

The Role of Interaction, Entertainment, and Customization in Increasing Brand Engagement and Brand Loyalty of Skintific Students on TikTok

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Abstract

This study aims to analyze the influence of interaction, entertainment, and customization on Skintific's brand engagement and loyalty on the TikTok platform. In the digital era, social media has become a crucial tool in marketing strategies, enabling companies to connect directly with consumers. The method used was quantitative, with data collected through questionnaires from 240 university students in Palopo City. The analysis results show that interaction has a positive and significant influence on brand engagement. Furthermore, entertainment content has been shown to be effective in enhancing consumer experience, while product customization contributes to increased consumer loyalty. These findings provide valuable insights for Skintific and other marketers to design more effective digital marketing strategies, thereby increasing consumer engagement and loyalty in a competitive market.

INTRODUCTION

In this modern era, social media has transformed into a crucial element of marketing strategies. This is due to its proven effectiveness in achieving business goals, namely introducing and marketing the products or services offered by companies. The rapid development of social media, search engine marketing, and e-commerce has encouraged marketers to shift to the digital realm (Kotler et al; 2021). One of the rising social media platforms is TikTok, which is highly popular among various levels of society. TikTok now serves as a platform for seeking entertainment, expressing oneself, and interacting with others creatively. Its broad reach and ease of use make this application a prime target for business actors. People are very fond of beauty products. Not only women, but men also have an interest in beauty products.(Rahma et al., 2023)Skintific, a skincare brand, designs, develops, and manufactures its products based on scientific research supported by clinical trials and research, to ensure their safety, effectiveness, and suitability for use. One of Skintific's best-selling products is its moisturizer, which has sold over 10,000 units on TikTok Shop. Every brand must engage in targeted and effective marketing communications with its customers.(Info, 2024)According to 2024 data from Sprout Social, up to 55% of users make impulse purchases after seeing a product on TikTok. This compares to 46% of Instagram users and 45% of Facebook users.(Nainggolan et al., 2024).

With the development of social media, people can do many everyday things more easily. This includes searching for information, communicating, and shopping. Using social media resources: Because social media can influence customer interest in purchasing goods, it is very helpful for online sellers.(Satiawan et al., 2023)Social media has evolved from being just a communication and information tool to a tool that can now be used for business. TikTok is one

example. 'TikTok currently offers new features, such as shops, so people can shop anytime, anywhere.(Sarpiana et al., 2023)'The rapid development of the TikTok application has made it a potential platform for brand or product promotion, as it allows direct interaction between users and brands. Currently, TikTok is one of the most popular social media platforms in Indonesia. In today's digital era, marketers must continue to adapt, considering that marketing through digital platforms and social media significantly influences consumer purchasing decisions. Social media plays a crucial role in shaping consumer perception, awareness, trust, and loyalty, which ultimately influences their purchasing decisions (Navaneeth N, Sujay.C, 2023, p. 2021). Factors such as cultural, personal, social, and psychological factors also influence consumer attitudes towards preferred choices in the decision-making process and the formation of purchase intentions. The increasing trend of internet advertising has created an attractive environment for customers, especially through the use of social media (Gao, Feng(2024);(2024)Koay et al. Although research on social media is growing, studies that specifically examine the impact of social media activities on brand equity and business relationships with customers are still limited Seo, Park(2021). In some developing countries, consumers are still cautious in making online purchases due to various factors, such as perceived quality (PQ), distrust, and happiness factors (Sahoo et al.(2024).

Skintific was founded in 2020, focusing on providing high-quality skincare products formulated with safe and effective ingredients. The brand has emerged as a major player in the Indonesian skincare industry, attracting attention through its meticulous marketing strategy and diverse product offerings. Skintific has successfully strengthened its position in the competitive market through its ability to connect with consumers culturally, engage through digital platforms, and provide high-quality skincare products. As the skincare industry continues to grow, Skintific is well-positioned to adapt, evolve, and influence consumer behavior and trends in Indonesia. Social media platforms provide a vast source of information, including product reviews and user-generated content, enabling consumers to make more informed purchasing decisions. Navaneeth N, Sujay.C(2025). Overall, social media plays a significant role in shaping consumer perception, brand awareness, trust, and loyalty, which ultimately influence purchasing decisions A, Hariyanto(2025)'TikTok has a large user base, making it a cheap, effective, and fast promotional tool.(Riki et al., 2025).

Consumer interaction is crucial for building strong relationships. Skintific leverages social media platforms like TikTok to implement interactive marketing strategies, allowing customers to interact directly with the brand. According to Cheung et al.(2024). effective interactions can strengthen the bond between brands and consumers, as well as increase brand engagement. In addition, research by Masa'deh et al.(2024)Research shows that consumers gain added value from interactions on social media platforms, as they are given the opportunity to participate in discussions around the brand. As a result, interactions increase student engagement and foster trust and loyalty. By creating an interactive experience, Skintific successfully captured students' attention and built greater trust in their products. Through the use of TikTok as a platform, this study shows that active interactions, such as liking, commenting, and sharing content, can increase customer engagement with the brand. This finding aligns with previous research showing that closer relationships between customers and brands can be forged through active interactions. Research conducted by Rahmadhani et al.(2024)also confirmed that active interaction between brands and consumers on social media can increase engagement. A study by Wuryasti(2023)adding that good interaction between brands and consumers can increase loyalty.

In today's digital age, entertaining content plays a crucial role in attracting consumer attention. Positive experiences consumers gain from entertaining content encourage them to share those experiences on social media platforms. According to Cheung et al.(2021)Engaging entertainment activities can motivate customers to join a brand's social media community. Furthermore, entertainment content can trigger positive emotional responses, which in turn strengthens customers' emotional bonds with the brand. This entertainment experience is particularly relevant for college students, who tend to seek out fun and engaging content on social media. Research by Lestiyani and Purwanto(Lestiyani & Purwanto, 2024)shows that entertainment in social media marketing campaigns significantly increases customer engagement and brand awareness. Entertaining content not only increases user engagement but also increases customer loyalty to the brand, as users are more likely to remember brands that provide enjoyable experiences. Product personalization is a crucial factor in increasing consumer satisfaction and loyalty. Skintific can meet the specific needs of college students by offering personalization options, which in turn can strengthen consumer loyalty to the brand. Research by Ningrum & Roostika(2023)shows that product personalization can increase consumer satisfaction. Entertainment is very important to encourage followers on social media to have a positive attitude towards the brand.(Wirga et al., 2022).

The ability of brands to tailor their communications and offerings to suit individual consumer preferences is called personalization. According to Pine and Gilmore(2024)Personalization helps create unique value for each customer, strengthening their brand loyalty. Skintific can increase customer satisfaction and build long-term relationships with customers by providing personalized skincare products. Research by Ningrum & Roostika(2023)Research shows that product personalization can increase consumer satisfaction. Consumers feel more connected to the product because of personalization, which increases their likelihood of remaining loyal to the brand.(Lestiyani & Purwanto, 2024)stated that entertaining content on social media, such as TikTok, can capture consumers' attention and enhance their positive brand experiences. Product personalization is an increasingly popular strategy in contemporary marketing. According to Pine and Gilmore(2024)Personalization helps create unique value for each customer, which in turn can increase loyalty. Consumer loyalty to a brand is an important measure of the extent to which they feel connected to and trust the brand.(Dwi Poetra, 2019), This indicates the level of consistency consumers have in choosing a particular brand based on their diverse preferences, as well as how loyal they will be to maintaining their loyalty even if the brand changes.

In the context of Skintific, the ability to tailor products to specific consumer needs can strengthen the emotional bond between consumers and brands. This personalization is not limited to just the product, but encompasses the entire customer experience. Yadav & Rahman(2024)This study aims to determine the role of Skintific marketing content on the TikTok platform on the perceptions, purchase intentions, and purchasing decisions of college students. The main objective of this study is to identify the extent to which interactive and trend-driven digital marketing strategies on TikTok can increase brand awareness, consumer trust, and the appeal of Skintific products among college students as the main target market. By understanding these dynamics, this study is expected to provide valuable insights for Skintific in designing more effective and relevant marketing strategies, so that it can more optimally reach and meet the needs of young consumers.

1.1 Theoretical Framework and Empirical Model

1.1 Theory of reasoned action

The skincare brand Skintific has gained significant popularity among teenagers, especially on social media platforms like TikTok. This theory aims to predict a person's behavior based on their self-interest. Lee & Kotler(2024)In the context of Skintific, TRA can be used to understand how attitudes, subjective norms, and intentions influence customer decisions in selecting and using products. TRA states that intentions shape individual behavior, which is influenced by attitudes toward that behavior and prevailing social norms. Consumer attitudes toward Skintific are influenced by various factors, such as product effectiveness and the benefits offered. Research shows that products with many positive testimonials and reviews tend to generate positive consumer attitudes (Zhang et al., 2017).(2023)Subjective norms, largely shaped by social media, also play a significant role. Customers may be more interested in purchasing Skintific products if influencers they follow recommend them. A study by Alhabshi et al. (2021) found that e-word of mouth (eWOM) significantly impacted the intention to purchase skincare products. Research by Kaur and Singh (2021) also showed that consumers are more likely to purchase products when they feel endorsed by those around them.

1.1.1 Consumer interaction on brands

Skintific has successfully built strong relationships with its consumers through effective interactions, particularly on social media platforms like TikTok. In this modern era, consumers not only want information but also want to engage in conversations and convey their preferences to brands. Good interactions between customers and brands can increase customer engagement and loyalty, which are crucial factors in brand sustainability. Consumer perceptions of Skintific are influenced by various factors, including product quality, brand communication effectiveness, and other marketing elements. Research by Cheung et al.(2023)Studies show that consumers who actively interact with a particular brand tend to have a positive attitude toward that brand. Positive interactions not only increase engagement but also strengthen brand loyalty. Customers who feel connected to a brand through positive interactions tend to be more loyal. Research by Gómez et al.(2021)also shows that brands that actively listen and respond to customer feedback can increase customer trust and loyalty.

1.1.2 Entertainment in marketing

Marketing that utilizes engaging and entertaining content to capture customer attention is known as entertainment marketing. This type of content can take the form of games, videos, or creative interactions that directly engage customers. According to Cheung et al.(2023)Engaging entertainment activities can increase customer engagement and strengthen the emotional bond between brands and customers. In the context of Skintific, the brand has used platforms like TikTok to deliver engaging entertainment content to its target market. Skintific has successfully created a variety of fun and engaging entertainment content, especially for the younger generation. By producing entertaining content, they not only capture customers' attention but also encourage engagement with the brand.(Lestiyani & Purwanto, 2024)stated that entertainment in social media campaigns can increase customer engagement and brand awareness. Skintific is able to create a fun

customer experience through video tutorials, challenges, and other creative content. Effective entertainment can shape positive attitudes toward a brand. When customers enjoy the content presented, they tend to trust the brand more. Research by (Putra et al., 2024) found that entertaining marketing actions can increase positive perceptions of a brand. (Rahayu & Vandayuli Riorini, 2023) adding that entertainment can increase the likelihood of customers sharing their positive experiences with others, which is one of the most effective promotional strategies.

1.1.3 Customization

A brand's ability to tailor a product or service to an individual's preferences and needs is known as personalization. This form of personalization includes tailoring products, customer experiences, and marketing communication strategies. According to Pine and Gilmore (2024) Personalization plays a crucial role in creating unique value for each customer, which in turn strengthens their brand loyalty. Through product personalization, customers can choose specific features or attributes according to their preferences. Skintific, for example, provides products that can be tailored to customers' specific skin types and needs. Research by Ningrum and Roostika (2023) Research shows that product personalization can increase customer engagement with a brand. Consumers tend to have a positive view of a brand if the product they use meets their needs. Personalization is not limited to the product, but also encompasses the entire customer experience. Personalized customer experiences can strengthen the relationship between brands and customers, as Yadav and Rahman (2017) noted. (2024). Furthermore, research by Cheung et al (2023) shows that effective personalization can increase consumers' perceived value of a brand. When brands are able to meet consumer expectations and provide a pleasant experience that makes consumers feel valued, this will increase trust and loyalty. (Rahayu & Vandayuli Riorini, 2023) Customization has three dimensions in customer and competitor orientation: customization, basic market orientation, and competitiveness. Customization provides services that are more relevant to the needs and desires of buyers, differentiating the offering from competitors, thereby increasing the offering's value.

1.2 Empirical Model, Hypothesis Development and Proposed Model

2.1 Empirical model, hypothesis development, and proposed model Quality

In marketing, In the marketing world, companies, including Skintific, which targets college students, are focusing their efforts on increasing customer engagement and strengthening brand loyalty. Interaction, entertainment, and personalization are considered crucial in increasing consumer engagement and loyalty to a brand. The primary objective of this research is to develop an appropriate empirical model to test this relationship. Previous studies have shown that effective interactions, engaging entertainment, and product personalization can significantly increase Bussman customer engagement. (2023); Yadav & Rahman (2024) Based on this theoretical basis, this study proposes the following hypothesis:

H1. Interaction Has a Positive Influence on Brand Engagement Among College Students on TikTok.

In this digital era, social media has transformed into a primary platform for brands to build rapport with customers. Wuryasti (2023) observed that consumers are now actively contributing by providing ideas and engaging in interactive dialogue with brands. Research also confirmed that the intensity of interactions on social media has a positive correlation with the level of

consumer engagement with a brand. Cheung et al.(2023). The essence of brand communication and consumer engagement are closely intertwined. According to Manser Payne et al.(2021)Communication through various channels, including social media, has great potential to strengthen the relationship between brands and consumers. This finding aligns with a study conducted by Gómez et al.(2021), which shows that brand interactivity plays a crucial role in building emotional bonds with customers. Effective interactions between brands and consumers, whether through social media platforms or interactive technologies like chatbots, have been shown to significantly influence consumer engagement levels.

H2. Entertainment Has a Positive Influence on Brand Engagement Among College Students on TikTok.

In the dynamic digital era, the interaction between brands and customers plays a crucial role in sparking consumer engagement. Wuryasti(2023)emphasizes that content designed to entertain or amuse has great potential to capture users' attention and encourage them to engage more deeply with brands. Leveraging entertaining content has proven to be an effective strategy for increasing this engagement. While users' motivations for engaging with social media vary, entertaining content has a universal appeal that can captivate customers. Nugraha(2023)suggests that entertaining and engaging social media marketing elements can encourage customers to voice their opinions, thereby deepening their engagement with the brand. Entertaining content positively impacts customer brand engagement in a variety of ways, including increasing attention, building trust, and strengthening interactions between consumers and brands.

H3. Customization Has a Positive Influence on Brand Engagement Among College Students on TikTok.

Customization, also known as customization, has become a strategy to increase customer engagement. A study conducted by Masa'deh et al.(2024)shows that meeting individual customer needs can create significant added value. Customization has been shown to strengthen customer trust and loyalty. Furthermore, Cheung et al.(2024)argue that brands can increase consumer value perception through effective implementation of customization. Ningrum & Roostika(2021)also emphasizes that personalized social media marketing strategies have the potential to enhance consumer brand understanding, ultimately leading to increased engagement. Overall, customization positively impacts customer engagement by enhancing personalized experiences, strengthening trust, and fostering more meaningful interactions between brands and consumers.

H4. Interaction Influences Brand Loyalty Among Students on TikTok.

The formation of customer loyalty is greatly influenced by how brands interact with customers. In the context of modern marketing, this interaction is no longer limited to one-way communication from brands to customers, but rather includes active customer participation in a two-way dialogue. Gómez et al.(2021)found that brands can strengthen customer trust and loyalty by responsively listening to and responding to feedback. A study by Hsu and Lin (2023) showed that utilizing artificial intelligence (AI)-based chatbots in interactions can improve customer experience and engagement, which in turn strengthens brand loyalty. Interactions have a significant impact on brand loyalty. Companies can build stronger relationships with their customers through proactive engagement, effective two-way communication, and the implementation of interactive technologies.

H5. Entertainment Has a Positive Influence on Brand Loyalty Among College Students on TikTok.

In today's fiercely competitive market, entertainment has become an important strategy for brands to increase customer loyalty. According to (Putra et al., 2024), entertainment content on social media has been shown to be effective in increasing customer engagement and building a positive brand image. Masa'deh et al(2023)also found that entertainment can provide a powerful emotional experience for customers. In addition,(Rahayu & Vandayuli Riorini, 2023)stated that entertainment encourages customers to recommend a brand to others, which is a highly effective promotional strategy. Thus, entertainment has been shown to increase brand loyalty through increased engagement, the generation of positive emotions, and word-of-mouth promotion.

H6. Customization Has a Positive Influence on Brand Loyalty Among Students on TikTok.

Product and service customization has become one of the most effective marketing strategies for building customer loyalty, according to a Deloitte report.(2023), about 40% of consumers are willing to pay more for products tailored to their preferences. McKinsey(2023)also noted that businesses that implement customization effectively can increase revenue by up to 40%. Statista(2024)emphasizes that personalized content is crucial in strengthening the relationship between customers and brands. By increasing emotional engagement, providing a better customer experience, and encouraging word-of-mouth recommendations, customization has been shown to increase brand loyalty. In the modern marketing era, companies must adopt a customization strategy to meet the ever-changing needs of consumers.

H7. Customer Brand Engagement Influences Brand Loyalty Among College Students on TikTok.

In marketing strategy, customer engagement with a brand plays a crucial role in driving loyalty. Adzani and Kurniawati (2023) observed that customers who are emotionally connected to a brand show a stronger tendency to remain loyal. Halimah et al.(2021)also found that active interaction with brands that deliver positive experiences contributes to increased customer satisfaction, which further strengthens loyalty. Overall, customer engagement has been shown to increase brand loyalty by forming deeper emotional bonds, providing positive experiences, and stimulating word-of-mouth promotion.

Based on the description of the research hypothesis, the conceptual framework of the research can be described as presented in Figure 1.

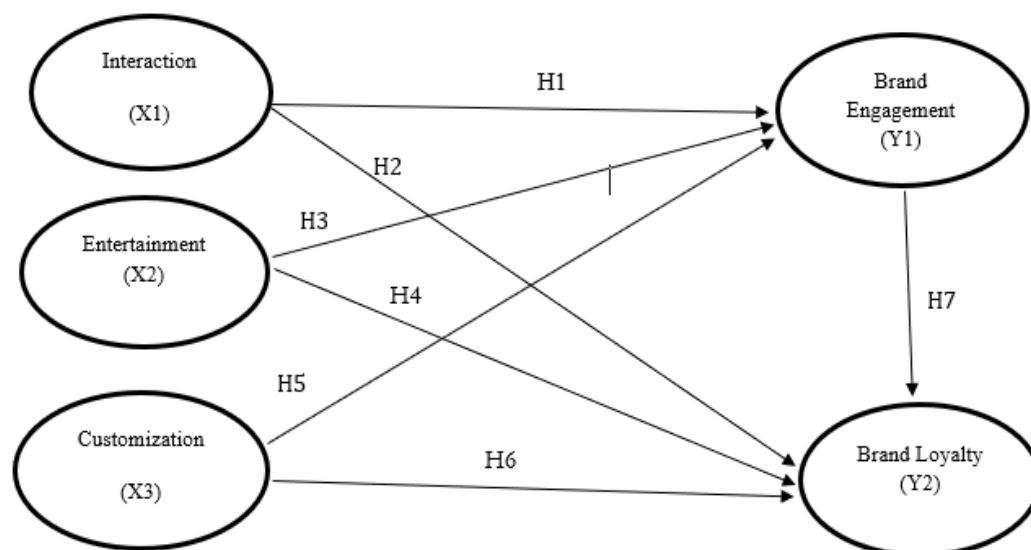


Figure 1. Proposed research model

METHODS

1.3 Population and Sample

This study included university students in Palopo City as its population. Because the entire population of this study was unknown, we applied non-probability sampling for data collection. If the sample size is too large to be calculated, non-probability sampling is considered appropriate. Social media helped identify respondents through a snowball sampling technique. A total of 280 respondents from Palopo City agreed to participate in this study. However, this study only received 240 responses. However, after collecting the data, we found that 40 responses did not meet the completeness criteria required for analysis. Therefore, the number of valid respondents in this study was 240. Thus, this study had a response rate of 85.71%. According to (Ogwueleka et al., 2022), a response rate exceeding 15% is considered acceptable for survey methodology. Therefore, this study collected 226 responses and met all requirements.

Table 1. Respondent Description

Variables	Percentage	Variables	Percentage
Gender		DURATION	
Man	8 (2.92%)	Student (S1)	236 (98.33%)
Woman	233 (97.08%)	Student (Master's)	1 (0.42%)
Age		Diploma (D3)	3 (1.25%)
18 years old	3 (7.50%)		
18-20 years old	97 (40.42%)		
20-22 years old	122 (97.08%)		
More than 22 years	18 (7.50%)		

1.4 Measurement Items and Scales

Measurement items and scales are key components of quantitative research that often influence research results. Appropriate measurement items must be able to capture the concept of the construct being measured. The same measurement items are used in previous empirical research. Due to the complexity of scale development, using existing measurement items is often considered more practical than creating new ones (Latan et al., 2021). Interaction (I); Entertainment (E); Customization (C); Brand Involvement (KM); Brand Loyalty (LM): measured using a seven-point Likert scale ranging from 1 (Strongly agree) to 5 (Strongly disagree).

Table 2. Measurement Items

Build	Loading
Interaction (I) Adapted from Alyusi Hollebeek et al. (2019).	
1. Frequency of interaction between users	0.645
2. Quality of interaction with the brand	0.776
3. Level of involvement in the discussion	0.809
4. Exchange of information during interaction	0.789
Entertainment (E) Adapted from (Susanto and Pratama, 2022)	
1. Creative and Unique Presentation	0.802
2. Enjoy the Experience on Social Media	0.776
3. Clear Message Delivery	0.797
4. Audience Satisfaction	0.651
Customization (C) Adapted from Wardhanie (2021)	
1. The degree of product customization to customer preferences	0.796
Ability to meet individual needs	
Customer perception of customized service	
The appeal of product personalization	
2. The degree of product customization to customer preferences	0.853
Ability to meet individual needs	
Customer perception of customized service	
The appeal of product personalization	
3. The degree of product customization to customer preferences	0.719
Ability to meet individual needs	
Customer perception of customized service	
The appeal of product personalization	
4. The degree of product customization to customer preferences	0.814
Ability to meet individual needs	
Customer perception of customized service	
The appeal of product personalization	
Brand Engagement (KM) Adapted from David Sportt, Sandor Czellar, Eric Spangenberg (2021)	
1. Self-Perception	0.770
2. Pride in the brand	0.574
3. Hashtag or Brand Tag Users	0.790
4. Recommendations	0.797
Brand Loyalty (LM) Adapted from Buchori and Saladin	

Dharmmesta (2018)	
1. Repeat Purchase	0.787
2. Interest in New Products from the Same Brand	0.811
3. Consistent Customer Satisfaction Level	0.864
4. Tendency to Persist Despite Problems	0.773

Note: Interaction (I); Entertainment (E); Customization (C); Brand Engagement (KM); Brand Loyalty (LM).

1.5 Data Collection Procedures

This study collected data through several steps in the data collection procedure. First, in developing the questionnaire, this study implemented a back-translation procedure from English to Indonesian. In this study, a questionnaire was used to collect data. Respondents were given questions equipped with various levels of answer choices as alternatives. Respondents participated in the research process by providing written or oral responses to the questions of researchers Hermawan and Amirullah.(2024)Second, after obtaining the final version of the questionnaire, a pilot test was conducted by sending the questionnaire to 50 respondents for initial data analysis. This method takes into account potential errors that could affect the validity of the research results. Validity can be defined as the level of accuracy between the data observed by the research subjects and the data reported by the researcher. Sugiyono(2023)Validity testing requires an accurate or correct assessment of the instrument as a research variable. Measurement results tend to be accurate if the instrument is valid or correct (Juliandi et al.(2024)We sent emails to respondents at the end of each month during the study period as reminders to increase response rates. We ensured that respondents' names and identities would not be disclosed in this study to maintain the confidentiality of their data. Data were collected from September 2024 to November 2024.

RESULTS AND DISCUSSION

Result

This study uses structural equation modeling (SEM) with the Partial Least Squares (PLS-SEM) version 4 approach to test the hypotheses (see Figure 1). The PLS method can model the relationships between all latent constructs simultaneously, while addressing measurement error in the structural model. We chose this method because of its predictive accuracy, especially in complex cases. Furthermore, PLS has proven valuable in situations with limited available theory or when model specification is difficult (James et al., 2008).(2024).

The following are the criteria for evaluating structural models (outer models) using SEM-PLS:

1. Conduct reliability testing using composite reliability values and Cronbach's alpha
2. The loading factors and average variance extracted (AVE) values indicate convergent validity;
3. The correlation between the latent construct and the square root of AVE values indicates discriminant validity.

Next, we conducted reliability testing on the external model to verify the accuracy, consistency, and precision of the instruments used to measure the constructs. We conducted reliability testing using composite reliability, Cronbach's alpha, and rho-c, and found that each statistic exceeded the recommended value (>0.70). Convergent validity was acceptable because the AVE was greater than (>0.50). Discriminant validity testing was conducted by James et al.(2024)by comparing the

correlation between latent variables and the square root of AVE. The results of the convergent validity test indicate that the loading factors for each construct have values that exceed the rule of thumb (more than 0.60), and the AVE (Average Variance Extracted) value for each construct also exceeds the rule of thumb (more than 0.50). Table 3 shows the results of the convergent validity test. Discriminant validity is assessed by two criteria. First, we use the technique. The AVE value must be greater than the correlation between the constructs. According to Hilkenmeier et al. (2019) We recommend that you check the discriminant validity in variance-based SEM with the heterotrait-monotrait correlation ratio (HTMT). This method aims to solve an important problem in testing discriminant validity Khan et al.,(2024). Compared with other criteria, HTMT is more sensitive in detecting discriminant validity issues. Discriminant validity is guaranteed if the HTMT value between two constructs is less than 0.90 and both criteria are met.

Table. 3 Reliability, Validity, Convergence and Discriminant

Construction	1	2	3	4	5
Interaction (I) (1)	0.750	0.762	0.843	0.574	0.758
Entertainment (E) (2)	0.752	0.761	0.844	0.576	0.759
Customization (C) (3)	0.807	0.812	0.874	0.635	0.797
Brand Engagement (KM) (4)	0.716	0.735	0.825	0.546	0.954
Brand Loyalty (LM) (5)	0.824	0.826	0.884	0.655	0.810

Note: The values on the diagonal in bold are the square root of the Average Variance Extracted (AVE) of each factor. The values below the diagonal are the correlations between factors, and the values above the diagonal are the HTMT 1 Heterotrait-Monotrait ratios; the criterion confidence interval does not include 1; HTMT-Henseler et al.(2015) Interaction (I); Entertainment (E); Customization (C); Brand Involvement (KM); Brand Loyalty (LM).

Table. 4 Hypothesis Testing

Hypothesis	Connection	Coefficient	T	R ²	Q ²	p-Value	Decision
		Track	Statistics	Square			
Immediate effects							
H1	I→KM	0.195	4,150			0.014**	Supported
H2	E→KM	0.295	2,762			0.004**	Supported
H3	C→KM	0.360	2,276			0.000 **	Supported
H4	I→LM	0.027	0.970			0.747 ns	Not Supported
H5	E→LM	0.299	2,816			0.003 **	Supported

H6	C→LM	0.298	4,428		0.004**	Supported
H7	KM→LM	0.287	2,038		0.006**	Supported
Indirect effects	I→KM→L		1,903		0.057ns	Not supported
	M	0.056				
	E→KM→LM	0.085	1,821		0.069ns	Not supported
	C→KM→LM	0.103	2,250		0.025**	Supported
	KM			0.604	0.599	
	LM			0.680	0.675	
Effect Total	I→KM	0.195	2,470		0.014ns	Supported
	E→KM	0.295	2,874		0.004ns	Supported
	C→KM	0.360	4,117		0.000**	Supported
	I→LM	0.295	1,041		0.298ns	Not supported
	E→LM	0.295	3,979		0.000**	Supported
	C→LM	0.401	4,002			Supported
	KM→LM	0.287	2,767		0.000**	Supported

Note: **Statistically significant at 4%; ns not significant. The rule of thumb for R Square values is as follows: 0.75 for strong categories, 0.50 for moderate categories, and 0.25 for weak categories. A rule of thumb value for $Q^2 > 0$ indicates that the model has no predictive relevance, and a rule of thumb $Q^2 < 0$ indicates that the model has no predictive relevance. Interaction (I); Entertainment (E); Customization (C); Brand Involvement (KM); Brand Loyalty (LM).

To evaluate the significance value, we used the path coefficient values from the Partial Least Square (PLS) test results and bootstrapping calculations (Table 4). The results show that for the significance value (H1), Interaction has a positive but insignificant impact on Brand

Engagement ($\beta=0.195$; $p<0.05$), and for the significance value (H2), Entertainment has a positive and significant impact on Brand Engagement ($\beta=0.295$; $p<0.05$). For (H3), customization has a positive and significant impact on Brand Engagement ($\beta=0.360$; $p<0.05$). For (H4), Interaction has a positive and significant impact on Brand Loyalty ($\beta=0.295$; $p<0.05$). For (H5), Entertainment has a positive and significant impact on Brand Loyalty ($\beta=0.299$; $p<0.05$). For (H7), Brand Engagement has a positive and significant impact on Brand Loyalty ($\beta=0.287$; $p<0.05$).

Discussion

This study aimed to understand how interaction, entertainment, and personalization influence Skintific brand engagement and loyalty among college students using TikTok. The results showed that all three factors significantly influence engagement and brand loyalty, supporting the proposed hypothesis.

The results of the study indicate that interaction has a positive and significant effect on brand engagement. This aligns with previous research that found that two-way communication between customers and brands can increase emotional closeness and engagement. Effective interactions between customers and brands have the potential to significantly increase customer engagement with the brand. According to Cheung et al.(2023) Good interactions make consumers more connected and engaged with the brand. TikTok allows Skintific to communicate directly with its audience because the platform allows users to like, comment, and share content. Students feel their voices are valued when they interact with Skintific content, such as by challenging or commenting on videos. This increases engagement and a sense of ownership of the brand, which naturally increases brand reach. Consumers who are loyal to a particular brand are known as brand loyalists.

According to a study conducted by Gómez et al.(2021) Active and positive interactions with customers have a significant impact on increasing trust and loyalty. Customer feedback, especially through comments, plays a crucial role in brand engagement. When Skintific responds quickly and positively to user feedback or criticism, they can strengthen the relationship between the brand and its customers. (Rahayu & Vandayuli Riorini, 2023) Research also found that brands that respond to customer feedback tend to build stronger relationships with their customers. On platforms like TikTok, where user reactions are visible in real time, brands can demonstrate that they listen to and value their customers' opinions. When students feel their opinions are valued, they are more likely to engage actively and become loyal customers of the brand.

It turns out that positive, entertaining content plays a significant role in purchasing decisions. College students who viewed the Skintific brand on TikTok had a positive image, felt more confident, and were more interested in making a purchase. Therefore, marketers need to utilize social media advertising as a strategy to increase customer engagement with brands. By considering elements such as credibility, informativeness, entertainment, and access to information in social media advertising strategies, marketers can create a pleasant customer experience and strengthen brand relationships. Entertaining, engaging, and enjoyable content can increase audience engagement through likes, shares, comments, and views. High engagement levels indicate that audiences enjoy the content, which ultimately enhances brand reputation. Social media marketing that focuses on the entertainment aspect plays a crucial role in shaping and strengthening brand image. By presenting entertaining content, brands can increase engagement, create positive impressions, strengthen emotional bonds with customers, increase virality, and create significant differentiation in the market. Entertainment plays a crucial role in increasing customer engagement with brands. Engaging and enjoyable content can create positive

experiences and encourage customers to interact more with the brand. According to (Lestiyani & Purwanto, 2024), entertainment in social media campaigns can increase customer engagement and brand awareness. Skintific has successfully created a variety of engaging entertainment content, such as tutorial videos and challenges that allow users to participate.

Customization Personalization allows brands to build deeper and more meaningful relationships with customers. When customers feel their interactions with a brand are unique and tailored to their needs, stronger emotional bonds are formed. Personalizing products and customer experiences has become a crucial strategy in contemporary marketing, according to Pine and Gilmore. (2024) Personalization helps create unique value for each customer, which in turn increases brand loyalty. In the context of this study, Skintific offers personalization options to meet the specific needs of college students, potentially increasing customer satisfaction and loyalty.

According to a study conducted by Ningrum and Roostika (2023) Product personalization can increase customer engagement with a brand. When customers perceive that the products they use align with their personal preferences, they are more likely to have a positive view of the brand. Personalization encompasses the entire customer experience, resulting in a deeper and more meaningful relationship between brand and customer.

Research Limitations and Recommendations for Further Research

This study has several limitations that should be noted. First, it focused solely on TikTok, without considering the potential influence of other social media platforms. This limits a more comprehensive understanding of how interaction, entertainment, and personalization play a role on other platforms. Therefore, future research is recommended to compare the influence of these factors across different social media platforms to gain a broader understanding. Second, this study did not analyze several external variables that may influence brand engagement and loyalty, such as the influence of influencers and social media trends. Future research could explore these variables to understand how external factors influence brand engagement and loyalty among university students. Third, this study only involved a sample of 240 university students in Palopo, which may not be representative of the overall Indonesian student population. This limits the generalizability of the study results. Future research is recommended to involve a larger and more diverse sample from various universities in Indonesia to obtain more representative results

CONCLUSION

This study explains the crucial role of interaction, entertainment, and customization in increasing student engagement and loyalty to the Skintific brand on TikTok. These three elements significantly impact customer behavior, aligning with modern marketing theory that emphasizes user experience. The interaction between the brand and consumers creates strong engagement, supported by two-way communication that strengthens emotional connections. Entertaining content, such as tutorial videos and challenges, successfully captures the attention of the younger generation and enhances brand image. Furthermore, product personalization tailored to customer needs increases satisfaction and loyalty. By effectively integrating these three elements, Skintific can strengthen its market position and build deeper relationships with customers.

Based on the research findings, Skintific and other marketers can implement several practical strategies. First, brands must consistently engage with customers through social media platforms. Brands that are able to build two-way communication and listen to customer feedback will have a significant competitive advantage. Second, marketers need to focus their efforts on creating engaging and relevant content to capture the attention of audiences, especially younger generations

who tend to seek entertaining experiences. Third, marketers need to continuously develop personalization strategies to meet specific customer needs, which will ultimately increase customer loyalty to the brand

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