

The Influence of Social Media Marketing and Viral Marketing on Brand Loyalty and Purchase Intention among Generation Z in the Digital Era (A Study on Daviena Product Users in TikTok Shop E-Commerce)

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Abstract

A Study on Users of Daviena Products on TikTok Shop E-Commerce."This study aims to analyze the influence of Social Media Marketing and Viral Marketing on Brand Loyalty and Purchase Intention among Generation Z users of Daviena products on the TikTok Shop e-commerce platform. A quantitative research method was employed, with data collected through questionnaires distributed to 150 Generation Z respondents in Pasuruan Regency. Data analysis was conducted using the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS). The findings reveal that Social Media Marketing has a significant positive effect on both Brand Loyalty and Purchase Intention. In contrast, Viral Marketing does not exhibit a significant influence on either Brand Loyalty or Purchase Intention. Additionally, Brand Loyalty is not found to have a significant impact on Purchase Intention. The R-Square values are 11.7% for Brand Loyalty and 4.8% for Purchase Intention, indicating that a considerable portion of variance is explained by variables outside the scope of this study. These findings imply that business practitioners, particularly local brands in the digital era, should optimize their marketing strategies through TikTok to foster customer loyalty and enhance the purchase intention of young consumers. The study also recommends further evaluation of viral marketing strategies and emphasizes the importance of considering other influential factors that drive Gen Z's purchasing decisions on digital platforms.

Keywords: Brand Loyalty; Gen Z; Purchase Intention; Social Media Marketing; Viral Marketing

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INTRODUCTION

In today's digital era, the rapid development of information technology requires businesses to continuously innovate in order to remain competitive in the increasingly complex global market. One of the sectors that has shown significant growth is the cosmetics industry. Beauty and skincare products have become an integral part of society's needs, particularly among women. Demand for beauty and personal care products continues to increase, driven by strong consumer enthusiasm (Labibah and Sonja, 2024). The rapid growth of the cosmetics business is inseparable from technological advances that facilitate access and accelerate information dissemination, making it an effective medium for marketers to introduce and promote their products. Among the many marketing channels, social media stands out as one of the most widely utilized platforms, whose popularity in Indonesia continues to grow due to its ease of communication. Social media plays a crucial role in accelerating the flow of information and supporting the development of both brands and products, thereby enabling businesses to achieve their marketing objectives (Labibah and Sonja, 2024). With affordable marketing costs and a massive user base, social media has become one of the most effective means of running a business, allowing marketers to reach a wider audience. Social media itself is an online platform that

enables individuals to interact, collaborate, share information, and build social relationships virtually (Bessie and Wie, 2024).

One example is Daviena Skincare, a local beauty brand that has experienced rapid growth. Starting with an initial capital of only 3.5 million rupiah in 2018, Daviena has now achieved monthly revenues of hundreds of millions. Its expansion is supported by an extensive distribution network consisting of 22 distributors and 129 agents across Indonesia. The brand's popularity has also increased, attracting beauty enthusiasts among both teenagers and adults. One of the success factors of Daviena Skincare lies in its active promotional strategies carried out by its founder through TikTok and other social media platforms (Andini et al., 2025). However, the brand recently became the subject of public scrutiny due to negative viral issues regarding excessive claims made about some of its products. The products accused of overclaiming include the *7X Power of Moonlight Body Lotion* and the *Sleeping Mask Retinol Booster*. Even before the emergence of the "Dokter Detektif" account, Dr. Richard Lee had conducted laboratory tests on Daviena products in November 2020 and found harmful substances in certain formulations (Andini et al., 2025).

This phenomenon is closely related to the concept of viral marketing, a method of delivering messages from one consumer to another through digital media such as emails or videos, which are then uploaded to personal blogs or shared across websites. The term derives from "word-of-mouth endorsement," where consumers voluntarily share messages with others. Viral marketing has been described as a strategy that spreads like a "virus," allowing marketing messages to reach audiences widely and quickly. Messages may take the form of streaming videos, online newsletters, promotions through hyperlinks, or online games (Dobele et al., 2014; MS, Sakti, and Mulyono, 2022). At its core, viral marketing seeks to influence people to talk about a product within their social or online networks. When consumers are satisfied with a product, they tend to share their experiences voluntarily, thereby encouraging others to try it. This word-of-mouth mechanism enhances product exposure and builds consumer trust (MS, Sakti, and Mulyono, 2022).

The emergence of many products within the same category, often with similar quality that can easily be imitated, poses a challenge for companies to maintain their position in the market. For instance, Daviena must safeguard its market share in the midst of intense competition. One of the strategies to achieve this is by strengthening brand loyalty. Consumers with a positive perception of a brand are more likely to choose that product repeatedly. Brand loyalty not only influences purchasing decisions but also shapes long-term consumer commitment to the brand (Labibah and Sonja, 2024). A brand that consistently meets or even exceeds consumer expectations, while maintaining quality and reputation, builds trust and emotional attachment with its consumers. This attachment strengthens brand identity and enhances consumer loyalty, where brand trust becomes a key factor in establishing enduring and valuable relationships for the company (Labibah and Sonja, 2024).

Another factor influencing purchase intention is customer experience, which reflects consumers' cognitive recognition and perceptions that stimulate buying interest (Chen and Lin, 2014). A positive customer experience generates emotional and rational bonds between consumers and the products or services they use. Consumers who are satisfied with their experiences are more likely to make repeat purchases. Purchase intention is also influenced by price perception, which reflects the sacrifice customers are willing to make to acquire the desired product or service.

Given the rising issues surrounding Daviena's skincare products in recent years, this study is motivated to investigate the phenomenon by examining "The Influence of TikTok Social Media Marketing and Viral Marketing on Brand Loyalty and Purchase Intention among Generation Z in the Digital Era (A Study on Daviena Product Users in TikTok Shop E-Commerce)." The findings of this study are expected to provide useful insights for business practitioners, particularly those utilizing TikTok, in managing marketing factors within their control to increase consumer purchase intention and foster stronger brand loyalty.

METHOD

Data were collected using a closed questionnaire distributed online. The measurement scale used was a Likert scale with five response options: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1).

Variables and Operational Definitions

Exogenous Variables (X) are variables that exert either a positive or negative influence on the dependent variable, namely the Endogenous Variable (Y). This study employs two exogenous variables, namely Social Media Marketing on TikTok (X1) and Viral Marketing (X2).

Endogenous Variables (Y) are variables that are affected by or result from the issues being examined due to the influence of the exogenous variables (X). In this study, two endogenous variables are employed, namely Brand Loyalty (Y1) and Purchase Intention (Y2).

Descriptive Statistical Analysis: Describes the distribution of respondents' answers using Microsoft Excel (mean, standard deviation, frequency, percentage). Inferential Analysis: Conducted using SmartPLS version 4.0 with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The stages of analysis include:

Outer Model Test (Measurement Model):

Convergent Validity: Loading factor values > 0.5 (Yusuf dan Alamer 2022)

Discriminant Validity: Indicator loadings on their respective constructs are higher than cross-loadings on other constructs, and AVE > 0.5

Composite Reliability & Cronbach's Alpha: Values > 0.7

Inner Model Test (Structural Model):

R Square (R^2) is used to assess the extent to which the model can explain the variation of the dependent variable. An R Square value greater than 0.67 indicates a strong level, a value between 0.33 and 0.67 indicates a moderate level, and a value between 0.19 and 0.33 indicates a weak level (Chin 1998).

Hypothesis Testing: the significance level is set at 5% or 0.05, meaning that if the p-value is less than 0.05, H_0 is rejected and H_a is accepted, whereas if the p-value is equal to or greater than 0.05

RESULT AND DISCUSSION

Convergent Validity: All indicators had loading factors above 0.5 (X1.1: 0.885, X2.1: 0.976, Y1.2: 0.817, Y2.1: 0.920).

Variabel	Item	Outer Loading	Keterangan
Sosial Media Marketing Tiktok (X1)	X1.1	0.885	Valid
	X1.2	0.957	Valid
	X1.3	0.966	Valid
	X1.4	0.944	Valid
	X1.5	0.953	Valid
	X1.6	0.951	Valid
	X1.7	0.870	Valid
	X1.8	0.889	Valid
Viral Marketing (X2)	X2.1	0.976	Valid
	X2.2	0.990	Valid
	X2.3	0.993	Valid
	X2.4	0.988	Valid
	X2.5	0.993	Valid
	X2.6	0.987	Valid
	X2.7	0.979	Valid
	X2.8	0.956	Valid
Brand loyalty (Y1)	Y1.1	0.817	Valid
	Y1.2	0.778	Valid
	Y1.3	0.870	Valid
	Y1.4	0.816	Valid
	Y1.5	0.794	Valid
	Y1.6	0.782	Valid
	Y1.7	0.800	Valid
	Y1.8	0.807	Valid
Minat Beli (Y2)	Y2.1	0.920	Valid
	Y2.2	0.925	Valid
	Y2.3	0.942	Valid
	Y2.4	0.894	Valid
	Y2.5	0.897	Valid
	Y2.6	0.937	Valid
	Y2.7	0.888	Valid
	Y2.8	0.926	Valid

Discriminant Validity: The loading factor values of each indicator are higher on their respective constructs compared to cross-loadings on other constructs, and the AVE values for all variables (social media marketing:0.966, viral marketing: 0.988, brand loyalty: 0.870: Purchase Intention 0.942) are above 0.5, indicating good discriminant validity.

Variabel	Cronbach's Alpha	Rho_A	Rho_C	Avarage Variance Extracted (AVE)	Keterangan
Sosial Media Marketing Tiktok	0.977	0.989	0.980	0.861	Reliabel
Viral Marketing	0.995	1.000	0.996	0.966	Reliabel
Brand Loyalty	0.924	0.927	0.938	0.653	Reliabel
Minat Beli	0.973	.1.032	0.977	0.840	Reliabel

Composite Reliability: All variables have Composite Reliability values above 0.7 (Social media marketing: 0.989, viral marketing: 1.000, brand loyalty: 0.938, Purchase Intention: 1.032) and Cronbach's Alpha values above 0.7, indicating good reliability

Inner Model Test

	R Square	R Square Adjusted
Brand Loyalty	0.117	0.105
Minat Beli	0.048	0.028

R-Square (R^2): The Customer Satisfaction variable has an R^2 value of 0.117 (low), meaning that 11.7% of the variation in satisfaction is explained by the model. The Customer Loyalty variable has an R^2 value of 0.700 (high), meaning that 20% of the variation in loyalty is explained by the model, which is very low.

Hypothesis Testing

H1: A T-statistic value of 3.283 and a P-value of 0.001 indicate that this relationship is significant. Social media marketing has a positive effect on increasing brand loyalty. H2: With a T-statistic of 3.095 and a P-value of 0.002, this effect is significant. This indicates that viral marketing strategies can effectively increase brand loyalty among consumers.

H3: The T Statistics value is 1.571 and the P Value is 0.116, meaning that this effect is not significant. Thus, TikTok social media marketing has not been able to strongly influence consumer purchasing interest.

H4: The T Statistics value is 0.839 and the P Value is 0.401, indicating that this effect is not significant. This indicates that viral marketing has not directly driven consumer purchase interest.

H5: The T Statistics value is 1.082 and the P Value is 0.279, which means that this relationship is not significant. This means that brand loyalty does not directly influence purchase interest in the context of this study.

DISCUSSION AND ANALYSIS OF FINDINGS

The Effect of Social Media Marketing on Brand Loyalty (H1)

The analysis results show that TikTok Social Media Marketing (X1) has a positive and significant effect on Brand Loyalty (Y1) (T Statistics 3.283; P Value $0.001 < 0.05$), so H1 is accepted. Daviena's strategy of using informative, interactive, and easy-to-understand TikTok content has proven effective in building consumer loyalty. Descriptively, TikTok Social Media Marketing has a Grand Mean of 2.68 (Neutral), with

the highest indicators being active interaction (2.87) and ease of information (2.77). Brand Loyalty has a Grand Mean of 2.63 (Neutral), with the highest indicators being consumer commitment (2.95) and brand understanding of needs (2.93). This indicates that consumers tend to be neutral to slightly agree that interaction and information on TikTok strengthen loyalty.

The Effect of Viral Marketing on Brand Loyalty (H2)

The analysis results show that Viral Marketing (X2) does not have a significant effect on Brand Loyalty (Y1) (T Statistics 1.571; P Value 0.116 > 0.05), so H2 is rejected. Descriptively, Viral Marketing has a Grand Mean of 2.45 (Disagree), with the lowest indicators being confidence in purchasing due to positive reviews (2.21) and the urge to find out about products due to viral content (2.30). Brand Loyalty has a Grand Mean of 2.63 (Neutral). This shows that Daviena's virality on TikTok has not been able to build Gen Z consumer loyalty significantly.

The Effect of TikTok Social Media Marketing on Purchase Interest (H3)

The analysis results show that TikTok Social Media Marketing (X1) has a positive and significant effect on Purchase Interest (Y2) (T Statistics 3.095; P Value 0.002 < 0.05), thus H3 is accepted. Descriptively, Social Media Marketing has a Grand Mean of 2.68 (Neutral), with the highest indicators being active interaction (2.87) and ease of information (2.77). Purchase Intention has a Grand Mean of 2.36 (Disagree), with the highest indicator being promotion suitability with lifestyle (2.89) and the lowest being other users' recommendations (2.15). This indicates that although respondents' purchase intention tends to be low, TikTok content that is interactive and easy to understand is able to attract the attention of Gen Z and encourage the desire to purchase Daviena products.

The Effect of Viral Marketing on Purchase Intention (H4)

The analysis results show that Viral Marketing (X2) does not have a significant effect on Purchase Intention (Y2) (T Statistics 0.839; P Value 0.401 > 0.05), so H4 is rejected. Descriptively, Viral Marketing has a Grand Mean of 2.45 (Disagree), with the lowest indicators being confidence in purchasing due to positive reviews (2.21) and the urge to find out about the product due to viral content (2.30). Purchase Interest has a Grand Mean of 2.36 (Disagree), with the lowest indicator being recommendations from other users (2.15). This shows that the virality of Daviena's content on TikTok is not directly proportional to purchase intent, as Gen Z consumers tend to view it only as entertainment or information, not as an incentive to buy.

The Effect of Brand Loyalty on Purchase Intention (H5)

The analysis results show that Brand Loyalty (Y1) does not have a significant effect on Purchase Intention (Y2) (T Statistics 1.082; P Value 0.279 > 0.05), so H5 is rejected. Descriptively, Brand Loyalty has a Grand Mean of 2.63 (Neutral), with the highest indicators being commitment to continue using the product despite promotions from other brands (2.95) and brand understanding of consumer needs (2.93). Purchase Interest has a Grand Mean of 2.36 (Disagree), with the lowest indicator being the urge to buy due to recommendations from other users (2.15). This shows that Daviena consumer loyalty is still in its early stages and is not yet strong enough to encourage repeat purchases or new purchasing decisions.

CONCLUSION

Based on data analysis and discussion of the results of research on the influence of TikTok Social Media Marketing and Viral Marketing on Brand Loyalty and Purchase Interest among Gen Z users of Daviena products on TikTokShop E-commerce, the following conclusions can be drawn:

1. The Influence of TikTok Social Media Marketing on Brand Loyalty: TikTok Social Media Marketing (X1) has been proven to have a positive and significant influence on Brand Loyalty (Y1). This is supported by a significance value of $0.001 < 0.05$ and T Statistics of $3.283 > 1.96$, indicating that marketing strategies through TikTok are effective in building brand loyalty among consumers.
2. The Effect of TikTok Social Media Marketing on Purchase Interest: TikTok Social Media Marketing (X1) was also found to have a positive and significant effect on Purchase Interest (Y2). With a significance value of $0.002 < 0.05$ and T Statistics of $3.095 > 1.96$, this indicates that marketing activities on TikTok effectively drive consumer purchase interest.
3. The Effect of Viral Marketing on Brand Loyalty: Viral Marketing (X2) has no significant effect on Brand Loyalty (Y1). The test results show a significance value of $0.116 > 0.05$ and T Statistics of $1.571 < 1.96$, which means that this hypothesis is not accepted.
3. The Effect of Viral Marketing on Purchase Interest: Viral Marketing (X2) also has no significant effect on Purchase Interest (Y2). With a significance value of $0.401 > 0.05$ and T Statistics of $0.839 < 1.96$, this shows that viral marketing does not directly drive consumer purchase interest strongly in the context of this study.
4. The Effect of Brand Loyalty on Purchase Intention: Brand Loyalty (Y1) does not have a significant effect on Purchase Intention (Y2). A significance value of $0.279 > 0.05$ and T Statistics of $1.082 < 1.96$ indicate that brand loyalty does not directly affect purchase intention in the context of this study.
5. Model Predictive Power: The R-Square value for Brand Loyalty (Y1) is 0.117 (11.7%) and for Purchase Interest (Y2) is 0.048 (4.8%). This indicates that the independent variables (TikTok Social Media Marketing and Viral Marketing) have a relatively low ability to explain the variation in Brand Loyalty and Purchase Intention. Most of the variation is influenced by factors other than those included in this research model.

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