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## **Analysis of Customer Satisfaction and Loyalty Through the Tiktok Application in the Groceries Department of Hypermart Pakuwon Mall Yogyakarta**

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**Abstrak.** This research examines customer satisfaction and loyalty through TikTok promotion in the groceries department of Hypermart Pakuwon Mall Yogyakarta. The study focuses on key variables, including TikTok promotion, customer loyalty, word of mouth, and price fairness. Data were collected through a structured questionnaire distributed to 320 Hypermart customers who actively shop at the Pakuwon Mall Yogyakarta outlet. A descriptive analysis approach was employed by calculating average scores and comparing them with predefined assessment standards to evaluate customer perceptions. The findings indicate that TikTok promotion is perceived as effective in increasing customer interest, influencing purchasing decisions, and building positive perceptions of product value. Customer loyalty is categorized as high, as reflected in customers' willingness to revisit the store and recommend Hypermart to others. Word of mouth also shows a high level, particularly in customers' preference for choosing Hypermart over competing retailers, although customers' willingness to actively share product content on social media remains moderate. Furthermore, price fairness is perceived positively, with customers considering Hypermart's product prices to be fair, reasonable, and affordable. Overall, the results suggest that TikTok promotion contributes positively to strengthening customer loyalty, encouraging favorable word of mouth, and reinforcing perceptions of price fairness. These findings highlight the importance of optimizing digital marketing strategies, especially social media-based promotion, to enhance customer engagement, competitiveness, and long-term loyalty in the retail sector.

**Keywords:** TikTok Promotion, Customer Loyalty, Word of Mouth, Price Fairness, Retail Marketing

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### **INTRODUCTION**

In this digital age, increasing customer personalization globally remains underexplored, especially in developing countries, although its benefits—such as enhanced organizational satisfaction and performance—have been well established (Michael et al., 2025). To gain a competitive advantage focused on customer personalization, many companies adopt E-business practices to maintain relationships with customers. The use of Customer Relationship Management (CRM) systems helps companies interact with customers efficiently and effectively (Religia et al., 2024). The use of digital platforms exemplifies the application of such systems, where customers can place online orders, share recommendations, and provide reviews that significantly influence their choices and brand perceptions (Olusegun et al., 2025). The application of Expectation Confirmation Theory (ECT) explains that satisfaction results from customer expectations during pre-consumption, post-consumption, and behavioral stages (Chaoyi et al., 2025). When customer expectations are confirmed, it is measured not by how closely a company adheres to words or contracts,

but by how closely it aligns with positive customer expectations—this alignment drives actions and decisions (Lidia et al., 2013).

Customer loyalty occurs when expectations are met through repeated purchases (Chauhan, 2023; Oetama & Susanto, 2023; Singh et al., 2023; Suvittawat, 2022). Loyal customers remain committed to a product or company and recommend it to others (Nqunqa et al., 2025). According to Cloud Computing (2025), a survey revealed that Generation Z accounts for 25.54% of total internet users, followed by the Millennial generation at 25.17% and Generation Alpha at 23.19%. Among social media platforms, TikTok dominates with 35.17% of active users. Digital Content Marketing (DCM) is one of the most relevant strategies in which companies publish targeted content for existing and potential customers (Hasani et al., 2023). Digital marketing strategies utilizing DCM aim to understand customers, create two-way communication, and manage mutual relationships. Therefore, the dissemination of digital information must be of high quality to help consumers make wise decisions and avoid negative experiences from other customers (Hidayat et al., 2023).

Several strategic approaches can be employed to increase the effectiveness of DCM, such as the Call To Action strategy, which invites audiences to interact with content through likes, comments, and shares (Maulana, 2024). A one-sided approach can also attract customer interest by emphasizing the advantages or positive aspects of a product without mentioning its drawbacks. However, a two-sided approach is sometimes applied to enhance credibility by providing honest information about the product (Ertz et al., 2021). Word of Mouth (WOM) is another marketing tool that uses social connections to disseminate information about a brand's goods and services (Maaliky et al., 2025). The prominence of WOM in social marketing strategies is amplified by social media, which influences potential customers' behavior and purchase decisions since information often comes from family, friends, colleagues, and acquaintances (Almarzoqi et al., 2025).

Several previous studies have examined the relationship between digital marketing, customer satisfaction, and loyalty. Research by Dilotsotlhe and Makhubela (2024) found that factors influencing consumer satisfaction and behavioral loyalty in online grocery shopping apps are crucial for understanding modern retail behavior. Hamzah et al. (2021) demonstrated that customer satisfaction and loyalty in online transportation systems are significantly influenced by service quality and perceived value. Furthermore, Novianti et al. (2018) revealed that customer satisfaction mediates the influence of service quality and promotions on customer loyalty, emphasizing the importance of creating positive experiences.

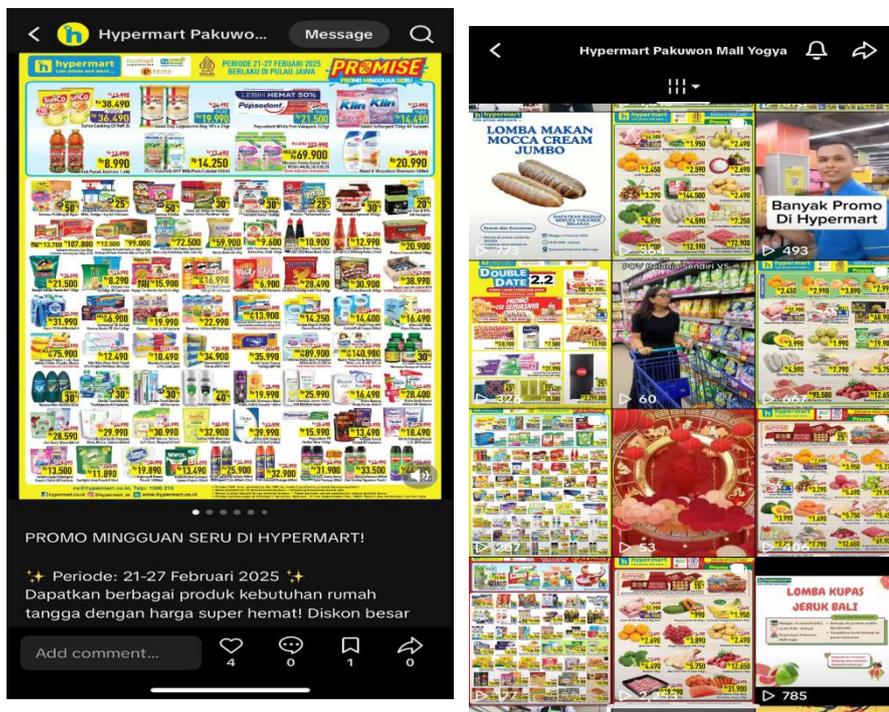
In the context of social media marketing, Fajriah Khairunnisaa et al. (2025) examined the role of TikTok as a media strategy in marketing communication for the younger generation, finding that TikTok's unique content format and algorithm significantly enhance brand engagement. Gemina et al. (2024) showed that customer loyalty is strongly influenced by WOM, brand image, and customer satisfaction as intervening variables. Additionally, research by Yum and Kim (2024) on entertainment platforms confirmed that perceived value, customer satisfaction, and trust significantly impact loyalty, providing valuable insights for retail contexts.

Regarding price perception, Kim and Moon (2025) investigated price fairness, consumer attitudes, and loyalty, finding that perceived fairness in pricing significantly affects customer retention and positive WOM. Sun and Moon (2025) further explored the antecedents

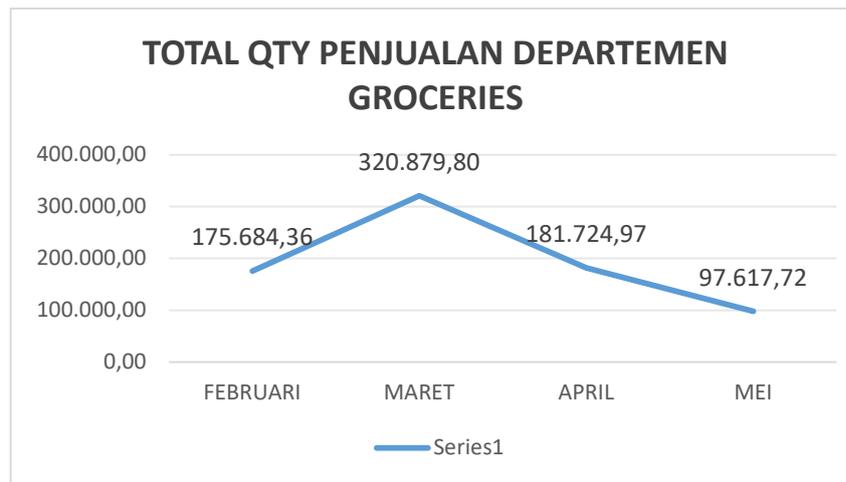
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and consequences of perceived fairness in pricing, emphasizing the moderating role of product quality perceptions. Xu et al. (2025) demonstrated that perceived price fairness acts as a mediator in customer consumption decisions, particularly in relation to sustainable practices and value perceptions.

Consequently, an increasing number of companies and businesses are using social media—especially the TikTok application—as part of their corporate marketing strategy, including the retail company Hypermart located in Pakuwon Mall Yogyakarta. However, the management of TikTok social media for Hypermart Pakuwon Mall Yogyakarta is currently limited to informing customers about promoted products through digital versions of print advertisements or catalogs. The catalog images are quite small, making them difficult to view. Overall, the created content remains simple and does not follow the trending formats on TikTok at that time.



**Figure 1. TikTok Hypermart Pakuwon Mall Yogyakarta**  
Source: TikTok Hypermart Pakuwon Mall Yogyakarta (2025)



**Figure 2. Total Sales Quantity of Groceries Department**  
Source: Internal Company Data (2025)

The graph above shows the dynamics of sales quantities, particularly in the groceries department, during the period from February to May 2025, with a clearly fluctuating pattern. In detail, in February, the total sales quantity was recorded at 175,684 units, which then increased sharply in March to 320,879 units. This period represents the highest value during the two-month observation period. The increase indicates a rise in consumer demand or other contributing factors, such as promotions through social media and heightened shopping activity. However, in April, the number of sales decreased to 181,724 units and continued to decline significantly in May to 97,617 units. Overall, the chart illustrates that sales in the groceries department experienced a sharp upward pattern followed by a continuous downward trend. This pattern suggests the presence of temporary factors that drove the surge in sales during the four-month period.

This study aims to determine the extent to which TikTok social media influences customer satisfaction and loyalty, particularly in the groceries department. The research is expected to provide both theoretical and practical benefits. Theoretically, this study contributes to the body of knowledge on digital marketing and consumer behavior by providing empirical evidence on the role of TikTok promotions in shaping customer satisfaction and loyalty within the retail sector. Practically, the findings offer valuable insights for Hypermart Pakuwon Mall Yogyakarta and similar retail businesses to optimize their social media marketing strategies, enhance customer engagement, and develop more effective content that aligns with customer preferences and expectations—ultimately strengthening long-term customer relationships and competitive advantage.

## **METHODS**

### **Research Approach**

The preparation of this internship report aims to identify various factors that affect customer satisfaction and loyalty of Hypermart Pakuwon Mall Yogyakarta through the media of the TikTok application, especially in the Groceries Department. This study uses a Descriptive Quantitative approach, which is to explain appropriately and research what is studied and draw conclusions from observed phenomena but is not intended to test certain

hypotheses (Nurhabiba et al., 2023).

### **Data Sources and Data Collection Techniques**

Primary data in this study will be collected through a survey with users of the Hypermart Pakuwon Mall Yogyakarta application. Secondary data will be obtained from company documents, daily-weekly reports, scientific publications, and application statistical data, this data will be used to support the analysis and provide additional context for the research findings. The sampling technique uses Purposive Sampling, which is a technique used to select populations that are difficult to reach and most relevant to the research (Campbell et al., 2020). An online survey with samples, the survey will include questions about user demographics, satisfaction levels, and perspectives related to TikTok promotional content at Hypermart Pakuwon Mall Jogja.

Then, analyze the company's internal documentation such as monthly sales reports. The data collection instruments to be used, including, questionnaires consisting of closed-ended questions will be used to collect quantitative data from application users. Then data analysis tools are used such as google forms to collect data about application usage and user behavior.

## **RESULTS AND DISCUSSION**

In this chapter, the results of respondents' assessments regarding satisfaction and loyalty through the TikTok application in the groceries department of Hypermart Pakuwon Mall Yogyakarta are explained. The data were obtained from a questionnaire distributed to Hypermart Pakuwon Mall customers. Data processing was carried out by summarizing the questionnaire results, followed by descriptive statistical analysis. The number of respondents who participated in this study totaled 320 individuals.

The following presents the descriptive statistical analysis of respondents' questionnaire data regarding satisfaction and loyalty through the TikTok application in the groceries department of Hypermart Pakuwon Mall Yogyakarta. The descriptive data analysis includes the average scores of respondents' responses, providing an overview of public perceptions of satisfaction and loyalty through TikTok promotion at Hypermart Pakuwon Mall Yogyakarta. The data analysis is divided into three main parts. First, demographic data analysis is conducted to understand respondents' profiles, including information about age, gender, education, and other related characteristics. This demographic information helps in identifying the attributes of Hypermart Pakuwon Mall Yogyakarta's customers.

### **Descriptive Statistical Analysis of Respondent Demographic Data**

The demographic analysis contains personal data of respondents that describe the profile of Hypermart Pakuwon Mall Yogyakarta's customers. The data collected include gender, age, domicile, marital status, last education, employment status, monthly income, monthly expenses, social media usage, frequency of shopping at Hypermart Pakuwon Mall Yogyakarta in a month, and duration of shopping time, which will be further discussed as follows.

### **Descriptive Analysis on Object Valuation**

Based on the results of the research object assessment, it can be seen that most respondents are active customers of Hypermart Pakuwon Mall Yogyakarta. This is shown by 85.3% of respondents who stated that they often visit Hypermart every month, and 78.4% who reported having seen Hypermart Pakuwon Mall Yogyakarta's social media accounts,

including TikTok, Instagram, and Facebook. These findings indicate that respondents have relatively high exposure to Hypermart's promotional activities, especially through social media, making the data relevant for describing customer perceptions of digital promotions.

The results of the descriptive analysis show that the TikTok promotion variable received a "high" category rating, with an overall average score of 3.37. This indicates that the majority of respondents have a positive perception of the effectiveness of TikTok promotions by Hypermart Pakuwon Mall Yogyakarta. The statement regarding the influence of promotional pricing on purchase interest received the highest score (3.45), indicating that the price aspect is the main attraction in TikTok promotional content. In addition, statements related to the effectiveness of promotions in influencing purchase decisions and increasing interest in products also received high scores—3.42 and 3.41, respectively.

Overall, these findings indicate that promotion through TikTok is considered effective in increasing customer interest, forming positive perceptions, and driving purchase decisions. Thus, the TikTok promotion strategy implemented by Hypermart Pakuwon Mall Yogyakarta has proven effective in supporting efforts to increase customer satisfaction and loyalty through digital communication approaches that align with current consumer behavior.

### **Satisfaction**

Based on the summary of the questionnaire results, an average score calculation was conducted, which serves as the basis for report analysis. The results of the calculation and construct analysis of the satisfaction variable according to the respondents are presented as follows:

**Table 1. Descriptive Analysis of Satisfaction**

No.	Statement	Average	Grade Standards
1.	I think shopping at Hypermart Pakuwon Mall Yogyakarta met my expectations	3,35	Height
2.	I am satisfied with the quality of the products offered by Hypermart Pakuwon Mall Yogyakarta	3,39	Height
3.	I am satisfied with the service I received at Hypermart Pakuwon Mall Yogyakarta	3,31	Height
4.	I am satisfied with my shopping experience at Hypermart Pakuwon Mall Yogyakarta	3,31	Height
5.	I am satisfied with the prices and benefits provided when shopping at Hypermart Pakuwon Mall Yogyakarta	3,41	Height
<b>Total</b>		<b>3,36</b>	Height

Source : Primary data processed (2025)

Berdasarkan tabel 1 diatas dapat diketahui bahwa rata-rata skor penilaian responden Regarding shopping satisfaction at Hypermart Pakuwon Mall Yogyakarta is in the high category with a total value of 3.36. The results of data processing showed that the statement regarding satisfaction with the price and benefits provided obtained the highest average score of 3.41. This indicates that respondents consider the price offered to be commensurate with

the benefits they receive when shopping. Meanwhile, other indicators such as meeting expectations obtained an average score of 3.35, product quality 3.39, service satisfaction 3.31, and satisfaction with the shopping experience of 3.31.

It can be concluded that overall respondents gave a positive assessment of the shopping experience at Hypermart Pakuwon Mall Yogyakarta. The average assessment score shows that the majority of customers are satisfied with various aspects offered, thus reflecting the positive perception of customers towards Hypermart's services and products in general.

### **Quality of Service**

Based on the summary of the results of the questionnaire score, an average calculation is carried out which will be used as the basis for the analysis of the report writing, the results of the calculation and construct analysis regarding the service quality variables according to the respondents can be seen as follows:

**Table 2. Descriptive Analysis of Service Quality**

<b>No.</b>	<b>Statement</b>	<b>Average</b>	<b>Grade Standards</b>
1.	Hypermart Pakuwon Mall Yogyakarta employees have a clean appearance	3,28	Height
2.	Hypermart Pakuwon Mall Yogyakarta employees are friendly and caring about customers	3,14	Height
3.	Hypermart Pakuwon Mall Yogyakarta employees have good knowledge about products and promos	2,93	Height
4.	Hypermart Pakuwon Mall Yogyakarta employees have enough experience to help customers	3,08	Height
5.	Hypermart Pakuwon Mall Yogyakarta employees gave understandable responses to questions asked by customers	3,07	Height
	<b>Total</b>	<b>3,11</b>	Height

Source : Primary data processed (2025)

Based on table 2 above, it can be seen that the average assessment score for service quality at Hypermart Pakuwon Mall Yogyakarta is in the high category with a total score of 3.11. The results of the data processing showed that the indicator with the highest score was the statement that employees had a clean appearance with an average score of 3.28, which indicated that the appearance factor gave a positive impression to customers when shopping. The other indicators obtained an average score of 3.14 for friendliness and caring, 2.93 for knowledge of products and promos, 3.08 for experience in helping customers, and 3.07 for the ability to provide easy-to-understand responses.

The information that can be taken from this indicator is that the quality of service provided by Hypermart Pakuwon Mall Yogyakarta is positively assessed by customers on various aspects measured. This assessment reflects that the services provided have met customer expectations, especially in terms of employee appearance, which is considered the most prominent in giving a good impression to customers.

### **Loyalty**

Based on the summary of the results of the questionnaire score, an average calculation

is carried out which will be used as the basis for the analysis of the report writing, the results of the calculation and construct analysis regarding the loyalty variables according to the respondents can be seen as follows:

**Table 3. Descriptive Analysis of Loyalty**

No.	Pernyataan	Rata-rata	Standar Nilai
1.	Saya akan merekomendasikan berbelanja di Hypermart Pakuwon Mall Yogyakarta kepada orang lain	3,47	Tinggi
2.	Saya akan menceritakan sesuatu yang positif kepada orang lain saat saya berbelanja di Hypermart Pakuwon Mall Yogyakarta	3,44	Tinggi
3.	Saya akan mengunjungi Hypermart Pakuwon Mall Yogyakarta lagi dimasa mendatang	3,42	Tinggi
<b>Total</b>		<b>3,45</b>	<b>Tinggi</b>

Source : Primary data processed (2025)

Based on the analysis results, Hypermart Pakuwon Mall Yogyakarta's customer loyalty falls within the high category, with an average score of 3.45. The highest indicator is customers' willingness to recommend Hypermart to others, reflecting strong customer satisfaction and a desire to share positive experiences. In addition, customers also show a tendency to express favorable opinions and revisit the store, illustrating the ongoing relationship between customers and Hypermart. The Word of Mouth variable is also categorized as high, with an average score of 2.88. The highest indicator is customers' preference for choosing Hypermart over its competitors, indicating strong competitiveness. Nevertheless, customer activity in posting and sharing products on social media remains moderate, presenting an opportunity for the company to enhance digital customer engagement.

Meanwhile, the Price Fairness variable received a high rating with an average score of 3.39. Customers perceive the prices of Hypermart's products as fair, reasonable, affordable, and acceptable. This perception of price fairness is the most dominant indicator, demonstrating that Hypermart Pakuwon Mall Yogyakarta's pricing strategy has successfully built a positive perception of value in customers' minds. The purpose of this report is to explore how digital marketing strategies through TikTok social media shape customer perceptions and expectations of products, and to determine whether these strategies significantly influence the formation of satisfaction and loyalty. Additionally, this report aims to provide recommendations for Hypermart Pakuwon Mall Yogyakarta to further optimize its TikTok-based digital marketing efforts.

### **Differences in Perception of TikTok's Digital Marketing Strategy in Shaping Product Expectations**

Based on the results of the data processing that has been carried out, it is shown that the promotion variable through TikTok is in the very good category, with the majority of respondents giving high marks to aspects of content creativity, clarity of information, and TikTok's ability to strengthen the attractiveness of products. This indicates that users consider

TikTok as an effective digital marketing channel in forming first impressions and expectations for products. The results of the data processing also showed a variation in perception among respondents. Some respondents considered that TikTok content is very persuasive so that expectations for the product are high, while others feel that TikTok content tends to be too packaged, so the expectations formed are not always in line with the experience of using the product. This shows that there is a difference in perception regarding how far TikTok is able to form realistic expectations for customers. These differences in perception may be influenced by:

1. The intensity of user interaction with Tiktok, because the more often users consume product recommendation content, the greater the expectations formed.
2. Types of content such as educational content or honest reviews form more stable expectations than entertainment content that highlights visuals.
3. Previous experience with similar products, such as users with negative experiences in the past tends to be more skeptical even if TikTok content is interesting.

### **The Impact of TikTok's Digital Marketing Strategy on Customer Satisfaction and Loyalty**

#### a) Influence on customer satisfaction

Based on the results of the data processing that has been carried out, it is shown that customer satisfaction is in the high category, characterized by a positive assessment of aspects such as the suitability of expectations with experience, service quality, price fairness, and ease of obtaining information through TikTok. This means that TikTok's digital marketing strategy makes a positive contribution to customer satisfaction, but it is not the only determining factor. Variables such as service quality and price fairness were also found to have a strong influence on satisfaction so that TikTok's role is complementary, not dominant.

#### b) Influence on customer loyalty

Based on the results of the data processing that has been carried out, it is shown that the level of loyalty is included in the high category, but tends to be influenced by the consistency of service quality, the overall purchase experience, recommendations from others (WOM), and price suitability. TikTok's digital marketing strategy does help increase awareness and interest, but loyalty is not formed only from TikTok promotions. Loyalty arises when the customer experience aligns with or is better than the expectations formed by the promotion.

Based on these two formulations of the problem, it can be concluded that customer perception of TikTok's digital marketing is influenced by the type of content and user experience, so that content strategy has an important role in shaping product expectations. TikTok's digital marketing does not necessarily have a direct impact on customer satisfaction and loyalty, because these two variables are more influenced by service quality, price fairness, and consistent purchase experience. Thus, TikTok is effectively used in the early stages of marketing such as creating awareness and increasing interest, but the sustainability of customer satisfaction and loyalty is still determined by internal factors of the company and the actual purchase experience.

### **TikTok Digital Marketing Strengthening Strategy**

The focus of digital content strategy needs to be directed at the presentation of

educational content and real testimonials, because informative, honest, and experience-based content has been proven to be able to shape customer expectations more realistically than entertainment content alone. In addition, storytelling optimization is important in strengthening the message, where the use of narratives relevant to customer needs can build emotional connections while creating more stable expectations of the product. Efforts to improve interaction with the audience also need to be done through live sessions, Q&A sessions, behind-the-scenes content, and live reviews, so as to narrow the gap between expectations and the reality of the actual buying experience.

### **Customer Satisfaction Improvement Strategy**

Improving the quality of service is a strategic step that needs to be considered, because the results of the study show that customer satisfaction is not only influenced by promotions through TikTok, but also by fast, responsive, and consistent service in meeting customer needs. It is also important to improve the aspect of price fairness, through price transparency and the provision of clear information so that customers feel that they are getting a value that is commensurate, so that the perception of satisfaction is increasing. In addition, companies need to evaluate the compatibility between expectations and reality, ensuring that promotional content on TikTok is not excessive so that it does not create expectations that are difficult to meet when customers make direct purchases.

### **Customer Loyalty Enhancement Strategy**

Experiential loyalty programs can be an effective strategy to increase customer engagement, by providing rewards, points, or additional benefits to repeat customers as a form of appreciation for their loyalty. In addition, strengthening positive word of mouth also needs to be considered, because satisfied customers have the potential to be an effective promotional medium; Therefore, strategies such as referral rewards are considered to be able to encourage customers to recommend their positive experiences to others. Furthermore, consistency in product and service quality is a major factor in building long-term loyalty, because sustainable relationships can only be formed if the purchase experience remains stable or even improves over time.

## **CONCLUSIONS**

In writing this internship report, it can be concluded that promotion through TikTok plays a significant role in shaping customers' initial perceptions of Hypermart Pakuwon Mall Yogyakarta. Based on the results of the questionnaire analysis distributed to 320 respondents, it was found that the majority of respondents belong to the group that is active and productive in using social media, particularly TikTok. Consequently, customer interest in products and promotions offered by Hypermart through digital marketing activities has increased. The study's results show that the use of digital platforms is a relevant strategy for improving modern retail marketing performance. Customer satisfaction with Hypermart Pakuwon Mall Yogyakarta falls within the high category, as customers feel that the store successfully provides a shopping experience that meets their expectations. This satisfaction is not only the result of TikTok promotions but is also reinforced by product quality, convenience, price consistency, and the overall benefits customers receive when shopping at Hypermart Pakuwon Mall Yogyakarta.

In terms of service quality, respondents gave positive assessments of the appearance,

friendliness, and responsiveness of Hypermart Pakuwon Mall Yogyakarta employees. However, the findings also indicate that employees' knowledge of product information and promotions still needs improvement. Furthermore, this study proves that the loyalty of Hypermart Pakuwon Mall Yogyakarta customers is in the high category, showing that Hypermart has succeeded in building a sustainable relationship with its customers. In addition, the Word of Mouth variable is also rated high, although indicators related to posting about Hypermart Pakuwon Mall Yogyakarta on social media remain moderate. This suggests that while customers are satisfied, they have not yet been fully encouraged to create or share content related to the brand. Finally, in terms of price fairness, a high category rating was also recorded, indicating that customers perceive Hypermart Pakuwon Mall Yogyakarta's product prices and promotions as fair, reasonable, and aligned with the quality received. Overall, the findings conclude that satisfaction, loyalty, service quality, and price perception all contribute significantly to strengthening the relationship between customers and Hypermart Pakuwon Mall Yogyakarta.

The benefit of this report is to provide an overview of how digital promotion influences perception, satisfaction, and loyalty, particularly through digital marketing on the TikTok platform. This writing can serve as a foundation for companies to design more effective marketing strategies that align with customer preferences. In addition, it offers insights into the factors that hinder or support the achievement of customer satisfaction and loyalty. By understanding these factors, the company can evaluate and improve aspects of service, pricing, and digital interaction. This report is expected to make a tangible contribution to the future development of Hypermart Pakuwon Mall Yogyakarta's marketing strategy.

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