Proceeding of the International Conference on Management, Entrepreneurship, and Business

E-ISSN .:3090-9155

Research Article

Determinants of Brand Loyalty in Social Media Marketing: The Impact of Influencer Marketing and Content Quality on TikTok Users

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Abstract: The rapid growth of social media has transformed digital marketing strategies, particularly through TikTok as a platform for fashion product promotion. Influencer marketing and content quality have become important factors that may influence consumer brand loyalty. This study aims to examine the effect of influencer marketing and content quality on brand loyalty among TikTok users who consume fashion products in Medan, Indonesia. This research uses a quantitative approach with an explanatory research design. Data were collected through questionnaires distributed to 385 active TikTok users in Medan who had experienced fashion product promotions through influencers. The sampling method combined purposive and accidental sampling techniques. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLLS software. The findings indicate that influencer marketing has a positive and significant effect on brand loyalty, with a path coefficient of 0.622, t-statistic of 10.850, and p-value of 0.000. Content quality also has a positive and significant effect, with a path coefficient of 0.189, t-statistic of 3.474, and p-value of 0.001. The R^2 value of 0.616 shows that influencer marketing and content quality simultaneously explain 61.6% of the variation in brand loyalty. The results highlight that influencer marketing has a stronger influence than content quality in building brand loyalty among fashion consumers on TikTok. Therefore, fashion businesses should focus on collaborating with credible influencers and developing engaging, relevant, and high-quality content to strengthen customer relationships and maintain long-term loyalty.

Keywords: Brand Loyalty; Content Quality; Fashion Marketing; Influencer Marketing; TikTok.

Received: Jnauary 17, 2026
Revised: March 29, 2026
Accepted: April 21, 2026
Published: June 30, 2026
Curr. Ver.: June 30, 2026

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1. Introduction

The evolution of digital technology and social media has altered the interaction patterns of companies with consumers in various nations (Napitupulu, 2025). One of the social media platforms that has seen extremely rapid growth is TikTok, which has converted from an entertainment application into a short video-based digital marketing medium with a large global effect (Maharani, 2023). TikTok uses a customization algorithm that can boost user engagement by displaying material that matches audience preferences (Mao et al., 2024). TikTok has become one of the main platforms for influencer marketing efforts, affecting digital consumer engagement and social media-based consumption behavior (Wang et al., 2024).

In Indonesia, TikTok is one of the fastest-growing social media platforms in terms of users and has a growing dominance over social commerce activities, especially in the fashion industry (Safitri et al., 2025). Medan City as one of the metropolitan cities with the high level of internet penetration and social media utilization, shows the development of digital consumption that is increasingly strong, especially among the younger generation who

actively use TikTok as a source of entertainment, references of products, and a way of following fashion trends. This circumstance reveals that TikTok is no longer just an entertainment medium but becomes a strategic medium for companies in creating long-term relationships with customers and strengthening brand loyalty (Mariam et al., 2025).

Brand loyalty is a significant indicator of a company's effectiveness in retaining consumers in the face of a more aggressive commercial environment (Nasib et al., 2024). A form of consumer commitment to a brand is brand loyalty, which is the recurring purchase and use of a brand over time (Amin et al., 2026). In the digital context, brand loyalty is determined by the consumer experience, the emotional involvement and the quality of the relationships developed through social media (Lestari & Nasib, 2021). On TikTok, brand loyalty is not only based on product quality but also the digital experience consumers have with content and influencers pushing a brand (Nasib, Pranata, et al., 2023). Therefore, firms need to grasp the digital variables that can build customer relationships with brands so that loyalty can be established in a sustainable manner

One of the fast developing digital marketing tactics on TikTok is influencer marketing (Cao et al., 2025). Influencer marketing is a marketing approach where people with a certain social influence are used to promote items or companies to their audiences (Juwita et al., 2022). In recent years, this method has been a successful way to increase brand awareness, engagement, and consumer loyalty (Marwati, 2022). Positive consumer responses to companies are enhanced by the influencer's credibility, the fit of the influencer with the product and the interactions generated through content (Huonga et al., 2025). Through brief, interactive and authentic videos, TikTok gives influencers with a huge space to create closeness with their followers (Xing et al., 2025). This makes influencer marketing an increasingly significant tactic in influencing customer behavior, especially in the fashion business that relies largely on graphics, trends and social recommendations (Fathurrohman et al., 2024).

Influencer marketing, in addition to the quality of content, is also an important role in creating brand loyalty on the TikTok platform (Bok, 2024). Content quality is the degree to which content given is relevant, interesting, creative, consistent and beneficial to the audience (Cho et al., 2023). In the current digital marketing environment, consumers need more than just product advertising; they expect to receive real and helpful information (Erislan, 2025). The recent research points out that content quality affects engagement, perceived legitimacy and consumer's behavior on social media (Ucha, 2023). Good content can help to attract customer attention, create good perceptions of a company and develop long-term relationships with social media users (Etayo et al., 2023). As the TikTok platform environment is highly quick in terms of content competition, the quality of content becomes more significant and the platform algorithm tends to promote content that can generate high user interaction (Baig et al., 2024).

Although the influencer marketing is growing rapidly, several international studies and polls show that the faith of the public in social media influencers is beginning to diminish (Rasoolimanesh, 2021). This circumstance may reflect changes in digital consumer behavior, which is progressively more critical of promotional content based on influencer marketing.

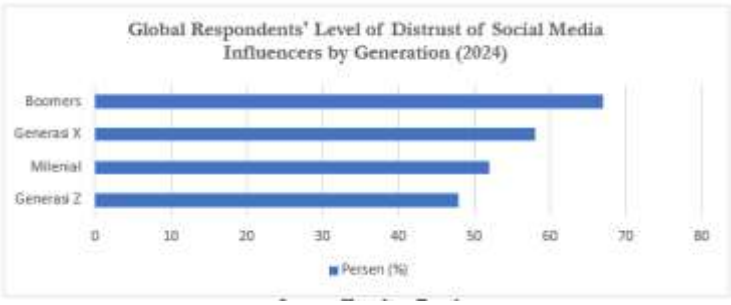


Figure 1. Global Respondents' Level of Distrust of Social Media Influencers by Generation.

Source: Katadata Databox, 2025

As shown in the figure above, there is still a lot of suspicion among global respondents across generations, especially Generation Z and Millennials, when it comes to social media influencers. This shows that customers are becoming suspicious of promotional messages

from influencers and are valuing authenticity and quality of the information supplied more. This situation is a challenge for fashion firms that use TikTok as a marketing medium, since the efficiency of influencer marketing is not only based on the popularity of the influencer, but also on the quality of the material that keeps the consumer loyal to the company.

Numerous researches on influencer marketing and brand loyalty have been completed, although the results are still conflicting and reveal major study gaps that need to be further explored. According to research by (Cao et al., 2025), influencer credibility on TikTok can impact consumer loyalty. However, the research was primarily about influencer credibility rather than content quality directly. Another study by (Huonga et al., 2025) explored the impact of social media marketing activities on brand loyalty but did not take into account influencer marketing and content quality characteristics. Moreover, the research of (Joshi et al., 2023) is only limited to the effect of social media influencers on brand loyalty of Generation Z in Indonesia without considering content quality as a significant factor in the development of brand loyalty. Thus, research that simultaneously evaluates the effect of influencer marketing and content quality on brand loyalty in TikTok users, especially among fashion consumers in Medan, is still limited.

Moreover, the rising consumer distrust of social media influencers indicates that success of influencer marketing is uneven in generating brand loyalty. This situation confirms the necessity of study that combines influencer marketing and content quality in TikTok context to understand more completely the aspects that keep fashion consumer loyalty. Therefore, this study tries to fill this gap by merging two factors of digital marketing in the context of TikTok-based fashion customer behavior.

The novelty of this research is the combination of influencer marketing and content quality variables to explain brand loyalty among TikTok users in the local fashion sector in Medan City. The findings of this study not only highlight the significance of influencers as a digital promotional tool but also establish content quality as a strategic aspect for success in building brand loyalty in the face of growing consumer cynicism towards social media influencers. The present study contributes theoretically by incorporating influencer marketing and content quality into a model of brand loyalty on TikTok. Contextually, this research contributes to the study of digital consumer behavior in the local fashion business in Medan City which is yet barely studied in the digital marketing literature. Besides, this research presents practical implications for fashion companies to create more real TikTok marketing methods in order to foster client loyalty.

2. Literature Review

Influencer Marketing

Influencer marketing has been a strategic tool for establishing brand loyalty through fostering trust, social identity and emotional attachment among consumers (Terichy & Purba, 2026). The efficiency of influencer marketing depends on the reliability of the source, attractiveness and the quality of the relationship created between the influencer and the audience, which ultimately increases trust in the brand (Londong et al., 2024). Parasocial interactions between influencers and followers are important to increase brand confidence and purchase intention (Manurung et al., 2025). On the basis of the brand loyalty this trust is the most important foundation for creating long-term consumer commitment to the brand (An et al., 2024). The legitimacy of the influencer directly influences brand loyalty through the mediation of brand image and emotional attachment (Hsiao & Lin, 2025). That is, brand loyalty is no longer exclusively established through consuming experiences but through the building of perceptions created by the influencer figure as a symbolic representation of the brand (Shandra et al., 2025).

However, the relationship between influencer marketing and brand loyalty becomes more and more complicated in a more and more competitive digital economy (Ginting et al., 2026). Influencer marketing is a contemporary sort of electronic word-of-mouth (e-WOM) that can speed up the construction of brand perceptions and preferences (Wijaya et al., 2026). But new study by (Salqaura et al., 2025) suggests that customers are becoming more cautious of commercial and less authentic endorsements, especially Generation Z, such that influencer efficacy is strongly dependent on perceived authenticity and congruence between the influencer and brand. This suggests that brand loyalty is created not just via promotional

exposure, but also through perceptions of integrity, consistency of values and emotional connections that are built on an ongoing basis (Joshi et al., 2023).

Content Quality

Content quality is a crucial aspect in digital marketing, highlighting the amount to which content is capable of delivering value, relevance, and benefits to the audience (Jawaid, 2025). Information quality is defined as suitable for use, i.e., the degree to which information is appropriate to be used depending on the demands of users (Abdou, 2025). Content, presentation format, and timeliness define information quality (Julaeha, 2024). In social media context, content quality is defined not just as information correctness, but as a strategic instrument able to develop consumer's perceptions of value, engagement, and trust in a brand (Shrivastava & Choithrani, 2024). In the increasingly dense flow of digital information, content quality thus occupies a vital place in the establishment of competitive difference.

Furthermore, content quality is a significant factor in determining the engagement and loyalty of the audience in the current social media environment (Bazi et al., 2023). To effectively impact consumer views, high-value content must blend informational and emotional elements (Bok, 2024). Content success in capturing user attention depends on relevance, credibility, and entertainment value (Sofiyan, 2021). Authenticity and social trends are essential variables in boosting the adoption of digital information by audiences (Bui et al., 2024a). This means content quality is multimodal and dynamic and evolves with the development of consumer behavior and digital platform algorithms (Bui et al., 2024b).

Brand Loyalty

Brand loyalty is strategically important in ensuring the existence of the company since it is the foundation of revenue stability, market sustainability and long-term competitive advantage (Nimran, 2022). Brand loyalty is a strong commitment by customers to repurchase a brand regularly in the future despite situational influences and marketing efforts by competing brands (Haryanto et al., 2024). From a business standpoint, brand loyalty is a very valuable intangible asset, it can lower price sensitivity, reduce the costs of gaining new customers and boost corporate profitability (Pranata, 2021). Brand equity is built on brand loyalty, as loyal customers provide a more secure and sustainable revenue stream compared to new customers (Christian et al., 2023).

Moreover, the significance of brand loyalty as a way to enhance the resilience of a company due to a faster, more dynamic and disruptive competitive market (Nasib, Syaifuddin, et al., 2023). Brand loyalty has a direct impact on market share and financial performance, since loyal consumers not only make repeat purchases but also display aversion to competing brands (Daulay, 2021). In the digital world, loyalty has turned into an advocacy force, where consumers willingly advocate brands through social media and electronic word-of-mouth (e-WOM) (Vinodhini et al., 2022). In the digital age, brand loyalty helps to retain customers and increase the organic reach of the organization via online referral actions (Lestari et al., 2021).

Companies that fail to cultivate brand loyalty risk high levels of consumer churn, insufficient market distinctiveness, and an over-reliance on short-term marketing (Faris et al., 2023). Conversely, brand loyalty provides high switching barriers, boosts customer lifetime value (CLV), and enhances a firm's resistance to reputational crises and shifting market trends (Aditi et al., 2022). The fashion industry is a highly competitive market, and consumer tastes are subject to change. Hence, brand loyalty is a crucial factor in the sustainability of a business, as it ensures not only the continuity of sales but also the formation of brand legitimacy, social identity, and the sustainability of the company's long-term growth (Haryani et al., 2023).

3. Method

This study takes a quantitative technique using the type of explanatory research, which is used to evaluate the causal relationship between variables by testing hypotheses based on numerical data. The data was collected by an online survey utilizing a Likert scale questionnaire (1-5) delivered to respondents who were frequent TikTok users in Medan City and had been exposed to promotional content for fashion products through influencers. The research was conducted in January–July 2025 with the research location in Medan City. The research population was the inhabitants of Medan City with the characteristics of active TikTok users, but the amount of population is unknown hence it is labeled as an infinite population. The sampling technique was non-probability sampling with purposive and

accidental sampling approach. The criteria of respondents were at least 18 years old, domiciled in Medan City, actively using TikTok, and had viewed fashion advertising contents from influencers. Sample size was determined by using Lemeshow algorithm. At 95% confidence level and 5% margin of error, minimum of 385 respondents were required for the study.

The data analysis was performed using Partial Least Squares based Structural Equation Modeling (PLS-SEM) with the help of SmartPLS. This method was selected as it can simultaneously assess the association between latent variables, does not require normally distributed data and is ideal for survey based predictive models. The model was evaluated in two stages, the outside model and the inner model. Outer model Convergent validity Outer loading (≥ 0.70), AVE (≥ 0.50) Discriminant validity Cross loading Fornell-Larcker Reliability Cronbach's Alpha (≥ 0.70), Composite Reliability (≥ 0.70) The inner model, on the other hand, was assessed using the coefficient of determination (R2), path coefficient, effect size (f2), and predictive relevance (Q2) to measure the strength of association between variables and the predictive capacity of the research model.

4. Results and Discussion

Outer Loading

Table 1. Outer Loading Results.

	IM	KK	LM	Information
IM1	0,706			Valid
IM10	0,792			Valid
IM11	0,752			Valid
IM12	0,732			Valid
IM13	0,717			Valid
IM14	0,801			Valid
IM3	0,704			Valid
IM4	0,827			Valid
IM5	0,782			Valid
IM6	0,718			Valid
IM7	0,770			Valid
IM8	0,805			Valid
IM9	0,792			Valid
KK1		0,780		Valid
KK10		0,875		Valid
KK11		0,854		Valid
KK12		0,859		Valid
KK13		0,807		Valid
KK14		0,847		Valid
KK2		0,799		Valid
KK3		0,797		Valid
KK4		0,812		Valid
KK5		0,862		Valid
KK6		0,838		Valid
KK8		0,796		Valid
KK9		0,855		Valid
LM1			0,803	Valid
LM10			0,830	Valid
LM11			0,814	Valid
LM12			0,806	Valid
LM13			0,754	Valid
LM14			0,769	Valid
LM2			0,823	Valid

LM3	0,726	Valid
LM4	0,857	Valid
LM5	0,823	Valid
LM6	0,838	Valid
LM7	0,835	Valid
LM8	0,763	Valid
LM9	0,827	Valid

The findings of the second stage of convergent validity testing in Table 2 show that all indicators in the Influencer Marketing (IM), Content Quality (KK), and Brand Loyalty (LM) constructs have met the convergent validity criteria with outer loading values greater than 0.70. The outer loading values for the IM construct range from 0.704–0.827, the KK construct from 0.780–0.875, and the LM construct from 0.726–0.857. The findings of these analyses reveal that all indicators have a good ability to reflect their respective latent variables. The exclusion of indicators IM2 and KK7 in the previous stage has enhanced the quality of the measurement model, so that all remaining indications were deemed valid and suitable to be used in the next testing step. Hair et al. (2021) state that an outer loading of 0.70 or higher means that the proportion of variance of the indicator that is explained by the latent construct is sufficient, so the indicator is considered to be able to represent the construct it measures. Therefore, the measuring model in this study has fulfilled the requirements of convergent validity, such that the model assessment procedure can be continued with evaluating the discriminant validity, construct reliability and evaluation of the structural model (inner model).

Average Variance Extracted (AVE)

Table 2. AVE Results of Convergent Validity Test.

	Average variance extracted (AVE)	Information
IM	0.581	Valid
KK	0.689	Valid
LM	0.649	Valid

From the results of data processing in Table 3, it can be seen that the AVE value for Influencer Marketing (IM) construct was 0.581; Content quality (KK) was 0.689; and Brand loyalty (LM) was 0.649. All AVE values are higher than the suggested minimum of 0.50. The findings of these analyses suggest that each construct has a sufficient capacity to explain the variation of the indicators that represent it. The Influencer Marketing (IM) construct accounted for 58.1% of its indicator variation, while the Content quality (KK) and Brand loyalty (LM) constructions accounted for 68.9% and 64.9% of their indicator variance, respectively. All constructs in this study have met the requirement of convergent validity based on the criteria of Average Variance Extracted (AVE) and are deemed valid to be used in the next step of model assessment.

Discriminant Validity

Table 3. Cross Loading Results of Discriminant Validity Test.

	IM	KK	LM	Information
IM1	0,706	0,581	0,605	Valid
IM10	0,792	0,576	0,674	Valid
IM11	0,752	0,559	0,621	Valid
IM12	0,732	0,699	0,583	Valid
IM13	0,717	0,538	0,556	Valid
IM14	0,801	0,646	0,615	Valid
IM3	0,704	0,511	0,544	Valid
IM4	0,827	0,684	0,644	Valid
IM5	0,782	0,707	0,567	Valid
IM6	0,718	0,679	0,477	Valid
IM7	0,770	0,604	0,562	Valid
IM8	0,805	0,659	0,603	Valid
IM9	0,792	0,697	0,607	Valid
KK1	0,659	0,780	0,486	Valid

KK10	0,713	0,875	0,583	Valid
KK11	0,639	0,854	0,555	Valid
KK12	0,695	0,859	0,529	Valid
KK13	0,632	0,807	0,490	Valid
KK14	0,614	0,847	0,532	Valid
KK2	0,655	0,799	0,532	Valid
KK3	0,728	0,797	0,680	Valid
KK4	0,618	0,812	0,599	Valid
KK5	0,726	0,862	0,606	Valid
KK6	0,716	0,838	0,614	Valid
KK8	0,723	0,796	0,668	Valid
KK9	0,691	0,855	0,588	Valid
LM1	0,597	0,587	0,803	Valid
LM10	0,619	0,472	0,830	Valid
LM11	0,621	0,557	0,814	Valid
LM12	0,667	0,601	0,806	Valid
LM13	0,620	0,561	0,754	Valid
LM14	0,555	0,505	0,769	Valid
LM2	0,613	0,642	0,823	Valid
LM3	0,552	0,482	0,726	Valid
LM4	0,628	0,643	0,857	Valid
LM5	0,673	0,653	0,823	Valid
LM6	0,754	0,665	0,838	Valid
LM7	0,713	0,600	0,835	Valid
LM8	0,495	0,362	0,763	Valid
LM9	0,583	0,457	0,827	Valid

Based on the test results, all indicators in the Influencer Marketing (IM), Content Quality (KK) and Brand Loyalty (LM) constructions had the greatest loading values for each construct. In the Influencer Marketing construct, the indicator loading values were from 0.704 to 0.827, greater than the Content Quality (KK) and Brand Loyalty (LM) constructs. For instance, IM4 exhibited a loading of 0.827 on IM, higher than KK (0.684) and LM (0.644). In Content Quality (KK) construct, the indicator loading values ranged from 0.780 to 0.875 and were greater than other constructions. In the case, KK10 had a loading of 0.875 for KK, more than IM (0.713) and LM (0.583). For the Brand Loyalty (LM) construct, all the indicators had the greatest loadings for the LM construct, ranging from 0.726 to 0.857. For instance, LM4 has loading on LM of 0.857 which is higher than IM (0.628) and KK (0.643). In summary, the cross-loading tests show that all indicators have the highest loading values on the construct they are designed to measure relative to other constructs, thereby meeting the requirements for discriminant validity and showing no signs of overlap between constructs.

Fornell-Larcker

Table 4. Fornell-Larcker.

	IM	KK	LM
IM	0,762		
KK	0,820	0,830	
LM	0,777	0,699	0,806

The results of the tests in Table 5 showed that the value of √AVE for the Construct Influencer Marketing (IM) was 0.762, the value of √AVE for the Content quality Construct (KK) was 0.830, the value of √AVE for the Brand loyalty Construct (LM) was 0.806. The √AVE value of KK construct was greater than its connection with IM (0.820) and LM (0.699). Similarly, the LM construct had a √AVE value bigger than its association with IM (0.777) and KK (0.699). The findings show that the KK and LM constructs meet the criterion of discriminant validity in the Fornell-Larcker approach. However, the value of the √AVE for the Influencer Marketing (IM) construct is still lower than its correlation with the Content

quality (KK) construct of 0.820, which is 0.762. This condition shows a relatively strong association between the two constructs. The Fornell-Larcker criterion has not been fully satisfied to separate the IM construct from the KK construct empirically. The test results generally show that most constructs achieved discriminant validity according to the Fornell-Larcker criteria. However, there are still signs of discriminant validity problems between the constructs Influencer Marketing and Content Quality. Therefore, further evaluation is needed using alternative discriminant validity approaches such as the Heterotrait-Monotrait Ratio (HTMT) before the measurement model can be said to fully meet the discriminant validity requirements.

Reliability Test

Table 5. Cronbach's Alpha value.

	Cronbach's alpha	Information
IM	0,940	Reliabel
KK	0,962	Reliabel
LM	0,958	Reliabel

Based on the test findings in Table 6, it is known that the Cronbach's Alpha value of Influencer Marketing variable is 0.940, the Content Quality variable is 0.962 and the Brand Loyalty variable is 0.958. All these numbers are over the minimum value of 0.70. The results show that all constructs in the study model have good internal consistency in assessing their latent variables. Thus, it can be concluded that all the constructs have met the reliability criteria and are eligible to be used in the following step of analysis in the structural model.

Composite Reliability (CR)

Tabel 6. Nilai Composite Reliability.

	Composite reliability (rho_c)	Information
IM	0,947	Reliabel
KK	0,966	Reliabel
LM	0,963	Reliabel

Based on the test results in Table 7, the Composite Reliability value of the Influencer Marketing construct is 0.947, Content Quality construct is 0.966 and Brand Loyalty construct is 0.963. All of these numbers are over the acceptable threshold of 0.70 The high values of the Composite Reliability of these three constructs show that the indicators of each construct have adequate internal consistency to measure its hidden variables. Thus, all constructs in this research model have passed the dependability based on Composite dependability and are suitable for the next analysis stage in the structural model.

Structural Model Evaluation (Inner Model)

Coefficient of Determination (R^2) Test

Table 7. R-Square (R^2).

	R-square	R-square adjusted
LM	0,616	0,614

The test results of Table 8 show that the value of R-square for the Brand loyalty variable is 0.616 with an adjusted R-square of 0.614. The value suggests that the variables of Influencer Marketing and Content Quality are able to explain 61.6% of the variation in Brand loyalty and 38.4% is explained by other variables outside the study model. According to the criteria for the interpretation of R^2 in SEM-PLS, the value of 0.616 is in the moderate to strong category. This means that the model has a very decent capacity to explain the prediction of the Brand loyalty variable but there are other variables outside the model that also affect it. In summary, these findings suggest that the structural model is adequate in explaining the Brand loyalty variable based on the contributions of the Influencer Marketing and Content Quality variables.

Effect Size (f^2)

Table 8. F-Square (F^2).

	IM	KK	LM
IM			0,329
KK			0,030
LM			

From the results of the analysis in Table 9, the Influencer Marketing variable has a f2 value of 0.329 on Brand Loyalty, which means it has a modest effect. These results show that the contribution of Influencer Marketing to the explanation of the Brand Loyalty variable is substantially more than Content Quality. Therefore, Influencer Marketing contributes significantly to the changes in Brand Loyalty, while the contribution of Content Quality to Brand Loyalty tends to be limited in this research model.

Hypothesis Testing

Table 9. Path Coefficient.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
IM -> LM	0,622	0,623	0,057	10,850	0,000
KK -> LM	0,189	0,189	0,054	3,474	0,001

The Influence of Influencer Marketing on Brand Loyalty

The test results showed that the path coefficient value was 0.622, the T-statistic value was 10.850 and the P-value was 0.000. These data indicate that the T-statistic is more than 1.96 and the P-value is less than 0.05. Therefore, it can be stated that Influencer Marketing has a positive and substantial effect on the TikTok brand loyalty of fashion customers in Medan City. Consistent with previous research (Shrivastava & Choithrani, 2024), the results of this study indicate that the features of the influencer and opinion leadership on social media can elicit positive consumer responses to brands. The legitimacy of influencers is essential for creating favorable consumer relationships with brands and for promoting loyalty in the long run (Julaeha, 2024). Influencer credibility and informational value greatly enhance brand trust and brand loyalty (Abdou, 2025). The emotional intimacy that influencers foster through parasocial interactions can enhance loyalty (54). Influencer credibility is the foundation of brand loyalty, enhancing brand image and emotional bonding (Erislan, 2025). In the increasingly competitive digital age, influencer authenticity is a vital aspect in retaining consumer loyalty (Jawaid, 2025).

The management implications of these findings underscore the need for fashion companies to restructure the digital marketing paradigm from a transaction orientation to relationship-based loyalty development (relationship-based marketing). Influencer marketing's great success is testament to the fact that consumers' choices are increasingly determined by the social legitimacy and authenticity of digital personas, not by conventional brand communications. Management needs to be more purposeful in choosing influencers who are not just wide reaching but also authentic, value aligned (brand congruence) and capable of creating parasocial relationships with the audience. If this component is not managed, it can erode trust which directly impacts consumer loyalty by weakening it. Therefore, brands need to develop long-term collaborations based on analytical data, quality of engagement and emotional resonance, so that influencers are able not only to generate awareness, but also to convert digital exposure into customer loyalty, brand advocacy and sustainable competitive advantage in a very volatile and hyper-competitive fashion market.

The Influence of Content Quality on Brand Loyalty

The results of the test showed that the route coefficient was 0.189, the T-statistic was 3.474, and the P-value was 0.001. These figures indicate that the value of the T-statistic > 1.96 and the P-value < 0.05, therefore it can be inferred that the content quality has a positive and substantial effect on the TikTok brand loyalty of fashion customers in Medan City. The results of this study support (Yum & Yoo, 2023) which proposed that valuable and relevant social media material can help to create consumers' emotional connections with brands. Impact of informative and entertaining value on brand attachment of the audience (Baig et al., 2024). Brand engagement is increased by authenticity and content quality (Mao et al., 2024). Quality of content is vital for long-term interactions between consumers and brands (Wang et al., 2024). Moreover, (Etayo et al., 2023) suggests that quality of relevant and real content is the most significant factor to construct brand loyalty on short video platforms such as TikTok.

From a management perspective, our results suggest that content quality should be regarded as a strategic tool in the development of brand loyalty rather than as a mere complement to digital promotional efforts. The impact is less than influencer marketing, but the emphasis on quality content implies that customers still consider knowledge, relevance,

inventiveness and topicality when assessing brands. This implies that fashion firms should move from bulk content production to a content excellence strategy that is audience requirements centered. Content that does not bring informative and emotional values might cause content fatigue that can diminish engagement and damage the brand relationship with consumers.

The Influence of Influencer Marketing and Content Quality on Brand Loyalty

Based on the results of the effect size (f^2) analysis, the Influencer Marketing variable has a value of 0.329 on Brand loyalty among fashion consumers in Medan City which shows a moderate influence category, while Content quality only has a f^2 value of 0.030 which is included in the small influence category. The result confirmed that Influencer Marketing has more dominant contribution in creating Brand loyalty than Content quality among TikTok users in Medan City. Theoretically, this condition indicates that fashion consumers in Medan City are more influenced by personal and relationship factors contained in the influencer such as credibility, attractiveness, authenticity, and parasocial relationships rather than the technical characteristics of the content itself. This conclusion aligns with (Terichy & Purba, 2026) that validates the ability of influencers to convert brand exposure into brand trust through social legitimacy, and is supported by (Dhiman & Singh, 2025) that suggests parasocial interaction enhances consumers' emotional connection and promotes brand loyalty.

On the other side, the limited contribution of Content Quality shows that for fashion consumers in Medan, informative, relevant, and engaging content is not powerful enough to establish brand loyalty without the backing of influencer figures that have great influence. This shows the change in digital customer behaviour in Medan notably the fashion area. The loyalty decision is more affected by the message deliverer, not the message itself. This managerial implication of this finding emphasizes that fashion companies in the Medan market should give a more important consideration to human-centric marketing efforts by choosing the right influencers that could develop emotional connections and social intimacy with local audiences, while content quality plays a role as a supporting mechanism to sustain the pertinence of brand communications in the more competitive digital fashion industry.

5. Conclusion

Based on the results of research on the effect of Influencer Marketing and Content quality on Brand loyalty of TikTok fashion consumers in Medan City, it can be concluded that the two independent variables have a positive and substantial effect on Brand loyalty. The results demonstrate that the most dominant aspect in establishing brand loyalty is Influencer Marketing as shown by the credibility, attractiveness, authenticity and the ability of the influencer to build psychological bonds with the audience. Meanwhile, Content quality also has a positive and important influence, where informative, relevant, fascinating, creative and trend-based content can enhance consumer attachment to the brand, although its contribution is relatively lesser than Influencer Marketing. At the same time, these two variables explain 61.6% of the variation in Brand loyalty, whereas the remainder is impacted by other variables outside the research model.

From these findings, it is suggested to the fashion companies and digital marketing practitioners to optimize the influencer marketing strategies, including choosing credible, authentic, and market-aligned influencers, and also strengthening the quality of content presented through aspects of information, creativity, and trend relevance. The combination between influencer marketing and quality of content also needs to be reinforced to increase the effectiveness of marketing communications in the long term. For future researchers, it is suggested to incorporate other factors such as brand trust, brand image, e-WOM, customer involvement, and perceived value, and to employ mediation or moderation models to have a more complete picture. Furthermore, the research might be extended to many industrial sectors and digital platforms to increase the generalizability of the findings.

The limitations of this study lie in the use of a self-report survey approach, which can potentially lead to subjective bias in respondents, and the limited variables used to explain brand loyalty. Furthermore, this study focused only on one region, Medan City, and one platform, TikTok, making the results not broadly generalizable to other contexts. Therefore, future research is expected to expand the geographic scope, enrich the research variables, and

employ more diverse methodological approaches to enhance the validity and depth of the analysis.

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