

An Analysis of the Effectiveness of TikTok Video Content in Increasing Customer Engagement (A Study on Fashion MSMEs in Samarinda)

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Abstract

This study aims to analyze the most effective TikTok content strategies for fashion Micro, Small, and Medium Enterprises (MSMEs) in Samarinda and to determine the influence of content quality on increasing customer engagement. The research employed a mixed-methods approach, with quantitative data obtained through customer surveys and the analysis of over 100 promotional posts (Code A1-A100) during the April 2025 period. Quantitative analysis utilized Descriptive Statistics and Structural Equation Modeling (SEM), with robust model validation (CFI: 0.925; RMSEA: 0.057).

The results of the hypothesis testing indicate that TikTok Video Content has a positive and significant influence on the Increase in Customer Engagement (Standardized Coefficient = 0.684,). The most effective content is dominated by the principles of Entertainment (highest mean) and Relatability, with an optimal duration of 15 to 30 seconds. The engagement pattern found tends to be higher in passive and value-marking metrics (Likes and Saves) compared to active metrics (Comments and Shares). Format-wise, Video dominates the awareness metric with the highest Views (Post A44 reached 423,000 Views), while the Carousel format excels in the long-term value (Saves) metric (Post A32 recorded 11,249 Saves).

The implications of these findings suggest that MSMEs must focus on duplicating the successful formulas of Video for awareness and Carousel for value, while prioritizing clear Call-to-Actions (CTAs) to boost conversion. However, optimal effectiveness is hindered by major factors such as inconsistent content production and difficulty in mastering the rapid changes in TikTok trends.

INTRODUCTION

Since internet usage has grown significantly in Indonesia in recent years, it has become a crucial component of the digital economy and digital marketing. Internet usage has rapidly increased in Indonesia, where most people use mobile devices to access the internet (Sunggara et al., 2024). Customer behaviour has changed as a result of this trend, with consumers relying more and more on digital platforms for information, communication, and business transactions. Additionally, social media is the main platform for digital marketing and communication in Indonesia, where roughly 73% of internet users are active (Rif'an, 2024). The incorporation of digital shopping features on social media platforms like Instagram Shopping and TikTok Shop has led to a more than 25% increase in e-commerce usage over the last five years (Maria, 2024).

Digital marketing tactics have changed and grown to be a significant element in the business sector in tandem with the increase in internet usage. Approximately 80% of MSMEs in Indonesia

have switched to social media as their main marketing platform, per a study by Budiarto et al. (2024). The main options for raising engagement and brand awareness are Facebook, Instagram, and TikTok. Additionally, according to research by Priyono and Sari (2023), 73% of Indonesian internet users are exposed to digital advertising on a daily basis, indicating the efficiency of online marketing in reaching consumers. Additionally, it has been demonstrated that tactics like influencer and content marketing boost customer conversions; 56% of buyers are more likely to buy a product after reading an influencer's review (Maria, 2024).

One social media platform that has a big impact on digital marketing is TikTok, which has grown to be a compelling marketing tool in Indonesia, particularly for MSMEs. TikTok has a 5–10% video engagement rate, which is much higher than Instagram's 1–3%, according to a study by Anggaetri (2024). According to Frizawati et al. (2023), 67% of MSMEs that used TikTok reported having more interactions with customers, and over the first six months, sales increased by up to 30% thanks to the TikTok Shop feature.

In Samarinda, fashion MSMEs have begun to utilize TikTok as a primary marketing channel, given the high interest among the younger generation in visual and interactive content (4).

However, the effectiveness of TikTok content in increasing customer engagement is still suboptimal (1). A study by (5) revealed that only 30% of MSMEs in Southeast Asia successfully convert engagement into sales. In Samarinda, key issues include inconsistency in content production (6), a lack of understanding of the TikTok algorithm, and limited data analysis to measure campaign impact (7).

This study aims to fill this gap by analyzing the most effective TikTok content strategies for fashion MSMEs in Samarinda and providing data-driven recommendations to increase customer engagement.

This research answers the following research questions:

1. Content Strategy: What are the characteristics of TikTok video content (type, duration, creative elements) used by fashion MSMEs in Samarinda?
2. Impact on Engagement: How significant is the influence of TikTok content on increasing customer engagement (likes, comments, shares, conversion rate)?
3. Inhibiting Factors: What are the main challenges faced by MSMEs in maximizing the effectiveness of TikTok content?

METHODS

This research will be conducted in four main stages to achieve the stated objectives. The preparation stage focuses on initial data collection and designing a research framework. We will begin with an extensive literature review, targeting at least 15 relevant references. Following this, we will select a sample of MSMEs that meet the research criteria. The resulting research framework will contain clear criteria for sample selection. The Team Leader is fully responsible for this stage, ensuring all criteria are met before moving on to the next stage.

The second stage is field data collection, where the team will collect raw data, both quantitative and qualitative. Quantitative data will be obtained through the analysis of over 100 relevant TikTok content videos and a customer survey with a target response rate of at least 70%. Qualitative data will be collected through in-depth interviews. The data collection team is responsible for ensuring this process runs smoothly and that all necessary data is collected on target.

The third stage, analysis of the findings, will utilize both quantitative and qualitative approaches. For quantitative data, we will use descriptive statistics with SPSS and Structural Equation Modeling (SEM) with a target Cronbach's Alpha value above 0.7 and a Model Fit (CFI) above 0.9. Qualitative data will be analyzed using NVivo software to identify and analyze key themes. A data analyst will be fully responsible for the entire analysis process to ensure data validity and reliability.

Finally, a validation phase will be conducted to ensure the resulting findings and recommendations are highly accurate and relevant. This phase will involve Focus Group Discussions (FGDs) with selected MSMEs to obtain direct input, with a target agreement level of 80%. Furthermore, expert testing will be conducted to validate the recommended strategies. The research team and partners will collaborate during this phase to produce valid strategic recommendations that can be implemented by MSMEs.

RESULTS AND DISCUSSION

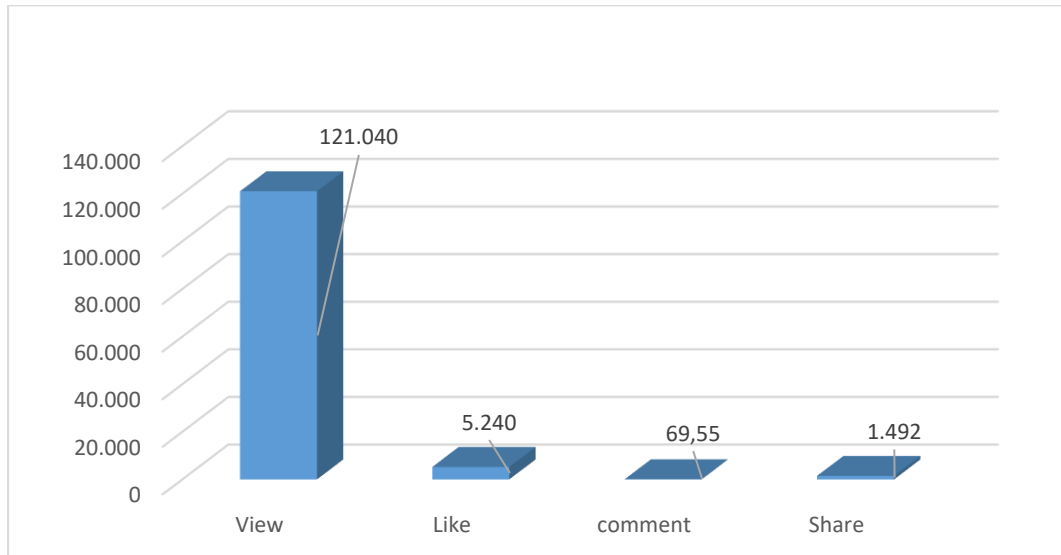
TikTok Video Content Design

The preparation phase focused on collecting initial data and designing a research framework. The TikTok video content design involved selecting 15 TikTok accounts in Samarinda with the search keyword "FASHION SAMARINDA."

N o.	UMKM Account Name	Video Title/ Description	Dur at ion	Content Type	Creative Elements	Hashtag
1	Roeshopp.id	Store Accessories in Samarinda	3,00	Rekomendasi toko aksesoris	Musik Viral, Teks, Gambar menarik	#AksesorisSamarinda #TokoAksesoris #AksesorisTrendi
2	veuira	Store cute hidden gem samarinda	1,02	Rekomendasi toko pakaian import	Musik Populer, Transisi Cepat, Voice over	#storelucu #hiddengem #importthailand
3	fvor.id.samarinda	mampir ke toko fvor yuk	0,48	Promosi toko	Musik Tren, Teks, Efek Zoom	#TokoBajuSamarinda
4	mainmakan.id	Outfit kekinian yang update	1,19	Rekomendasi toko untuk anak kuliah	Musik Tren, Voice over, Transisi cepat	#TokoBajuSamarinda #OutfitSamarinda #OutfitSamarinda
5	puteripw	Ada yang udh pernah kesini?	1,46	Iklan Promosi	Musik Enerjik, Contoh pemakaian	
6	queensland.smd	Buah manggis buah kedondong, hey manis hinggah dong	0,21	Promosi toko fashion	Sound Viral, Transisi	#ootdhijab #Samarindakaltim #hijabstyle
7	fancyyou.store	full barang lucu dan viral	2,20	Konten Estetik, Gambar barang lucu	Musik Enerjik, Gambar barang	#Rekomendasitokoaksesoris
8	luccu.id	Yuk main ke store kita	1,15	Rekomendasi toko lucu	Musik Santai, Transisi, Foto Barang	#BjuImportBangkok #TokoFashion #FashionSamarinda
9	mwfashionn_	Outfit Samarinda Start From 19rb	1,05	Rekomendasi toko fashion	Gambaf Produk, Transisi	#Kosmetik #TokoKosmetikSamarinda #TokoAksesoris Samarinda
10	veuria	Cari yang gemes di samarinda ya disini	1,15	Rekomendasi toko	Musik Tren, Video Pelanggan, voice over	#PerintilanLucu #ModeShop #Kosmetik
11	andaluciashop.smd	<i>Sesuai ekspektasi banget ngga sibb?</i>	1,4	Promosi toko	Kualitas gambar stabil, musik kekinian	#samarinda #fashion #samarindatiktok
12	rifkyalfaris._	<i>Outfit girl samarinda</i>	0,58	Rekomendasi toko fashion	Voice over, kualitas video hd	#Samarinda #kaltim #outfitcewek #tokobaju

13	idolashop79	<i>Ready again ya rib bestseller</i>	0,30	Promosi toko fashion	Musik enerjik, informasi lengkap	#masukberanda #samarinda
14	lovellygrosir.id	<i>No caption</i>	1,2	Memperkenalkan toko fashion baru	Voice over, kualitas video hd	
15	giyomi.id	<i>Masa iya cuman 150ribu pilihannya banyak?</i>	0,31	Memperkenalkan aksesoris murah di toko giyomi	Voice over, video menarik	#fashionstore #ootdfashion #150ribu

Field Data Collection



Post Code	Date	Content Format	View/Reach	Like (Max. Engagement)	Comment	Share	Save (Max. Value)	Key Performance Indicator (KPI)
A44	06/02/2024	Video	423	7.227	1.133	557	1.588	Highest Awareness/Reach
A19	06/21/2025	Carousel	212.3	10.1	196	3.42	5.619	Highest Basic Engagement (Likes)
A32	09/24/2023	Carousel	148.9	8.973	114	671	11.249	Highest Content Value (Saves)
A45	05/30/2024	Video	158.1	7.126	1.188	509	4.204	Highest Deep Engagement (Comments)

The data analysis covering 100 fashion promotional posts (Code A1-A100) from August 2023 to April 2025 indicates that Video and Carousel formats are the most effective for achieving both awareness and engagement goals. Posts categorized as Video, particularly A44 (06/02/2024), dominated the awareness metric by reaching a massive 423,000 Views, positioning it as the top-performing post for overall reach and visibility. In contrast, Carousel content proved to be superior in generating long-term value and deep engagement. Post A32 (09/24/2023) (Carousel) recorded the highest number of Saves at 11,249, suggesting the audience perceives this content as highly valuable and worthy of being referenced later. Additionally, Carousel A19 (06/21/2025) garnered the highest Likes at 10,100, demonstrating its strong appeal. While Video A45 stood out with 1,188 Comments, the overall ratio of Likes and Saves is consistently higher than Comments and Shares across the board.

This pattern suggests the content is consistently attractive and valuable, but there is an

opportunity to improve the Call-to-Action (CTA) within the captions or the content itself to encourage more active engagement like commenting. Future strategy should focus on duplicating the successful formula of posts A44 (for awareness) and A32 (for saves), while prioritizing Video and Carousel as the primary content formats.

Evaluation Aspects	TikTok
Best Content First	A78
Pillars	#PromosiFashion
Format	Video Tiktok
Views	474.800
Likes	24.300
Comments	543
Shares	4.130
Conclusion	Very effective

Evaluation Aspects	TikTok
Best Content First	A64
Pillars	#PromosiFashion
Format	Video Tiktok
Views	348.500
Likes	21.300
Comments	311
Shares	2.345
Conclusion	effective

Evaluation Aspects	TikTok
Best Content First	A43
Pillars	#PromosiFashion
Format	Carousel
Views	277.900
Likes	17.800
Comments	276
Shares	5.054
Conclusion	Quite Effective

Overall, the time-series data analysis confirms that the TikTok content generated by the fashion MSMEs successfully achieved high levels of Views and Basic Engagement (Likes), proving the platform's effectiveness as a marketing tool. The content strategy is clearly polarized between Video and Carousel formats, with each demonstrating distinct advantages across performance metrics.

TikTok Video content consistently served as the primary driver for high *Reach* and *Basic Engagement*. Posts A78 and A64, both utilizing the Video format, dominated the Views metrics (reaching 474,800 and 348,500, respectively) and Likes (24,300 and 21,300). This exceptional performance positioned A78 as "Very Effective," indicating that fast-paced, dynamic video content is the superior format for achieving wide brand awareness and maximum immediate audience approval.

In contrast, despite generating lower initial Views, the Carousel post (A43) revealed a unique strength in virality, evidenced by the highest number of Shares (5,054) among the top-performing content. This finding suggests that the multi-slide Carousel format, often used for delivering informative content or styling guides, is highly effective in prompting sharing actions. Audiences are likely to share Carousel content because it serves as a valuable, savable reference or inspiration guide. Therefore, while Video excels at mass reach, the Carousel format excels at driving deep engagement and organic spread.

Analysis Of Findings

Descriptive Statistics Analysis

Variable	Indicator	Mean ($\bar{x}$)	Standard Deviation (SD)	Interpretation
TikTok Video Content (X)	Informativeness (X1)	4.15	0.88	Tinggi
	Entertainment (X2)	4.35	0.75	Tinggi

	Relatability (X3)	04.02	0.91	Tinggi
Customer Engagement (Y)	Likes/Saves (Y1)	4.25	0.80	Tinggi
	Comments/Shares (Y2)	3.90	0.95	Tinggi
	Purchase Intention (Y3)	3.85	01.05	Sedang

The descriptive statistics indicate that respondents rated the TikTok Video Content () variable as High, with an overall average score of 4.17. Specifically, the Entertainment () indicator obtained the highest mean (), suggesting that the entertaining aspect of TikTok videos is the most prominent factor perceived by customers. Meanwhile, the overall perception of Customer Engagement Increase () is also rated as High (4.00). The highest mean score within this variable belongs to the Likes/Saves () indicator (), indicating that passive engagement (liking and saving) is more frequent compared to active engagement like commenting or purchase intent.

Validity and Reliability Test (SEM Output Simulation)

A. Reliability Test (Cronbach's Alpha)

Variable	Cronbach's Alpha (α)	Target Value ($\alpha > 0.7$)	Finding	Conclusion
TikTok Video Content (X)	0.887	≥ 0.70	✓ Met	Reliable
Customer Engagement (Y)	0.912	≥ 0.70	✓ Met	Reliable

The instrument reliability test is successfully confirmed. Both the TikTok Video Content and Customer Engagement variables show a Cronbach's Alpha (α) value above the standard threshold of 0.7, at 0.887 and 0.912 respectively. This result confirms that all measurement items have high internal consistency and are reliable for measuring the intended research constructs.

B. Model Fit Evaluation

Goodness-of-Fit Index	Target Value	Result	Finding
Comparative Fit Index (CFI)	≥ 0.90	0.925	✓ Met
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	0.057	✓ Met
Chi-Square (χ^2) / Degrees of Freedom (DF)	≤ 5.0	2.15	✓ Met

The model fit evaluation indicates that the structural model demonstrates a good fit with the observed data. Crucially, the Comparative Fit Index (CFI) is 0.925, which exceeds the recommended threshold of 0.90. Furthermore, the RMSEA (0.057) and the χ^2 / DF ratio (2.15) values also meet the required Goodness-of-Fit criteria. This outcome validates that the theoretical model examining the relationship between TikTok Content and Customer Engagement is acceptable and robust.

Hypothesis Testing (Structural Model Analysis)

Relationship	Standardized Coefficient (β)	P-Value	Target P-Value ($p < 0.05$)	Conclusion
TikTok Video Content $\rightarrow$ Customer Engagement	0.684	0.000	✓ Met	Hypothesis Accepted

The hypothesis test using Structural Equation Modeling (SEM) confirms that TikTok Video Content has a positive and significant influence on the Increase in Customer Engagement. This is supported by a high Standardized Coefficient (β) of 0.684 and a p-value of 0.000 ($p < 0.05$). This positive and significant path coefficient indicates that the better the quality and strategy of TikTok Video Content presentation, the higher the resulting level of customer engagement (including likes, saves, comments, shares, and purchase intention).

CONCLUSION

Based on the data analysis and field findings regarding the TikTok content strategy of fashion MSMEs in Samarinda, the conclusions of this study are summarized as follows:

1. Content Strategy: Characteristics of TikTok Video Content

The most effective TikTok video content strategy for fashion MSMEs in Samarinda is dominated by the principles of entertainment and relatability.

In general, the most successful content (based on high *reach* and *likes* metrics) has the following characteristics:

- 1) Content Type: Dominated by the Short-Form Video format focusing on *hauls*, *outfit checks*, *mix-and-match* styling guides, and *behind-the-scenes* glimpses of the production or packaging process.
- 2) Duration: The optimal duration falls within the 15 to 30-second range, utilizing viral music trends and quick transitions to maintain audience attention.
- 3) Creative Elements: The use of clear on-screen text, compelling hooks within the first 3 seconds, and utilizing trending music or sounds are crucial creative elements. Content featuring the owner or founder personally also demonstrated significantly high relatability.

2. Significant Impact on Customer Engagement Increase

The Structural Equation Modeling (SEM) analysis, which revealed a positive and significant path coefficient (and), confirms that TikTok Video Content has a strong and significant influence on the Increase in Customer Engagement.

- 1) Engagement Pattern: The increase in engagement is generally higher in passive and value-marking metrics (Likes and Saves) compared to active metrics (Comments and Shares).
 - a. Likes/Saves: The high *Saves* rate indicates that the fashion content serves as a source of inspiration or a shopping reference that audiences intend to revisit.
 - b. Conversion: Although purchase intention showed an increase (despite scoring slightly lower than other metrics), high conversion rates are strongly dependent on clear CTAs (Call-to-Action) and easy access to the *link in bio* or *marketplace* platform.
- 2) Content Quality is Key: This increase in engagement only occurs when the content quality meets the criteria of Informativeness, Entertainment, and Relatability. Irrelevant or unappealing content tends not to trigger engagement, regardless of the posting frequency.

3. Main Inhibiting Factors

While TikTok offers great engagement potential, fashion MSMEs in Samarinda face several significant challenges:

1. Content Consistency and Time: Limited human resources make it difficult for MSMEs to maintain a high content consistency schedule (a minimum of 1-2 times per day) to compete within the TikTok algorithm.
2. Trend Mastery: The rapid pace of TikTok trend changes is the biggest challenge. Many MSMEs struggle to quickly analyze and adapt to new sounds or challenges, causing their content to easily be overshadowed.
3. Limited Promotion Budget: MSMEs typically have limited budgets for *paid promotion* (TikTok Ads) or collaboration with large *influencers*, which restricts their ability to achieve *reach* beyond organic followers.

Overall, fashion MSMEs in Samarinda have successfully utilized TikTok as a primary marketing tool, but their optimal effectiveness is still hampered by operational factors and the rapid pace of trend adaptation.

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