer to individuals who have a significant impact on their followers on social media platforms such as Instagram, YouTube, and TikTok. They have the ability to influence their followers' attitudes and behaviors. Previous studies conducted Alia Candra Devi et al. (2024), Veronica et al. (2022), and Nurfadila (2020) state that the use of influencers has an effect on purchase decisions. When influencers identify with their followers, they create a more personal connection and are able to influence purchasing decisions.

H4: Influencers have an effect on purchase decisions.

#### **The Influence of Purchase Decision on E-Loyalty**

Loyalty is built through good relationships and satisfying experiences, which can continue in the form of repeated interactions with a brand or platform. When consumers feel satisfied with their purchase decisions, they are more likely to remain loyal to that platform or brand. A previous study conducted by Simamora & Fauziah (2019) stated

that purchase decisions have an effect on e-loyalty. Purchase decisions based on satisfaction and product value will result in higher loyalty toward a particular brand or platform.

H5: Purchase decisions have an effect on e-loyalty.

### The Influence of TikTok's Recommendation Algorithm on E-Loyalty Mediated by Purchase Decision

TikTok's recommendation algorithm plays an important role in shaping e-loyalty, particularly through the enhancement of purchase decisions mediated by factors such as e-WOM and customer satisfaction (Alcántara-Pilar et al., 2024). Purchase decision serves as the main mediating variable between the recommendation algorithm and e-loyalty; effective recommendations increase purchase intention and decision-making, which in turn strengthen users' loyalty toward the platform (Han, 2024). Previous research conducted by Alcántara-Pilar et al. (2024), also emphasized that influencer credibility in TikTok marketing campaigns has a significant impact on customer loyalty and purchase intention.

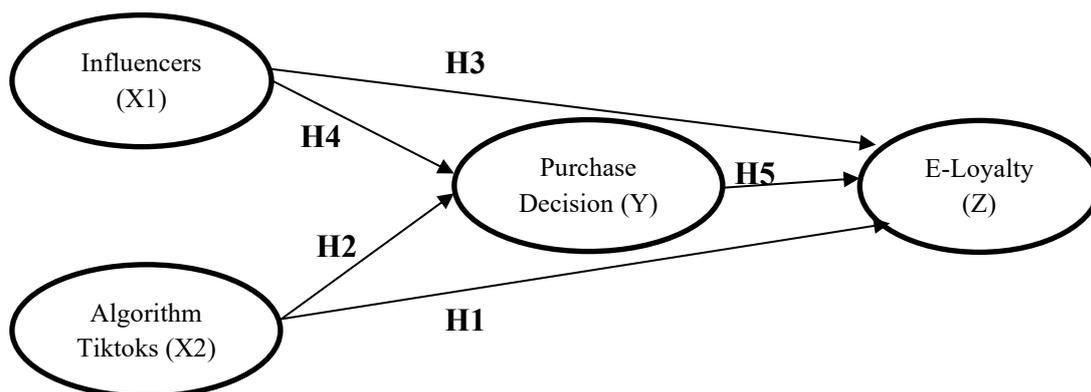
H6: TikTok's recommendation algorithm influences e-loyalty, mediated by purchase decisions.

### The Influence of Influencers on E-Loyalty Mediated by Purchase Decision

The use of influencers in digital marketing has been shown to significantly enhance customer loyalty (e-loyalty) through their influence on purchase decisions. Influencer characteristics such as credibility, authenticity, content quality, and audience engagement directly increase purchase intentions and decisions (Salsabila & Purwanto, 2024). Purchase decisions influenced by influencers subsequently strengthen customer loyalty to a brand or platform (Amiroh et al., 2023). Previous research conducted by Panya (2025), also demonstrated that influencers, including brand ambassadors and opinion makers, have a positive and significant effect on consumer loyalty, with this effect being mediated by purchase decisions.

H7: Influencers affect e-loyalty, mediated by purchase decisions

The conceptual framework of this research can be seen in Figure 1.



Source: Data Processed by Researcher

Figure 1. Conceptual Framework

## RESEARCH METHODS

This study employs a quantitative method, focusing on variables as the primary objects of investigation, in which each variable must be defined operationally and in detail (Ali et al., 2022). This study was conducted on individuals or consumers who engage in online shopping using the TikTok Shop application. The research does not focus on a specific geographical location, since its main goal is to comprehend and examine the factors that affect customers decisions to buy product when they shop online using the tiktok shop platform.

This study involves a population consisting of consumers who shop online on the TikTok Shop marketplace in Pekanbaru. The research will be conducted among consumers residing in Pekanbaru. The population is selected based on its relevance to the research topic and objectives, both theoretically and practically. The population in this study is not specifically identifiable and is considered to be unlimited.

Although the population in this study cannot be determined with certainty, it is not possible to predict whether the number will increase or decrease over a given period. In relation to this, the sample size chart created by Krejcie and Morgan was used to determine the sample size in this investigation.

The sample used in this investigation is based on Krejcie and Morgan sample size table wick, for an infinite population (e.g., 1,000,000 or more), the appropriate sample size is 384 respondents as seen in Figure 2.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	26	140	103	340	181	1000	276	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is Population Size  
"S" is Sample Size.

Source: Morgan and Krijcie, 1960 (Hardini, 2020)

Figure 2. Sampling Based On the Krejcie and Morgan Table

## RESULTS AND DISCUSSION

### Respondent Profile Analysis

The respondent profile analysis shows that the majority of respondents who filled out the questionnaire and live in Pekanbaru are female, accounting for 59.4%, and they generally shop online frequently. This conclusion is evident in the figure, which illustrates that women are the group most often engaging in online shopping through the TikTok Shop application. In terms of age, the majority of respondents (200 respondents, 52.1%) are between 15–25 years old. Regarding occupation, the largest group consists of students. This demonstrates that most people who shop on e-commerce platforms such as TikTok Shop are teenagers and university students, as they are active users of social media. Furthermore, most of them have been using this platform for 1–2 years, indicating that TikTok Shop is currently one of the most popular online shopping platforms.

### Questionnaire Test Analysis

Table 1 displays the findings of the construct validity and reliability tests carried out for this study using the SmartPLS software.

Table 1. Validity and Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho A)	Composite Reliability (rho c)	Average Variance Extracted (AVE)
Algorithm Tiktoks	0.677	0.680	0.822	0.607
E-Loyalty	0.774	0.789	0.854	0.596
Influencers	0.804	0.808	0.872	0.630
Purchase Decision	0.842	0.854	0.888	0.616

Source: Processed Data, 2025

According to table 1, the construct validity and reliability measurements of SEM-PLS are explained as follows: (1) Construct reliability of the inner model was assessed by examining convergent validity, discriminant validity and construct reliability which were assessed following the calculation of cronbach's alpha above 60% represents reliable variable. The findings of table 1 show that all variables have cronbach's alpha value higher than 0,60. Which implies that all variables of this research are reliable. (2) Discriminant validity was assessed with AVE (Avarage Variance Extracted) for each factors and check whether the square roots of AVE of any two factors were bigger than its correlation. Table 1 indicates that the AVEs of all of variables are big tha 0.50, which means that the discriminative validity is good. Consequently, the constructs in this study are valid and there are no issues with the model's convergent validity.

### R<sup>2</sup> Determination Coefficient Test

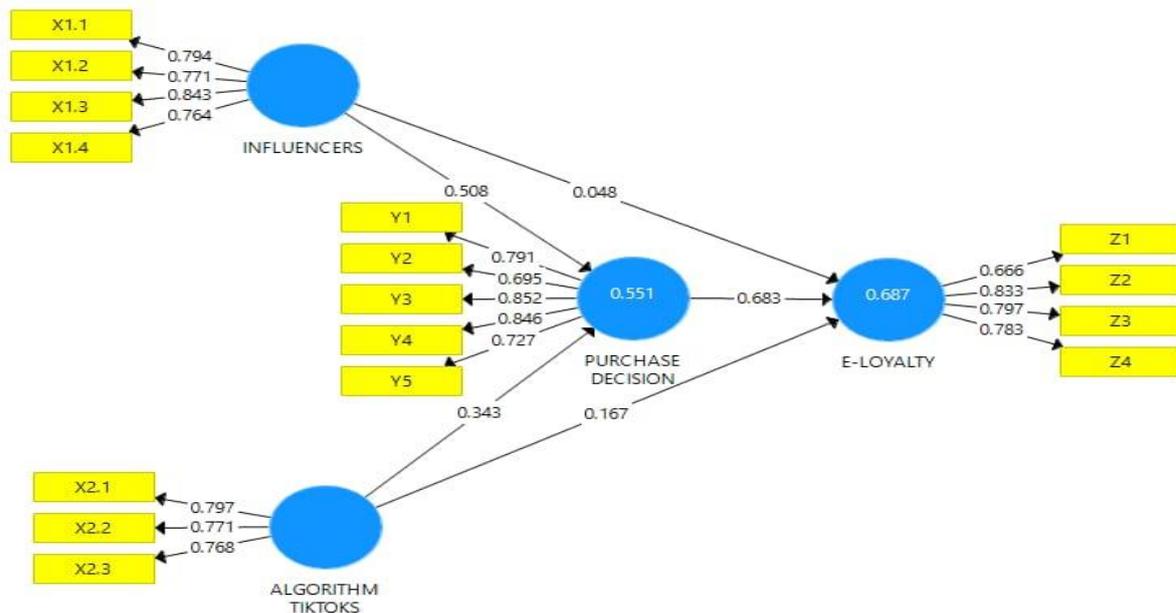
In the SEM Model, the coefficient of determination is used to calculate the proportion of the endogenous variable's overall variance that can be accounted for by the exogenous variables. The following table displays the findings of the coefficient of determination (R<sup>2</sup>) test which was carried out with SmartPLS software.

**Table 2. R Square**

Variable	R Square	R Square Adjusted
E-Loyalty	0.687	0.684
Purchase Decision	0.551	0.549

Source: Processed Data, 2025

Table 2 shows R square value for e-loyalty is 0,687, meaning that the influencer usage variable and tiktok algorithm recommendation account for 68,7% of the e-loyalty variable, with additional factors not included in this study accounting for the remaining 31,3%. The R square value for purchase decision is 0.551, which indicates that the influencer usage variable and tiktok algorithm recommendation account for 55,1% of the buy decision variable, while other factors not examined in this study account for the remaining 44,9%. Figure 3 shows the PLS Model for this research.



Source: Processed Data, 2025

**Figure 3. PLS Model**

This model consists of four constructs: Influencer, TikTok's recommendation algorithm, purchase decision, and e-loyalty as seen in Table 3. The assessment of each construct's validity and reliability is the goal of the measurement model evaluation stage.

**Table 3. Hypothesis Testing Results**

No	Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
1.	Algorithm Tiktoks_ -> E-Loyalty	0.167	0.168	0.041	4.073	0.000
2.	Algorithm Tiktoks_ -> Purchase Decision	0.343	0.339	0.054	6.409	0.000
3.	Influencers -> E-Loyalty	0.048	0.049	0.047	1.016	0.310
4.	Influencers -> Purchase Decision	0.508	0.514	0.054	9.417	0.000
5.	Purchase Decision -> E-Loyalty	0.683	0.681	0.049	14.012	0.000

Source: Processed Data, 2025

**The Influence of TikTok's Recommendation Algorithm on E-Loyalty**

The study's first hypothesis demonstrates that e-loyalty is significantly impacted by tiktok's recommendation system. A t-statistic value of 4,073 with a significance level of 0.000 was obtained from the statistical analysis.

This suggest that  $H_a$  is accepted since the significance level below the p-value criterion ( $0.000 < 0.05$ ) and the statistic  $> 1.96$  (two tailed). As a result, tiktok's algorithm recommendation constant presence on users accounts promotes e-loyalty by encouraging user to return to the featured products. In this context, the TikTok algorithm that frequently appears on users' accounts has been proven to encourage them to revisit the displayed products, thereby increasing their loyalty to the platform. By combining user preferences, interactions, and behaviors, this algorithm creates a more engaging and satisfying user experience, which ultimately strengthens e-loyalty (Zhang & Liu, 2021).

According to the study by Safitri et al., (2023), customer loyalty is achieved when customers have trust and satisfaction with what they receive, even though many other competitors may have different advantages. Based on research conducted by Fitrianto (2025), it was proven that the TikTok recommendation algorithm has a significant influence on users' content consumption behavior, including e-loyalty.

### **The Influence of TikTok's Recommendation Algorithm on Purchase Decision**

The second hypothesis demonstrates that tiktok's recommendation algorithm significantly influences consumers decisions to buy. With a significance threshold of 0.000, the study produced a t-statistic value of 6.409. according to the general guideline used in this investigation, a two-tailed t-statistic  $> 1.96$  with a significance level of p-value  $< 0.05$   $H_a$  is acceptable. The results of this study indicate that the TikTok algorithm, which continuously displays recommended content to users, can stimulate interest and persuasion, ultimately encouraging consumers to make purchases. The TikTok recommendation algorithm often showcases products that have been viewed or purchased by other users, or products that have gained significant attention, leading customers to perceive these products as worthy of purchase.

The findings related to the third hypothesis are supported by previous studies Putri & Nurhayati (2024) which was conducted on other online shopping platforms, indicating that Tiktok's recommendation algorithm has an impact on purchase decisions.

### **The Influence of Influencers on E-Loyalty**

The study's third hypothesis of this study reveals that influencers do not affect customer e-loyalty. The analysis shows that the t-statistic value for the effect of influencers on e-loyalty is 1.016, with a significance level of 0.310. This means that the t-statistic  $< 1.96$  (two-tailed) with a significance level of  $p > 0.05$ , and thus,  $H_a$  is rejected. Therefore, the use of influencers does not necessarily guarantee that consumers or customers will make repeat online purchases of the same product (e-loyalty). E-loyalty can also be influenced by many other factors besides influencers, such as product quality, user experience, customer service, and price. Although influencers may have a positive impact, if followers do not have sufficient trust or do not feel that the promoted product truly meets their needs, the effect on e-loyalty may be diminished.

This study differs from the previous findings by Nawastuti & Irmawati (2023) which was conducted on other online shopping platforms, indicating that the use of influencers had an impact on e-loyalty.

### **The Influence of Influencers on Purchase Decision**

Purchase decisions are significantly impacted by the usage of influencers, according to the results of the first hypothesis. With a significance level of 0.000, the study reveals that the t-statistic value for the impact of influencers on purchasing decisions is 9.417. According to the general guideline used in this study, a two-tailed t-statistic  $> 1.96$  with a significance threshold of p-value  $< 0.05$   $H_a$  is acceptable. This suggests that utilizing high-quality influencers who are capable of impacting their audience and followers can ultimately influence customers in making purchasing decisions. Individuals tend to be influenced by others, especially those who are considered trustworthy sources or hold high status within a social group (Saputra & Naufal Wala, 2024). Influencers, with the significant influence they possess, serve as social references for their followers. When influencers recommend a product, their followers feel more confident in making purchase decisions, as they perceive influencers as figures with high knowledge and credibility.

This study is supported by previous findings Alia Candra Devi et al. (2024), Veronica et al. (2022), and Nurfadila (2020) which was conducted on other shopping platforms, indicating that the use of influencers has an impact on purchase decisions.

### **The Influence of Purchase Decision on E-Loyalty**

According to the study's fifth hypothesis, e-loyalty is significantly impacted by purchase decisions. A t-statistic value of 14.012 with a significance level of 0.000 was the outcome of the statistical study. This indicates that  $H_a$  is accepted since the significance level is below the p-value criterion ( $0.000 < 0.05$ ) and the t-statistic  $> 1.96$  (two-tailed). Accordingly, the occurrence of repeated purchase decisions reflects the emergence of customer loyalty (e-loyalty) toward the product or service used. Positive purchase decisions and satisfying experiences strengthen consumer loyalty to a brand or platform, which is reflected in repeat purchases.

The findings of the fifth hypothesis are supported by previous studies Simamora & Fauziah (2019) who conducted research on other online shopping platforms and stated that purchase decisions have an influence on e-loyalty. According to the research findings of Julian & Yani (2022), online purchase decisions also affect e-loyalty, where online purchase decisions impact customer loyalty. This is evidenced by the phenomenon of online shopping trends, further reinforced by the Covid-19 pandemic, which required consumers to shop from home.

**Table 4. Indirect Effect Testing Results**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Algorithm Tiktoks_ -> Purchase Decision -> E-Loyalty	0.234	0.231	0.040	5.805	0.000
Influencers -> Purchase Decision -> E-Loyalty	0.347	0.350	0.047	7.373	0.000

Source: Processed Data, 2025

#### **The Influence of TikTok's Recommendation Algorithm on E-Loyalty Mediated by Purchase Decision**

The findings of the sixth hypothesis in Table 4 indicate that the t-statistic for the effect of TikTok's recommendation algorithm on e-loyalty mediated by purchase decision is 5.805, with a significance level of 0.000. Referring to the rule applied in this study,  $H_a$  is accepted when the p-value is less than 0.05 and the two-tailed t-statistic is greater than 1.96. This indicates that e-loyalty is significantly impacted by the tiktok recommendation system, which is mediated via purchase decisions. The continuous appearance of TikTok's recommendation algorithm on the user's application encourages customers to revisit the store offering the product or service, generating interest and leading them to make a purchase decision.

This study is supported by the research of Alcántara-Pilar et al. (2024), which states that influencer credibility in TikTok marketing campaigns has an impact on customer loyalty and purchase intention. The TikTok recommendation algorithm, which prioritizes content personalization according to user interests, plays an important role in enhancing consumer loyalty. This algorithm enables users to more frequently encounter relevant content, thereby increasing engagement, satisfaction, and ultimately loyalty to the platform.

#### **The Influence of Influencers on E-Loyalty Mediated by Purchase Decision**

The findings of the seventh hypothesis identify that the use of influencer has a considerable effect on e-loyalty, mediated by purchase decision. With a significance level of 0.000, the study yielded a t-statistic value of 7.373. The t-statistic > 1.96 (two-tailed) and the p-value < 0.05  $H_a$  are approved according to the rule used in this study. This suggests that, when mediated by purchase choice, the influencer variable significantly affects e-loyalty. Influencer characteristics such as credibility, authenticity, audience engagement, and sponsorship transparency strengthen their influence on purchase decisions and loyalty (Panya, 2025).

This study is supported by the findings of Panya (2025), which indicate that influencers, including brand ambassadors and opinion makers, have a positive and significant effect on consumer loyalty, with this effect mediated by purchase decisions. Credible, authentic influencers who produce high-quality content are able to increase consumers' purchase intentions and decisions. Similarly, research conducted by Salsabila & Purwanto (2024), emphasizes that purchase decisions made after being exposed to influencer content strengthen consumer loyalty toward a brand or platform. This suggests that the influence of influencers on loyalty is not only direct but also occurs through the mediating role of purchase decisions. Further support comes from Amiroh et al. (2023), who found that brand ambassadors affect e-loyalty with purchase decisions as a mediating variable. The more popular and widely recognized a brand ambassador is, the higher the likelihood that consumers will make a purchase. Such decisions, in turn, encourage repeat purchases and word-of-mouth recommendations, thereby reinforcing loyalty to the brand.

#### **CONCLUSION**

Based on the results of the study, it can be concluded that the use of influencers and TikTok's recommendation algorithm significantly influences users' purchase decisions on TikTok Shop. However, the direct influence of influencers on e-loyalty was found to be insignificant, indicating that customer loyalty is not solely shaped by the presence of influencers, but rather through the purchasing experience itself. In contrast, TikTok's recommendation algorithm was proven to have a direct impact on e-loyalty, as well as an indirect effect mediated by purchase decision. Furthermore, purchase decision was found to be a strong mediating variable in bridging the influence of both influencers and recommendation algorithms on e-loyalty. These findings suggest that a positive shopping experience is key to building online consumer loyalty.

It is advised that the variables employed in future studies be expanded to include other elements including consumer pleasure, trust, and satisfaction (e-satisfaction) as mediating or moderating variables. The study can also

be extended using a qualitative approach to explore more deeply consumers' perceptions and motivations in using TikTok Shop. From a practical standpoint, business actors on the TikTok platform are advised not to rely solely on influencers as a marketing strategy, but also to ensure a satisfying shopping experience in order to foster long-term loyalty. Furthermore, the development of more personalized and relevant recommendation algorithms is crucial to maintaining user engagement with the promoted products.

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