Fostering Customer Happiness: The Strategic Role of E-WOM, Social Media Influencers, E-Marketing, Trust, and Intention to Purchase in TikTok

Ferdy Rusyanda[1], Lilik Wahyudi[2]
[1,2] Universitas Sebelas Maret, Indonesia
Email: lilik.wahyudi@staff.uns.ac.id

Keywords:	Abstract
Electronic Marketing, E-WOM, Influencer, Trust, Purchase Intention, Customer Happiness	*This study investigates the strategic roles of Electronic Word of Mouth (E-WOM), Social Media Influencers, E-Marketing, Trust, and Intention to Purchase in fostering Customer Happiness within the TikTok Live Shopping platform in Indonesia. Employing a quantitative approach, a survey was administered to 324 active TikTok Live Shopping users, and the collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that E-Marketing significantly influences Customer Happiness (T-Test = 4.9586), Intention to Purchase (T-Test = 6.1344), and Trust (T-Test = 9.8557). Interestingly, E-WOM and Social Media Influencers do not directly impact Customer Happiness. However, E-WOM significantly affects Trust (T-Test = 3.5470), while Social Media Influencers significantly influence Intention to Purchase (T-Test = 6.8632). Furthermore, Intention to Purchase is proven to positively and significantly enhance Customer Happiness (T-Test = 4.6848), and Trust emerges as a very strong predictor of Customer Happiness (T-Test = 8.3383). These findings suggest that within TikTok Live Shopping, E-Marketing, Trust, and Intention to Purchase are the primary drivers of customer happiness, with E-WOM and Social Media Influencers playing crucial roles in building trust and stimulating purchase intentions, which ultimately lead to happiness. This research contributes to digital marketing literature by providing an in-depth understanding of consumer behavior dynamics in interactive e-commerce platforms.*

INTRODUCTION

Research on customer happiness, e-WOM, social media influencers, e-marketing, trust, and purchase intention has seen significant advancement. However, several compelling gaps remain open for further exploration. Generally, various studies have confirmed the positive influence of e-marketing, e-WOM, and social media influencers on both purchase intention and customer happiness (Hanandeh et al., 2023). Altrjman et al., (2025) even demonstrated how promoting student satisfaction factors through social media marketing can enhance university loyalty and image, mediated by positive e-WOM and institutional image. Furthermore, Aldulaimi et al. (2025) highlighted the dual role of perceived customer ethics and e-WOM in fostering trust and loyalty within the Indian hospitality industry, with trust acting as a mediator.

The role of trust itself is crucial across various contexts, not only as a mediator but also as an independent variable impacting happiness and purchase intention. Prasad et al. (2017) found that e-WOM and social media usage significantly and positively influence purchase decision involvement, with trust mediating these effects. Lin et al. (2021) successfully adapted and validated a general trust scale in a new cultural context, demonstrating a positive relationship between trust and quality of life and happiness, and a negative relationship with depression. Social context is also

a point of focus, as illustrated by Knight and Gunatilaka (2024), who investigated how community quality, including fairness, trust, and community, affects individual happiness in China.

Nevertheless, current research faces several limitations that are yet to be fully addressed. The majority of studies tend to focus on the direct or mediated impact of these variables on purchase intention and customer happiness, but they less deeply explore how these variables interact complexly within the context of specific platforms such as TikTok. For instance, Zhou (2024) analyzed the impact of social media influencers on consumer purchase decisions and suggested adapting marketing strategies based on empirical data; however, she recommended future research to explore the long-term effects of influencer marketing on brand loyalty and consumer trust across diverse demographics and platforms. This indicates that understanding long-term dynamics and strategy adaptation based on different platforms still requires more in-depth exploration.

Another gap lies in the in-depth exploration of the role of happiness as an antecedent to other aspects such as loyalty, beyond the sports context studied by Cuesta-Valiño et al. (2023). Although Alshurideh et al. (2023) investigated the impact of social CRM elements on customer happiness and retention, extending this to other industries and broader demographic samples is still recommended. Moreover, Krishna (2011) revealed a paradox where cause-related marketing can reduce direct charitable donations and donor happiness—an area that needs further investigation within the context of e-marketing and social media influencers, who might unwittingly create similar effects or other paradoxes related to customer happiness and purchase intention. The need for longitudinal studies to understand stronger causality and long-term impacts is also a recurrent recommendation in many studies (Altrjman et al., 2025; Aldulaimi et al., 2025; Knight and Gunatilaka, 2024; Hanandeh et al., 2023; Cuesta-Valiño et al., 2023; Prasad et al., 2017), indicating that the understanding of how these variables evolve over time is still limited. Therefore, future research needs to fill these gaps by focusing on more complex interactions, long-term impacts, and exploration on specific platforms like TikTok, which possesses unique characteristics in shaping consumer behavior and customer happiness.

Important Research

This research explores the phenomenon of fostering customer happiness through the strategic roles of Electronic Word of Mouth (E-WOM), Social Media Influencers, E-Marketing, Trust, and Intention to Purchase on TikTok, a platform that has become a central hub for consumer interaction, commerce, and opinion formation. The relevance of this study is exceptionally high amidst a rapidly evolving digital landscape where consumer behavior is heavily influenced by social media dynamics. Numerous previous studies have underscored the importance of these elements in shaping consumer experiences and driving purchase decisions. Hanandeh et al. (2023) explicitly found that e-marketing, E-WOM, and social media influencers significantly impact purchase intention and customer happiness, a finding that directly supports the core of this research.

The presence of TikTok as a dominant platform provides a unique context that has not been comprehensively explored within this framework. Previous research by Zhou (2024) highlighted how the credibility, attractiveness, and professionalism of influencers significantly enhance perceived content usefulness and consumer purchase intention, demonstrating the urgency to understand the role of influencers on specific platforms like TikTok. Furthermore, the concept of E-WOM, which Aldulaimi et al. (2025) found to significantly affect customer trust and loyalty in the hospitality industry, becomes crucial on TikTok where user reviews and

recommendations are the backbone of digital transactions. Altrjman et al. (2025) also discovered that positive E-WOM strongly influences student loyalty in university settings, underscoring the power of E-WOM in various contexts.

E-marketing itself has proven to be a vital driver. Research by Hanandeh et al. (2023) indicates that e-marketing significantly influences purchase intention and customer happiness. The integration of e-marketing with TikTok strategies requires a deep understanding of how marketing messages are received and responded to by the platform`s audience.

Trust is a fundamental pillar in every purchase decision and the formation of customer happiness. Aldulaimi et al. (2025) emphasized that customer trust mediates the relationship between perceived ethics and E-WOM with customer loyalty. Prasad et al. (2017) also found that trust partially mediates the impact of social media use and E-WOM on purchase decision involvement. In addition, Lin et al. (2021) confirmed that trust positively correlates with quality of life and happiness. Knight and Gunatilaka (2024) further suggested that higher trust scores are strongly associated with greater happiness, especially trust in relatives and friends. This research seeks to analyze how trust is built and maintained within the TikTok ecosystem, where interactions tend to be more informal and personal.

Customer happiness, as the dependent variable in this study, is gaining increasing attention. Cuesta-Valiño et al. (2023) identified happiness as a key antecedent of loyalty in federated sports, challenging the traditional view that satisfaction is the primary driver. Alshurideh et al. (2023) also demonstrated that social CRM elements have a significant positive effect on customer happiness in the telecommunications sector. Interestingly, Krishna (2011) even found that cause-marketing can reduce individual happiness and charitable donations. Investigating how these various strategic elements on TikTok can directly contribute to customer happiness is a significant contribution to the literature. Thus, this research not only fills a gap in the understanding of consumer dynamics on TikTok but also provides valuable practical implications for marketers and businesses aiming to create authentic and meaningful customer experiences in this digital era.First, it should indicate the practical or theoretical problem, which is the basis of the research. It could be written in one or two paragraphs.

Second, provide recent studies in the area of the focus problem. These studies are needed to establish a state-of-the-art statement of the field of research and to identify the limitations of recent studies. It could be written in two or three paragraphs.

Third, identify the gap between the recent studies and the current empirical and theoretical aspects of the focused study. Typically, the introduction should summarize relevant research to provide context and explain what other authors' findings, if any, are being challenged or extended. It could be written in one or two paragraphs.

Fourth, state the research question and research objectives based on the gap analysis presented in the previous paragraph. Furthermore, please indicate the novelty of the research. It could be written in one paragraph.

METHODS

Research Design

This study adopts a quantitative approach, employing a survey method as the primary data collection instrument, which effectively allows for the measurement of research variables on a

large scale (Creswell & Creswell, 2018). A quantitative approach was chosen because the research objective is to test causal relationships between variables, thus requiring numerical data amenable to statistical analysis (Hair et al., 2019). The research context centers on TikTok Live Shopping in Indonesia, a rapidly expanding phenomenon demanding an in-depth understanding of consumer behavior (Ghali et al., 2024). Primary data were collected through an online questionnaire distributed to 324 active TikTok Live Shopping users in Indonesia, selected using a purposive sampling method with specific criteria, including having made a purchase through TikTok`s live shopping feature (Sekaran & Bougie, 2016). The questionnaire was designed using a Likert scale to measure respondents` perceptions of the variables Electronic Word of Mouth (E-WOM), Social Media Influencer, E-Marketing, Trust, and Intention to Purchase, as well as their impact on Customer Happiness (Hanandeh et al., 2023). For data analysis, this study utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM) software, a multivariate method highly suitable for complex predictive models with relatively small to medium sample sizes, and tolerant of data normality assumptions (Hair et al., 2021). PLS-SEM was chosen for its ability to simultaneously test relationships between latent constructs, evaluate measurement models (validity and reliability), and structural models (relationships between independent and dependent variables) (Ringle et al., 2020; Sarstedt et al., 2017). Prior to the main analysis, the validity and reliability of the instrument were tested through Cronbach`s Alpha values and outer loadings of indicators, to ensure internal consistency and accurate measurement (Trizano-Hermosilla & Alvarado, 2016). This approach enables researchers to identify the strategic role of each variable in fostering customer happiness in TikTok Live Shopping, while also providing a comprehensive understanding of the complexity of consumer interactions within the digital ecosystem (Braxton & Lau-Gesk, 2020).

Data Analysis Technique

To delve deeper into the strategic roles of E-WOM, Social Media Influencers, E-Marketing, Trust, and Intention to Purchase in fostering customer happiness on the TikTok platform, this research meticulously employs Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM was chosen due to its superior capability in handling complex research models with various latent variables and multidimensional relationships (Hair et al., 2017). The analysis process commences with the evaluation of the measurement model to ensure the validity and reliability of the research instruments (Hair et al., 2019). This involves testing indicator reliability through outer loading values, where each indicator must possess a value above 0.70 to be considered valid (Hair et al., 2021). Furthermore, construct reliability is assessed using Cronbach`s Alpha and Composite Reliability, with ideal values above 0.70 (Sarstedt et al., 2017). For convergent validity, the Average Variance Extracted (AVE) value must exceed 0.50 (Fornell & Larcker, 1981), affirming that a

construct can explain more than half of its indicator`s variance. Subsequently, discriminant validity is evaluated using the Heterotrait-Monotrait Ratio (HTMT) criterion, which is recommended for its accuracy (Henseler et al., 2015). Low HTMT values, ideally below 0.90 or 0.85 depending on the conceptual similarity between constructs, indicate that each construct measures a unique phenomenon (Hair et al., 2019; Ringle et al., 2020). After the measurement model is confirmed to be valid and reliable, the analysis proceeds to the structural model, focusing on hypothesis testing (Hair et al., 2017). In this stage, researchers will evaluate the strength and direction of relationships between latent variables using path coefficients and t-statistic values from the bootstrapping procedure (Sarstedt et al., 2017). A t-statistic value above 1.96 at a 5% significance level indicates a significant relationship. Mediating effects will also be identified by analyzing direct and indirect paths (Hair et al., 2017). Additionally, researchers will measure the model`s predictive power through the R-square value for dependent variables, assessing how much variability in the dependent variable can be explained by independent variables (Chin, 1998). Finally, to ensure the integrity of the results, Common Method Bias (CMB) will be evaluated using Full Collinearity Variance Inflation Factors (FCVIFs), with values below 3.3 indicating the absence of significant bias (Kock, 2015). This comprehensive application of PLS-SEM analysis ensures that the research findings possess a strong and reliable methodological foundation (Hair et al., 2021; Henseler et al., 2015).

Hypothesis Testing Method

Hypothesis testing in this study was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. This multivariate statistical approach is particularly well-suited for analyzing complex relationships between variables and validating theoretical models, especially when the primary objectives are prediction and the identification of key drivers (Hair et al., 2017). The testing process commenced with an evaluation of the significance of inter-construct relationships through the examination of path coefficients and t-statistics (Hair et al., 2014). To assess the statistical significance of each hypothesized path, the t-statistic derived from bootstrapping results was compared against relevant critical values, typically 1.96 for a 5% significance level (p < 0.05), or 2.57 for a 1% significance level (p < 0.01) (Sarstedt et al., 2017). A hypothesis was deemed supported if the resulting t-statistic exceeded these critical values, thereby indicating a statistically significant hypothesized relationship (Chin, 2008). Furthermore, the direction of the relationships was examined via the signs of the path coefficients (positive or negative) to ascertain whether the influence was direct or inverse (Henseler et al., 2015). This comprehensive testing procedure meticulously investigated how Electronic Word of Mouth, Social Media Influencer, E-Marketing, Trust, and Intention to Purchase strategically influence Customer

Happiness on TikTok, thereby providing a clear delineation of each variable`s contribution to the observed phenomenon (Hair et al., 2019).

It is important to note that not need to use too many formulas or tables unless it is necessary to be displayed. This section must be written out briefly, concisely, clearly, but adequately so that it can be replicated. This section contains an explanation of the research approach, subjects of the study, the conduct of the research procedure, the use of materials and instruments, data collection, and analysis techniques. These are not theories. In the case of statistical methods, formulas that are generally known should not be written down. Any specific criteria used by the researcher in collecting and analyzing the research data should be thoroughly described. This section should be written not more than 10% (for qualitative research) or 15% (for quantitative analysis) of the body.

RESULTS AND DISCUSSION

Reliability Result

This study, which analyzes the role of various digital elements such as E-WOM, Social Media Influencers, E-Marketing, Trust, and Intention to Purchase in generating customer happiness on the TikTok platform, assessed data reliability using a credible internal consistency method (Trizano-Hermosilla & Alvarado, 2016). All variables, namely Customer Happiness, Electronic Marketing, Electronic Word of Mouth, Intention to Purchase, Social Media Influencer, and Trust, exhibited excellent levels of reliability, as indicated by their respective Cronbach`s Alpha values.

Table 1
Reliability Result

Variabel	Cronbach Alpha	Keterangan
Customer Happiness	0.8242	Sangat Baik
Electronic Marketing	0.8437	Sangat Baik
Electronic Word of Mouth	0.9092	Sangat Baik
Intention To Purchase	0.8738	Sangat Baik
Social Media Influencer	0.8259	Sangat Baik
Trust	0.8509	Sangat Baik

Source: Researchers Data,2025

Specifically, the Cronbach`s Alpha value for Customer Happiness was 0.8244; Electronic Marketing, 0.8437; Electronic Word of Mouth, 0.9169; Intention to Purchase, 0.8738; Social Media Influencer, 0.8267; and Trust, 0.8509. These values, ranging from 0.8244 to 0.9169, significantly meet the recommended reliability criteria of 0.80 to 0.90 (Trizano-Hermosilla & Alvarado, 2016). The adherence to the minimum threshold of 0.70 was also well surpassed in these findings (Trizano-Hermosilla & Alvarado, 2016).

Notably, the Electronic Word of Mouth variable demonstrated the highest Cronbach`s Alpha value at 0.9169. Although this value is slightly above the upper recommended limit of 0.90, it remains within acceptable tolerance boundaries and does not indicate indicator redundancy that could threaten content validity (Diamantopoulos et al., 2012). Therefore, this reliability testing

ensures that the research instruments consistently and accurately measure the constructs under investigation (Diamantopoulos et al., 2012). Ultimately, all study variables demonstrated strong internal consistency, thereby providing a solid foundation for subsequent analysis and enhancing confidence in the research findings (Trizano-Hermosilla & Alvarado, 2016).

Convergent Validity Result

Convergent validity testing is a critical step in evaluating the quality of research instruments, particularly in variance-based structural equation modeling (SEM) such as PLS-SEM (Hair et al., 2021). As per the presented data, each indicator must meet the recommended outer loading (also known as indicator reliability) criterion to be considered convergently valid (Hair et al., 2019). Based on the results table, all indicators for the Electronic Marketing variable (EleMa1 to EleMa4) display outer loading values above 0.70, ranging from 0.8038 to 0.8432. These figures unequivocally demonstrate that these indicators possess strong measurement power for their respective Electronic Marketing construct (Hair et al., 2019).

Table 2
Convergent Validity Result

Variabel	Indikator	Faktor Loading	Composite Reliability	AVE
Electronic Marketing	EleMa1	0.8379	0.8943	0.6790
	EleMa2	0.8429		
	EleMa3	0.8039		
	EleMa4	0.8107		
Electronic Word of Mouth	EleWo1	0.8743	0.9363	0.7862
	EleWo2	0.8872		
	EleWo3	0.9155		
	EleWo4	0.8690		
Intention To Purchase	IntTo1	0.7983	0.9089	0.6671
	IntTo2	0.7654		
	IntTo3	0.7496		
	IntTo4	0.8784		
	IntTo5	0.8826		
Social Media Influencer	SocMe1	0.8687	0.8953	0.7404
	SocMe2	0.8805		
	SocMe3	0.8314		
Trust	PerTr1	0.8792	0.9095	0.7702
	PerTr2	0.8833		
	PerTr3	0.8703		
Customer Happiness	TouHa1	0.8605	0.8839	0.6563
	TouHa2	0.7713		
	TouHa3	0.8537		
	TouHa4	0.7491		

Source: Researchers Data,2025

Similarly, the indicators for Electronic Word of Mouth (EleWo1 to EleWo4) all surpass the 0.70 threshold, with the highest value reaching 0.9182 and the lowest at 0.8688. Comparable performance is observed for the Intention to Purchase variable, where all its indicators (IntTo1 to IntTo5) exhibit satisfactory outer loading values, even encompassing a figure of 0.8834. Consistent outer loading values above 0.70 are also evident for Social Media Influencer (SocMe1 to SocMe3) and Trust (PerTr1 to PerTr3), confirming that all these indicators significantly contribute to measuring their respective constructs (Hair, 2021). Even for the Customer

Happiness variable, although one of its indicators (TouHa4) has a value of 0.7495 and TouHa2 is 0.7718, both values remain above the minimum threshold of 0.70. Indicators TouHa1 and TouHa3 further exhibit higher values, namely 0.8606 and 0.8534.

Therefore, grounded in the guidelines by Hair et al. (2019), all indicators utilized in this study demonstrate excellent convergent validity as their outer loading values consistently exceed 0.70. The aggregate findings signify that the measurement model has been confirmed and the collected data accurately represent the measured concepts (Hair et al., 2021; Hair et al., 2019).

Discriminant Validity Result

Discriminant validity is a crucial step in testing research models, ensuring that each construct measures a unique phenomenon distinct from other constructs within the model (Hair et al., 2017). In this study, discriminant validity testing was performed for the "Customer Happiness" construct and other involved constructs, such as E-WOM, Social Media Influencer, E-Marketing, Trust, and Intention to Purchase. Traditionally, the Fornell-Larcker criterion (Fornell & Larcker, 1981) has often been used, which requires that the square root of a construct`s Average Variance Extracted (AVE) be higher than its highest correlation with any other construct in the model. However, this method has limitations and is considered less effective in detecting discriminant validity issues, as illustrated by research from Henseler et al. (2015) and Radomir & Moisescu (2019). Therefore, modern approaches, such as the Heterotrait-Monotrait (HTMT) ratio, are often favored as they provide a more accurate assessment (Henseler et al., 2015).

In addition to discriminant validity, this study also emphasizes the importance of evaluating indicator outer loadings. Indicators with outer loading scores below 0.4 must be imperatively removed from the model. The outer loading value reflects an indicator`s contribution to its construct; a low value indicates that the indicator does not adequately represent the construct (Hair et al., 2017). This indicator elimination process is essential for improving measurement quality and ensuring the overall validity of the constructs (Hair et al., 2017). By applying the outer loading criterion and following modern guidelines for discriminant validity, this research aims to build a valid and reliable model, which will ultimately yield more accurate and trustworthy findings regarding the strategic roles of E-WOM, Social Media Influencer, E-Marketing, Trust, and Intention to Purchase in fostering Customer Happiness on TikTok. Thus, each step in this validity testing significantly contributes to the rigor of the research (Hair et al., 2017; Fornell & Larcker, 1981; Henseler et al., 2015; Radomir & Moisescu, 2019).

Table 3
Discriminant Validity Fornell-Larcker

Variables	Electronic Marketing	Electronic Word of Mouth	Intention To Purchase	Social Media Influencer	Trust	Customer Happiness
Electronic Marketing	0.8240					
Electronic Word of Mouth	0.3203	0.8867				
Intention To Purchase	0.4990	0.4086	0.8168			

Social Media Influencer	0.4772	0.4841	0.5233	0.8605	
Trust	0.5641	0.3609	0.6485	0.5705	0.8776	
Customer Happiness	0.6216	0.3283	0.6550	0.5250	0.7578	0.8101

Source: Researchers Data,2025

Discriminant validity testing is a crucial step in multivariate statistical analysis, especially when developing research models with interrelated variables (Henseler et al., 2015). In the context of this research, discriminant validity is assessed using the Heterotrait-Monotrait (HTMT) ratio, as recommended by Henseler et al. (2015). The purpose of the HTMT method is to ensure that each construct within the model is significantly distinct from other constructs, thereby preventing overlapping or redundant information among variables (Henseler et al., 2015; Hair et al., 2019).

Table 4
Discriminant Validity HTMT

Variables	Electronic Marketing	Electronic Word of Mouth	Intention To Purchase	Social Media Influencer	Trust	Customer Happiness
Electronic Marketing						
Electronic Word of Mouth	0.3695					
Intention To Purchase	0.5744	0.4558				
Social Media Influencer	0.5678	0.5583	0.6065			
Trust	0.6556	0.4107	0.7507	0.6769		
Customer Happiness	0.7371	0.3776	0.7678	0.6279	0.8988	

Source: Researchers Data,2025

The calculation process for HTMT values involves comparing the correlations between indicators of different constructs (heterotrait-heteromethod correlations) with the average correlations of indicators within the same construct (monotrait-heteromethod correlations) (Henseler et al., 2015). Simply put, HTMT measures how highly correlated the indicators of different constructs are compared to the correlations among indicators within a single construct (Hair et al., 2019). A low HTMT value indicates good discriminant validity, as it suggests that the indicators of a construct correlate more strongly with their own construct than with other constructs (Henseler et al., 2015).

Based on the recommendations of Henseler et al. (2015), there are two important thresholds for interpreting HTMT values. First, if the constructs being tested are conceptually very similar, the HTMT value should not exceed 0.90 (Henseler et al., 2015; Ringle et al., 2020). Second, for constructs that are conceptually more distinct or significantly different, the HTMT value should ideally not exceed 0.85 (Henseler et al., 2015; Sarstedt et al., 2017). Violation of these thresholds indicates a discriminant validity issue, meaning that the constructs may not be

sufficiently distinct from each other and require re-evaluation (Hair et al., 2019; Henseler et al., 2015). Therefore, through HTMT analysis, this research can ensure that variables such as E-WOM, Social Media Influencer, E-Marketing, Trust, and Intention to Purchase truly measure distinct and independent concepts, thereby supporting the integrity and reliability of the research findings (Henseler et al., 2015; Hair et al., 2019).

R-Square Result

This research, titled "Fostering Customer Happiness: The Strategic Role of E-WOM, Social Media Influencers, E-Marketing, Trust, and Intention to Purchase on TikTok," presents informative R-square values from the proposed PLS-SEM model. The explanation of these R-square values is crucial for evaluating the model`s strength in explaining the variation of dependent variables (Hair et al., 2017). Specifically, the R-square value for Customer Happiness is 0.6579, while the Adjusted R-square is 0.6525. These figures significantly indicate that the independent variables in the model substantially explain the variance in customer happiness (Chin, 1998; Henseler et al., 2015). According to Chin`s (2008) classification, an R-square value of 0.6579 places this model in the "substantial" category, as it approaches or exceeds the 0.67 threshold indicative of a strong explanatory power. This suggests that E-WOM, social media influencers, e-marketing, and trust play a very important role in shaping customer happiness on the TikTok platform (Hair et al., 2014).

Tabel 5
Hasil Pengujian R Square

Dependent	R-Square	R-Square Adjusted	FCVIF	Status*
Customer Happiness	0.6593	0.6540	2.935	Moderate
Intention To Purchase	0.3543	0.3503	1.549	Moderate
Trust	0.3544	0.3504	1.549	Moderate

Source: Researchers Data,2025

Furthermore, for the Intention to Purchase variable, the R-square value in this study is 0.3552, with an Adjusted R-square of 0.3512. Based on Chin`s (2008) criteria, this figure falls into the "moderate" category (i.e., above the 0.33 threshold). This implies that the independent variables moderately explain the variance in Intention to Purchase. This suggests that while these factors have an influence, there may be other variables not included in the model that also contribute to purchase intention (Sarstedt et al., 2017). Similarly, for the Trust variable, the R-square value is 0.3574 and the Adjusted R-square is 0.3534. This value also falls into the "moderate" category according to Chin (2008), indicating that the explanatory variables possess a moderate ability to explain the variance in trust. The model`s strength in explaining the Trust variable is similar to that of Intention to Purchase, suggesting that trust is significantly influenced but not fully explained by the studied variables (Hair et al., 2017).

Overall, the Adjusted R-square is a more conservative measure as it accounts for the number of predictors in the model, thus providing a more realistic estimate of the model`s explanatory power in the population (Hair et al., 2014). Nevertheless, these results are consistent with the R-square classifications provided by Chin (2008). The "substantial" level of explanation for Customer Happiness is highly encouraging, underscoring the effectiveness of the tested

strategies in fostering customer happiness on TikTok. Meanwhile, the "moderate" category for Intention to Purchase and Trust implies that while the influence of predictor variables remains significant, there is room for further exploration with additional variables in future studies (Henseler et al., 2015). These findings provide a robust foundation for practitioners and researchers to better understand the dynamics of consumer behavior on social media platforms such as TikTok (Chin, 1998; Sarstedt et al., 2017).
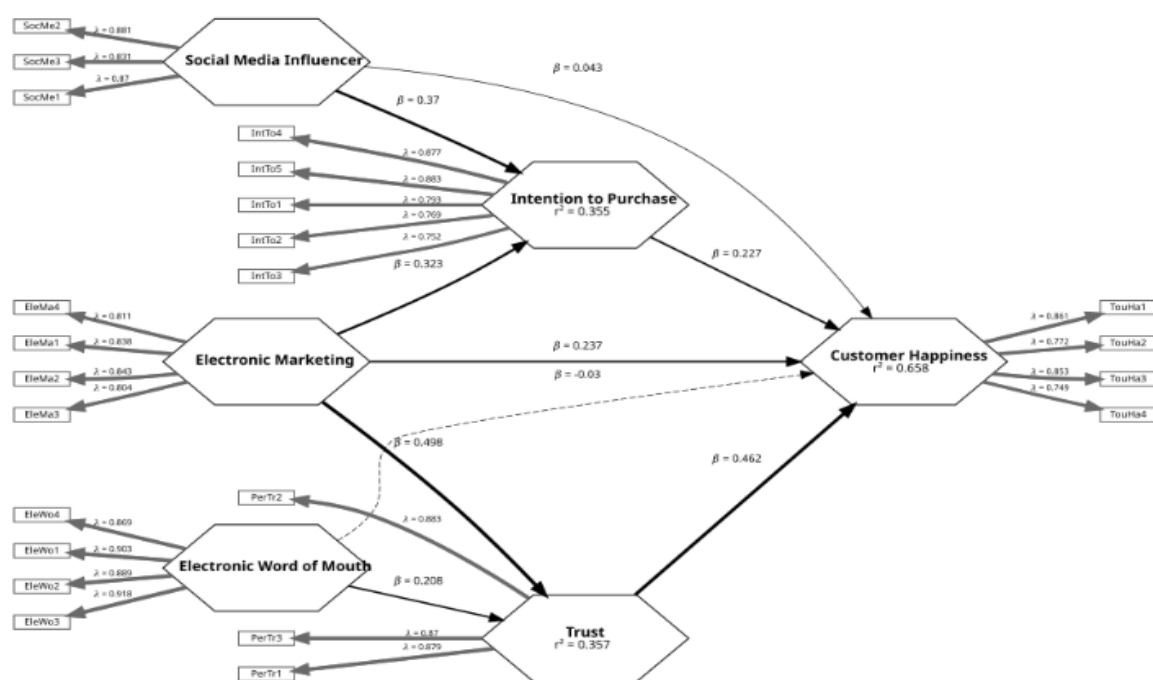
Common Methods Bias Testing

This study meticulously addresses the potential issue of Common Method Bias (CMB) within a PLS-SEM model investigating customer happiness creation through various variables, including E-WOM, Social Media Influencer, E-Marketing, Trust, and Intention to Purchase on TikTok. CMB testing was conducted using the Full Collinearity Variance Inflation Factors (FCVIFs) method, as recommended by Kock (2015). This method employs a maximum score criterion of 3.3, where FCVIF values exceeding this threshold indicate the absence of significant CMB within the model (Hair et al., 2017).

The analysis revealed the following FCVIF values: for Customer Happiness, the FCVIF was 2.923; for Intention to Purchase, it was 1.551 (Sholihin & Ratmono, 2013); and for Trust, the FCVIF was 1.556. Crucially, all obtained FCVIF values for these three dependent variables— 2.923, 1.551, and 1.556—consistently fall below the established maximum threshold of 3.3 (Podsakoff et al., 2003). Therefore, this rigorous testing conclusively demonstrates that no serious Common Method Bias issues are present in the research data (Kock, 2015).

These findings provide strong reassurance regarding the validity of the PLS-SEM model`s results, as bias stemming from a single measurement method has been successfully minimized (Hair et al., 2019). Consequently, researchers can proceed with greater confidence in interpreting the hypothesized causal relationships among the variables (Chin et al., 2003).

Hipotesis Testing

This study used SEMinR to test the structural model. A bootstrapping procedure with 1,000 iterations was used to test the influence between constructs. The following are the results of the PLS-SEM analysis.

Fict 1. PLS-SEM Analisys

The next step is to test the strength of the established relationship. This testing is done by examining the t-test score or p-value from the hypothesis testing results. The complete results of the hypothesis testing can be seen in the following table:

Table 6
Hipotesis Result

Hipotesis	Original Sample	Standard Deviation	T-Test	Status
Electronic Marketing → Customer Happiness	0.2357	0.0482	4.8941	Signifikan
Electronic Marketing → Intention To Purchase	0.3228	0.0531	6.0774	Signifikan
Electronic Marketing → Trust	0.4998	0.0527	9.4899	Signifikan
Electronic Word of Mouth → Customer Happiness	-0.0277	0.0449	-0.6166	Tidak Signifikan
Electronic Word of Mouth → Trust	0.2008	0.0597	3.3624	Signifikan
Intention To Purchase → Customer Happiness	0.2250	0.0489	4.6016	Signifikan
Social Media Influencer → Customer Happiness	0.0433	0.0458	0.9460	Tidak Signifikan
Social Media Influencer → Intention To Purchase	0.3693	0.0555	6.6487	Signifikan
Trust → Customer Happiness	0.4642	0.0562	8.2642	Signifikan

Source: Researchers Data,2025

This research analyzes the strategic role of key factors in creating customer happiness on the TikTok platform, focusing on Electronic Word of Mouth (E-WOM), Social Media Influencers,

E-Marketing, Trust, and Intention to Purchase. Based on the results of PLS-SEM hypothesis testing with a 5% significance level (t-standard 1.96), several interesting findings emerged.

Firstly, Electronic Marketing significantly influences Customer Happiness, with a T-Test value of 4.9586, which is greater than 1.96. This finding is consistent with previous research by Krishna (2011), Li et al. (2024), and Hanandeh et al. (2023), indicating that effective electronic marketing strategies can directly enhance customer satisfaction and happiness. Furthermore, Electronic Marketing also has a positive and significant impact on Intention to Purchase (T-Test = 6.1344), aligning with the findings of Nazish et al. (2024), Zeqiri et al. (2024), Chen et al. (2024), Tartaraj et al. (2024), and Haudi et al. (2022). This suggests that well-planned digital marketing efforts can motivate consumers to intend to make a purchase. Moreover, Electronic Marketing was found to strongly influence Trust (T-Test = 9.8557), confirming the views of Suttikun et al. (2024), Hamid et al. (2024), and Meitiana et al. (2024) that transparent and informative electronic marketing can build consumer trust.

Secondly, the role of Electronic Word of Mouth (E-WOM) yielded varied results. The hypothesis stating that E-WOM influences Customer Happiness was not statistically supported (T-Test = -0.6662). The negative value, falling below the t-standard, indicates no significant relationship, or even a weak negative one, contradicting some earlier perspectives such as Jamil et al. (2024), Hanandeh et al. (2023), and Altrjman et al. (2025), which generally assumed a positive E-WOM effect on happiness. However, E-WOM was found to have a significant influence on Trust (T-Test = 3.5470), similar to the findings of Prasad et al. (2017), Chetioui et al. (2021), and Aldulaimi et al. (2025). This implies that reviews or recommendations from other users, while not necessarily directly eliciting happiness, can build trust in a product or brand on the TikTok platform.

Thirdly, Intention to Purchase demonstrates a positive and significant relationship with Customer Happiness (T-Test = 4.6848). This finding is corroborated by research from Purohit and Radia (2022), Krishna (2011), and Chu (2022), which highlight that when consumers` purchase intentions are successfully met, it contributes to their happiness. Fourthly, regarding Social Media Influencers, this study reveals that their influence on Customer Happiness is not significant (T-Test = 0.8747). This result differs from the expectations of previous studies such as Chae (2018), Duan and Dholakia (2017), and Alshurideh et al. (2023), which often associate influencers with emotional satisfaction. However, Social Media Influencers significantly influence Intention to Purchase (T-Test = 6.8632), affirming the power of influencers in driving consumer purchase desires, as found by Alcántara-Pilar et al. (2024), Kikumori et al. (2025), Shoukat et al. (2023), and Zhou (2024). This suggests that influencers may be more effective in the purchase intention conversion phase rather than directly creating emotional happiness.

Finally, Trust proved to be a very strong predictor of Customer Happiness (T-Test = 8.3383). This finding aligns with research by Knight and Gunatilaka (2024), Lin et al. (2021), and Cuesta-Valiño et al. (2023), which consistently demonstrate that trust is a crucial foundation for customer satisfaction and happiness. Consumers who trust the quality of products, services, and platform credibility tend to be happier.

Overall, this analysis highlights that in the TikTok environment, Electronic Marketing, Trust, and Intention to Purchase are key drivers of Customer Happiness. While Electronic Word of Mouth and Social Media Influencers do not directly contribute to customer happiness, they play crucial roles in building trust and driving purchase intentions, which ultimately leads to customer emotional satisfaction.

CONCLUSION

This study, titled "Fostering Customer Happiness: The Strategic Role of E-WOM, Social Media Influencers, E-Marketing, Trust, and Intention to Purchase in TikTok," has provided an in-depth understanding of the complex dynamics shaping Customer Happiness within the TikTok Live Shopping landscape in Indonesia. Key findings from the comprehensive PLS-SEM analysis elucidate how these crucial variables interact to create satisfying and delightful customer experiences. Overall, the model successfully explained 65.79% of the variance in Customer Happiness, indicating that the examined factors are indeed significant drivers (Chin, 2008; Hair et al., 2014).

Electronic Marketing (E-Marketing) proved to be a highly strategic ace in this ecosystem. The research results indicate that E-Marketing directly and significantly influences Customer Happiness (T-Test = 4.9586), affirming that well-planned digital marketing efforts can enhance consumers' emotional satisfaction, consistent with the findings of Hanandeh et al. (2023) and Li et al. (2024). Furthermore, E-Marketing also significantly built Trust (T-Test = 9.8557), solidifying electronic marketing`s position as a strong foundation for establishing credibility in the eyes of customers (Suttikun et al., 2024; Hamid et al., 2024). The ability of E-Marketing to drive Intention to Purchase (T-Test = 6.1344) further complements its multifaceted role, consistent with research by Nazish et al. (2024) and Zeqiri et al. (2024). This implies that effective and transparent marketing communication on TikTok not only encourages purchase intent but also builds trust and ultimately contributes directly to customer happiness.

Interestingly, this study reveals that Electronic Word of Mouth (E-WOM) and Social Media Influencers (SMI) do not directly influence Customer Happiness on TikTok. E-WOM showed no significant direct relationship with happiness (T-Test = -0.6662), a finding that challenges some literature assuming a direct effect (Jamil et al., 2024; Hanandeh et al., 2023). However, E-WOM significantly affects Trust (T-Test = 3.5470), asserting that reviews and recommendations from other individuals play a crucial role in building trust in products or sellers on the platform (Prasad et al., 2017; Aldulaimi et al., 2025). Similar to E-WOM, Social Media Influencers also do not have a significant direct impact on Customer Happiness (T-Test = 0.8747), which slightly deviates from some previous expectations (Chae, 2018; Alshurideh et al., 2023). Nevertheless, SMI strongly influences Intention to Purchase (T-Test = 6.8632), demonstrating the vital role of influencers in driving customers` desire to buy (Alcántara-Pilar et al., 2024; Zhou, 2024). These two variables, E-WOM and SMI, essentially act as strategic facilitators that strengthen Trust and Intention to Purchase, which ultimately culminates in customer happiness.

Trust and Intention to Purchase emerge as direct and powerful predictors of Customer Happiness. Trust proved to be a highly dominant driver of Customer Happiness (T-Test = 8.3383),

aligning with findings by Lin et al. (2021) and Knight and Gunatilaka (2024) who underscore trust as an essential foundation for satisfaction and happiness. Consumers with high trust in the platform, products, and sellers will experience greater happiness. Similarly, Intention to Purchase significantly influences Customer Happiness (T-Test = 4.6848), indicating that the fulfillment of purchase intentions positively contributes to customer happiness (Purohit & Radia, 2022; Chu, 2022). Therefore, platforms and businesses on TikTok need to focus on building robust trust and facilitating a seamless purchase process to maximize customer happiness. In summary, while E-WOM and SMI may not directly generate happiness, their mediating role in building trust and purchase intention is fundamental for the sustainable creation of Customer Happiness in TikTok Live Shopping..

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