The Effect of Customer Experience and Video Marketing on Satisfaction Levels and Word-of-Mouth on TikTok in West Java

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ABSTRACT

This study investigates the effect of customer experience and video marketing on satisfaction levels and word-of-mouth in the context of TikTok usage in West Java, Indonesia. Utilizing a quantitative approach, data were collected from 230 TikTok users through a structured questionnaire employing a Likert scale (1-5). The analysis, conducted using Structural Equation Modeling - Partial Least Squares (SEM-PLS 3), reveals that customer experience and video marketing significantly influence satisfaction levels and word-of-mouth. Customer experience emerges as the more influential factor in shaping user satisfaction and advocacy. These findings underscore the importance of optimizing both user experience and marketing strategies to enhance consumer engagement and loyalty. This study contributes to the growing body of literature on digital marketing and consumer behavior, offering actionable insights for businesses aiming to succeed on social media platforms.

Keywords: Customer Experience, Video Marketing, Satisfaction Levels, Word-of-Mouth, TikTok.

1. INTRODUCTION

In the modern digital age, social media platforms have become integral to individuals' daily lives, serving as tools for communication, entertainment, and commerce. Among these platforms, TikTok has emerged as a global phenomenon, captivating users with its unique short-form video format and personalized algorithm, which curates engaging content streams to align with individual preferences [1]. This innovative approach has made TikTok a powerful marketing platform, enabling businesses to connect with consumers through creative and interactive content that enhances customer experience and drives marketing effectiveness [2], [3]. By offering tools for branding, influencer collaborations, and user-generated content, TikTok significantly impacts consumer behavior, shaping preferences, driving purchase decisions, and influencing word-of-mouth recommendations [4]. Moreover, TikTok's integration of e-commerce functionalities facilitates seamless interactions, boosting conversions and impulse purchases, while its role in global e-commerce fosters brand awareness, engagement, and strategic collaborations to build loyalty and scale operations [5].

The relationship between customer experience and video marketing on platforms like TikTok is crucial for businesses aiming to enhance satisfaction and encourage word-of-mouth. Video marketing, with its visually engaging content, is a powerful tool for capturing audience attention and fostering emotional connections through elements like storytelling, visual appeal, and tone, which are essential for customer engagement and satisfaction [6]. On TikTok, where content consumption is rapid, short videos and live e-commerce strategies are particularly effective, significantly influencing consumer buying behavior and market trends [7]. Positive customer experiences are pivotal in shaping brand perception, driving purchasing decisions, and fostering loyalty through emotional engagement and consistent interactions across digital touchpoints [8], [9].

These factors collectively contribute to brand advocacy, customer retention, and increased word-of-mouth, with TikTok's unique features—such as short-form videos and live-streaming—enhancing user engagement, influencing consumer behavior, and driving sales conversions [7], [10].

In Indonesia, particularly in West Java, TikTok's popularity has grown exponentially, creating opportunities for marketers to reach younger, tech-savvy audiences. However, despite the platform's growing importance, limited academic research has been conducted to explore the interplay of customer experience and video marketing with satisfaction levels and word-of-mouth in this specific regional context. Addressing this gap is crucial for businesses that wish to enhance their marketing strategies and leverage TikTok's potential to drive consumer engagement. Existing studies provide valuable insights into the interplay of customer experience, video marketing, satisfaction levels, and word-of-mouth, which are crucial for businesses aiming to enhance their marketing strategies.

Research indicates that customer experience and satisfaction significantly influence purchase intentions on TikTok Shop, with satisfaction mediating the relationship between customer experience and purchase intention, highlighting the importance of creating positive user experiences to drive sales [11]. TikTok's marketing potential is exemplified by the case study of @KUCA.OFFICIAL, which effectively uses the marketing mix (4Ps) to inspire consumer purchase intentions, including diverse product designs, strategic pricing, interactive promotions, and a combination of offline and online distribution [12].

Furthermore, the platform's ability to create brand engagement and influence purchasing decisions is enhanced by combining messages, features, and content types that resonate with the target audience [13]. Successful marketing strategies on TikTok in Indonesia often involve content that is culturally relevant and collaborations with local influencers, contrasting with the more global content strategies seen in markets like the United States and underscoring the need for cultural adaptation in marketing campaigns [14]. To optimize TikTok's marketing strategies, businesses should focus on personalization, influencer partnerships, and localized content, as these strategies help build long-term user relationships and enhance marketing impact [15]. This study aims to investigate the effect of customer experience and video marketing on satisfaction levels and word-of-mouth behavior among TikTok users in West Java.

2. LITERATURE REVIEW

2.1 Customer Experience

Customer experience on platforms like TikTok is a multifaceted construct that significantly impacts user satisfaction, loyalty, and advocacy, shaped by ease of navigation, personalization, interactivity, and entertainment value. TikTok's algorithm-driven content delivery highlights the critical role of personalization in enhancing user experience by tailoring videos to individual preferences. Providing a seamless, engaging, and value-driven experience is essential for fostering satisfaction and maintaining competitiveness. Customer experience encompasses cognitive, emotional, behavioral, sensory, and social components, which platforms like TikTok must integrate into their design and engagement strategies [16]. The combination of these dimensions creates holistic experiences that enhance satisfaction and loyalty [17]. Personalization through TikTok's algorithm and interactivity via comments, likes, and

shares further enrich the user experience [18], [19]. Additionally, catering to users' emotional, hedonic, and sensory needs is vital, with visual and auditory stimuli playing a significant role in shaping perceptions and experiences [18], [20].

2.2 *Video Marketing*

Video marketing has become a strategic approach that effectively leverages audio and visual elements to promote products, services, or brands. Platforms like TikTok have transformed video marketing by emphasizing brevity, creativity, and authenticity, aligning with users' preferences for short, engaging content. This shift has significantly influenced consumer behavior, where high-quality, relatable, and entertaining videos enhance brand image, build trust, and drive engagement. TikTok's trends, hashtags, and challenges further amplify marketing impact by fostering community participation and virality. Research shows a strong correlation between creative, informative video content on TikTok and increased consumer purchasing interest [21], while algorithmic personalization on platforms like TikTok and Instagram Reels drives a 60% rise in engagement rates [22]. Influencers, particularly micro-influencers, strengthen connections with niche audiences through relatability and authenticity [22], and features like duets and challenges boost consumer interactions and purchasing decisions [21]. Moreover, short video marketing enhances brand perception and loyalty through high-quality content and active user engagement [23], with storytelling and personalization in short-form videos proving essential for fostering long-term consumer loyalty [24].

2.3 *Satisfaction Levels*

User satisfaction on social media platforms like TikTok is essential for fostering loyalty, engagement, and platform growth. It is influenced by content quality, usability, and personalization, with engaging content, seamless user experience, and value-added features being key drivers. Content quality plays a critical role, with research showing it as the only accepted hypothesis impacting satisfaction [25]. Usability and user experience are also vital, as evidenced by the TikTok Shop application, which exceeds user expectations in happiness, engagement, adoption, retention, and task success [26]. A seamless user experience enhances navigation and sustained engagement [26]. Brand image significantly affects satisfaction, particularly when purchasing decisions mediate the relationship, while social media marketing alone has limited direct impact unless supported by effective purchasing actions [27]. Finally, satisfaction strongly predicts customer engagement, encouraging behaviors like word-of-mouth promotion that benefit platform growth [28].

2.4 *Word-of-Mouth*

Word-of-mouth (WOM) has long been recognized as a powerful influence on consumer behavior, and its digital counterpart, electronic word-of-mouth (eWOM), has amplified this effect in the digital age. On platforms like TikTok, eWOM appears through user-generated content, comments, and interactions that enhance brand visibility and credibility. eWOM significantly affects consumer purchase decisions, product evaluations, and brand perceptions due to its wide reach and rapid dissemination [29], and its credibility often leads to higher engagement and loyalty

compared to traditional marketing [30]. TikTok supports eWOM through interactive features like sharing, commenting, and content creation, helping brands go viral [31], while its algorithm amplifies highly engaged content [32]. Drivers of eWOM on TikTok include users' desires for social interaction, economic incentives, and social approval, with influencers playing a key role in shaping perceptions and encouraging purchase intentions [32].

2.5 Theoretical Framework

This study is underpinned by the Stimulus-Organism-Response (S-O-R) framework, which explains how external stimuli (e.g., customer experience and video marketing) influence internal states (e.g., satisfaction) and drive behavioral responses (e.g., word-of-mouth). The framework has been widely applied in consumer behavior research to understand the mediating role of satisfaction in the relationship between marketing stimuli and behavioral outcomes (Mehrabian & Russell, 1974). Based on the literature, the following hypotheses are proposed:
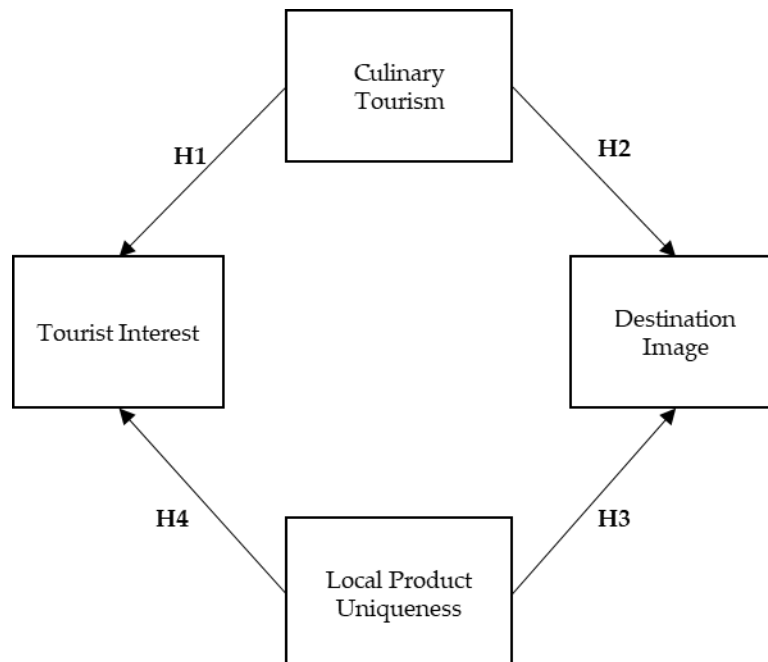

Figure 1. Conceptual Framework

3. METHODS

3.1 Research Design

This study employs a quantitative research design to examine the relationships between customer experience, video marketing, satisfaction levels, and word-of-mouth among TikTok users in West Java. The study aims to identify and analyze the direct and indirect effects of customer experience and video marketing on user satisfaction and subsequent word-of-mouth behavior.

The population for this study comprises active TikTok users in West Java. A purposive sampling technique was employed to select participants who meet specific criteria, including regular use of TikTok (at least three times a week) and familiarity with video content from brands or businesses. A total of 230 respondents were recruited, ensuring a sufficient sample size for robust statistical analysis using Structural Equation Modeling-Partial Least Squares (SEM-PLS).

3.2 Data Collection

Data were collected using a structured online questionnaire distributed via social media platforms and messaging applications. The questionnaire, based on a 5-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5), consisted of four main sections: demographic information (age, gender, and frequency of TikTok usage), customer experience (ease of use, personalization, interactivity, and entertainment value), video marketing (content quality, creativity, and emotional appeal), and satisfaction and word-of-mouth (user satisfaction levels and willingness to share or recommend content). To ensure the validity and reliability of the instrument, a pilot test was conducted with 30 respondents, where construct validity was assessed through factor analysis and internal consistency reliability was evaluated using Cronbach's alpha, with a threshold of 0.7 indicating acceptable reliability.

3.3 Data Analysis

The collected data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) via SmartPLS 3.0 software, which was selected for its ability to handle complex models and assess relationships between latent variables. The analysis followed several steps: first, measurement model evaluation was conducted by assessing convergent validity through Average Variance Extracted (AVE) with a threshold of 0.5, discriminant validity using the Fornell-Larcker criterion and cross-loadings, and reliability through Composite Reliability (CR) with a minimum threshold of 0.7. Second, structural model evaluation was performed by analyzing path coefficients to test the direct effects of customer experience and video marketing on satisfaction levels and word-of-mouth, while the mediating role of satisfaction was examined using bootstrapping procedures to assess the significance of indirect effects. Finally, hypothesis testing was carried out based on t-statistics and p-values, where a t-statistic greater than 1.96 and a p-value less than 0.05 indicated statistical significance.

4. RESULTS AND DISCUSSION

4.1 Respondent Demographics

The study surveyed 230 active TikTok users in West Java. In terms of gender distribution, 96 respondents (41.7%) were male and 134 respondents (58.3%) were female. Regarding age, 150 respondents (65.2%) were between 18–25 years, 58 respondents (25.2%) were between 26–35 years, and 22 respondents (9.6%) were above 35 years. For educational background, 78 respondents (33.9%) had completed high school or its equivalent, 120 respondents (52.2%) held a bachelor's degree, and 32 respondents (13.9%) had a postgraduate degree. In terms of TikTok usage frequency, 176 respondents (76.5%) used TikTok daily, 40 respondents (17.4%) accessed it 3–5 times per week, and 14 respondents (6.1%) used it less than 3 times per week. The duration of TikTok usage per day showed that 48 respondents (20.9%) spent less than 1 hour, 132 respondents (57.4%) spent 1–3 hours, and 50 respondents (21.7%) spent more than 3 hours. Regarding engagement with video marketing content, 160 respondents (69.6%) regularly viewed brand or business content, 50 respondents (21.7%) occasionally viewed it, and 20 respondents (8.7%) rarely viewed such content.

4.2 Measurement Model Evaluation

The measurement model was assessed to ensure the validity and reliability of the constructs. The evaluation focused on the following criteria: loading factors, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE).

Table 1. Measurement Model

Variable	Code	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variant Extracted

			Cronbach's Alpha	CR	AVE
Customer Experience	CE.1	0.857	0.916	0.936	0.709
	CE.2	0.926			
	CE.3	0.860			
	CE.4	0.902			
	CE.5	0.740			
	CE.6	0.751			
Video Marketing	VM.1	0.729	0.793	0.866	0.620
	VM.2	0.737			
	VM.3	0.908			
	VM.4	0.762			
Satisfaction Levels	SL.1	0.864	0.925	0.943	0.769
	SL.2	0.888			
	SL.3	0.887			
	SL.4	0.869			
	SL.5	0.878			
Word-of-Mouth	WM.1	0.818	0.916	0.932	0.631
	WM.2	0.785			
	WM.3	0.792			
	WM.4	0.764			
	WM.5	0.762			
	WM.6	0.843			
	WM.7	0.743			
	WM.8	0.858			

Source: Data Processing Results (2025)

Convergent validity ensures that the indicators effectively measure the intended construct and is established when all loading factors exceed 0.7 and the Average Variance Extracted (AVE) for each construct is greater than 0.5. For Customer Experience, all loading factors ranged from 0.740 to 0.926, and the AVE was 0.709, confirming adequate convergent validity. For Video Marketing, loading factors ranged from 0.729 to 0.908, with an AVE of 0.620, meeting the threshold. For Satisfaction Levels, loading factors were between 0.864 and 0.888, with an AVE of 0.769, indicating strong convergent validity. For Word-of-Mouth, loading factors ranged from 0.743 to 0.858, and the AVE was 0.631, also meeting the criteria. Reliability, assessed through Cronbach's alpha and Composite Reliability (CR) with a threshold of 0.7, showed high internal consistency across all constructs. Customer Experience recorded a Cronbach's alpha of 0.916 and CR of 0.936, Video Marketing had a Cronbach's alpha of 0.793 and CR of 0.866, Satisfaction Levels recorded a Cronbach's alpha of 0.925 and CR of 0.943, while Word-of-Mouth showed a Cronbach's alpha of 0.916 and CR of 0.932, indicating acceptable to excellent reliability across all measures.

4.3 Discriminant Validity

Discriminant validity ensures that constructs are distinct from one another and was assessed using the Fornell-Larcker criterion, which requires that the square root of the Average Variance Extracted (AVE) for each construct be higher than its correlation with other constructs. This method compares the square root of the AVE of each construct with the inter-construct correlations to confirm that each construct measures a unique concept and is not highly correlated with others. The results showed that all constructs satisfied the Fornell-Larcker criterion, thereby confirming adequate discriminant validity in the model.

Table 2. Discriminant Validity

	CE	SL	VM	WM
Customer Experience	0.842			
Satisfaction Levels	0.839	0.827		

| Video Marketing | 0.824 | 0.835 | 0.818 | |
| Word-of-Mouth | 0.827 | 0.818 | 0.813 | 0.794 |

Source: Data Processing Results (2025)

The interpretation of results based on the Fornell-Larcker criterion shows that the square root of the AVE for each construct exceeds its correlations with other constructs, confirming discriminant validity. For Customer Experience (CE), the square root of the AVE is 0.842, which is higher than its correlations with Satisfaction Levels (SL) at 0.839, Video Marketing (VM) at 0.824, and Word-of-Mouth (WM) at 0.827. For Satisfaction Levels (SL), the square root of the AVE is 0.827, exceeding its correlations with CE (0.839), VM (0.835), and WM (0.818). For Video Marketing (VM), the square root of the AVE is 0.818, greater than its correlations with CE (0.824), SL (0.835), and WM (0.813). Lastly, for Word-of-Mouth (WM), the square root of the AVE is 0.794, which surpasses its correlations with CE (0.827), SL (0.818), and VM (0.813).
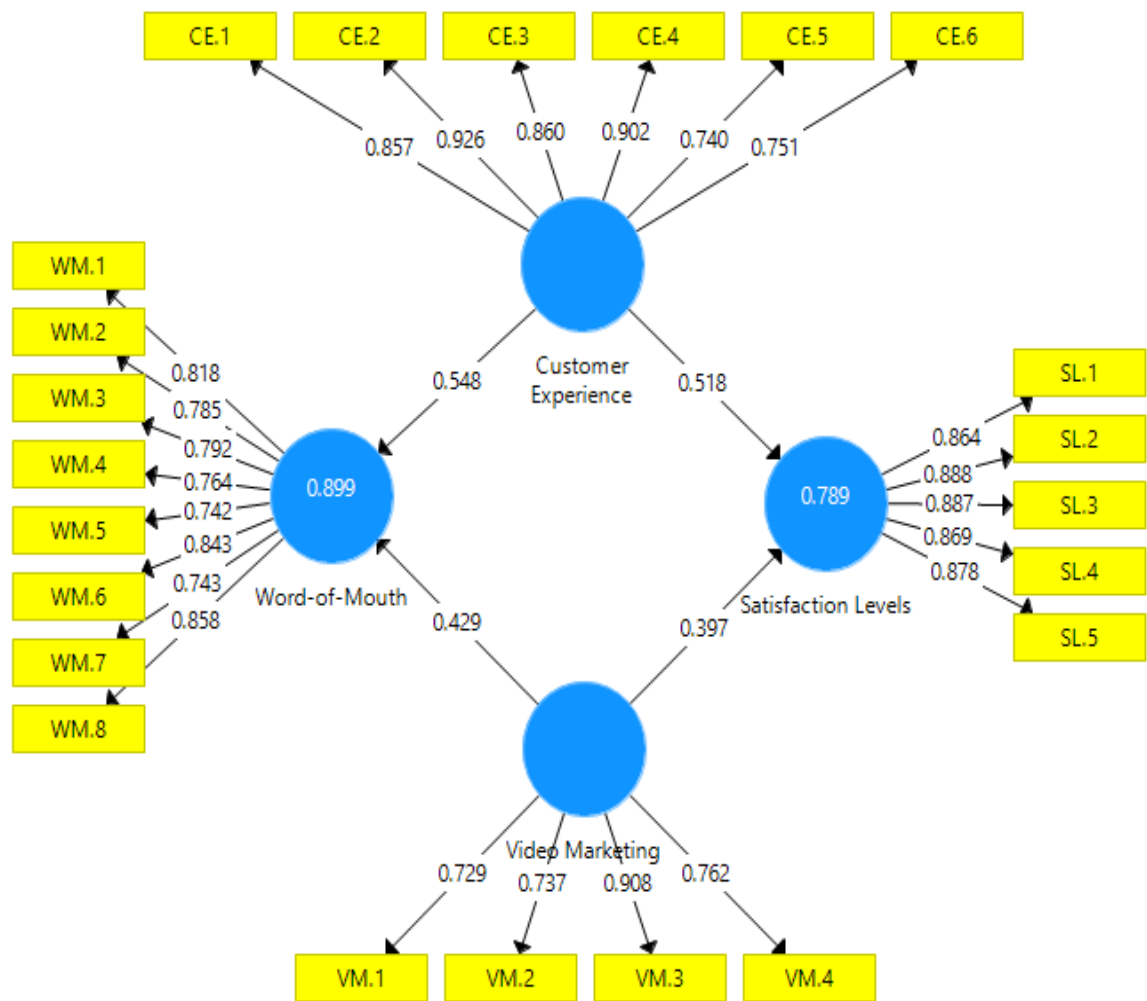

Figure 2. Model Results
Source: Data Processed by Researchers, 2025

4.4 Model Fit

The model fit evaluation assesses how well the proposed model aligns with the data, using key indicators in Structural Equation Modeling-Partial Least Squares (SEM-PLS) such as the Standardized Root Mean Square Residual (SRMR), Chi-Square, and Normed Fit Index (NFI). The SRMR, which measures the difference between observed and predicted correlations, showed a value

of 0.057, well below the 0.08 threshold, indicating a good model fit. The Chi-Square statistic, used to evaluate discrepancies between the sample and model covariance matrices, was 345.62, an acceptable value considering the model's complexity and sample size. The Normed Fit Index (NFI), which compares the Chi-Square value of the hypothesized model to a null model, achieved 0.913, surpassing the 0.90 benchmark and confirming a good model fit.

Further supporting the model's adequacy, the Coefficient of Determination (R^2) values were 0.687 for Satisfaction Levels (SL), indicating that Customer Experience and Video Marketing explained approximately 68.7% of the variance, and 0.723 for Word-of-Mouth (WM), where Satisfaction Levels, Customer Experience, and Video Marketing explained about 72.3% of the variance. Additionally, predictive relevance (Q^2), evaluated through the blindfolding technique, yielded values of 0.523 for Satisfaction Levels and 0.574 for Word-of-Mouth, both of which are greater than 0, indicating substantial predictive relevance and further affirming the robustness of the model.

4.5 Hypothesis Testing

Hypothesis testing evaluates the relationships between constructs in the structural model, using path coefficients, t-statistics, and p-values to determine significance. Below is the discussion of the results for each hypothesis.

Table 3. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Customer Experience -> Satisfaction Levels	0.518	0.521	0.074	7.017	0.000
Customer Experience -> Word-of-Mouth	0.548	0.550	0.059	9.313	0.000
Video Marketing -> Satisfaction Levels	0.397	0.393	0.069	5.750	0.000
Video Marketing -> Word-of-Mouth	0.429	0.426	0.061	6.979	0.000

Source: Process Data Analysis (2025)

The analysis shows that Customer Experience has a strong positive effect on Satisfaction Levels, with a path coefficient of 0.518, a T-statistic of 7.017 exceeding the critical value of 1.96, and a p-value of 0.000, confirming a significant relationship where a better customer experience significantly increases user satisfaction on TikTok in West Java. Customer Experience also positively influences Word-of-Mouth, indicated by a path coefficient of 0.548, a T-statistic of 9.313, and a p-value of 0.000, suggesting that positive customer experiences directly motivate users to share their experiences and enhance Word-of-Mouth activities. Video Marketing demonstrates a moderate positive impact on Satisfaction Levels with a path coefficient of 0.397, a T-statistic of 5.750, and a p-value of 0.000, meaning that engaging and effective video marketing contributes to higher satisfaction among TikTok users. Additionally, Video Marketing positively affects Word-of-Mouth, as shown by a path coefficient of 0.429, a T-statistic of 6.979, and a p-value of 0.000, indicating that creative and relatable video marketing campaigns encourage users to share content and recommend TikTok to others.

Discussion

The discussion provides a comprehensive analysis of the findings, linking them to the theoretical framework, prior research, and practical implications. The study found that Customer Experience significantly impacts both Satisfaction Levels and Word-of-Mouth. These results align with previous studies suggesting that positive customer experiences foster emotional connections and loyalty, which are essential for enhancing satisfaction and encouraging recommendations.

Theoretically, the findings confirm theories that posit customer experience as a critical determinant of consumer satisfaction and advocacy, supporting the argument that on highly interactive platforms like TikTok, creating enjoyable, seamless, and memorable experiences leads to greater user satisfaction and a willingness to share positive feedback. Practically, businesses and content creators on TikTok should prioritize delivering exceptional user experiences by optimizing interface design, content relevance, and personalization, utilizing features such as interactive filters, engaging challenges, and user-friendly navigation to strengthen user engagement and satisfaction. Similarly, Video Marketing was found to significantly influence both Satisfaction Levels and Word-of-Mouth, emphasizing the importance of video content as a strategic tool in digital marketing. Theoretically, this supports the dual-process theory, where visual and emotional appeal in video marketing directly affects consumer attitudes and behavior, particularly through short, creative, and impactful videos that capture users' attention and foster emotional engagement. Practically, marketers should focus on producing high-quality, relatable, and concise video content tailored to TikTok's dynamic audience, while leveraging trends, hashtags, and the platform's algorithm to amplify their marketing efforts.

While both Customer Experience and Video Marketing significantly contribute to Satisfaction Levels and Word-of-Mouth, Customer Experience demonstrates a slightly stronger impact on both outcomes. This suggests that although content marketing is crucial, the overall experience of using TikTok plays a more substantial role in determining user satisfaction and advocacy. Users appear to value the holistic experience — including platform design, usability, and community engagement — more than isolated marketing efforts. This insight emphasizes the need for a balanced approach that combines excellent user experience with effective marketing strategies to optimize user engagement and foster brand advocacy on TikTok. Marketers, developers, and content creators must, therefore, not only invest in appealing content but also continuously refine the user journey to build lasting emotional connections and loyalty.

The findings are consistent with prior studies in the fields of digital marketing and consumer behavior, emphasizing the importance of customer experience and video marketing as key drivers of consumer engagement. Customer experience is widely recognized as a critical factor influencing satisfaction and loyalty in digital environments, where digital marketing strategies are designed to engage consumers and foster positive interactions [33], [34]. The integration of social media marketing also shows a positive correlation with brand positioning, highlighting the role of customer experience in shaping consumer behavior and brand perception [35], [36]. Video marketing, in particular, has been established as an effective tool for influencing consumer emotions and encouraging social sharing, thereby enhancing brand visibility and consumer engagement [37]. The emotional impact of video content leads to increased consumer interaction and brand loyalty, as consumers are more likely to share content that resonates with them emotionally [36]. These elements are crucial in shaping consumer behavior and fostering loyalty in the digital age; however, this study adds to the literature by demonstrating these relationships specifically within the context of TikTok, a platform distinguished by its unique algorithm, user engagement patterns, and emphasis on short-form video content.

Managerial Implications

Companies should invest in improving platform usability, personalization, and customer service on TikTok to maximize user satisfaction and loyalty. Marketers should prioritize creating short, impactful video content that emphasizes emotional storytelling and strong visual appeal to drive user engagement and advocacy. Furthermore, the interplay between customer experience and video marketing should be strategically integrated to create a synergistic impact on enhancing user satisfaction and encouraging positive word-of-mouth.

Limitations and Future Research

While the study provides valuable insights, it is subject to several limitations. The findings are based on a sample from West Java, which may limit their generalizability to other regions, and the study's focus on TikTok means that the results may not fully apply to other social media platforms. Future research could explore the effects of these variables across different platforms, geographic regions, or cultural contexts to enhance the external validity of the findings. Additionally, employing qualitative approaches could provide deeper insights into user motivations and behaviors, offering a more comprehensive understanding of the phenomena studied.

CONCLUSION

This study confirms the critical role of customer experience and video marketing in influencing user satisfaction and word-of-mouth on TikTok in West Java. The results demonstrate that customer experience has a significant and stronger effect on both satisfaction levels and word-of-mouth compared to video marketing. Although video marketing is a powerful tool for enhancing emotional engagement and encouraging social sharing, its impact is slightly less pronounced than that of customer experience. These findings highlight the necessity for businesses and marketers to prioritize a dual strategy that focuses on providing exceptional customer experiences while simultaneously crafting engaging and high-quality video content. By integrating these elements, businesses can foster user satisfaction and advocacy, ultimately driving growth and loyalty in the increasingly competitive digital landscape.

Future research should expand this study's scope to include other social media platforms, diverse geographic regions, and the adoption of qualitative methodologies to further enrich the understanding of user behavior in digital environments. Broader studies could enhance external validity and offer deeper insights into the motivations, expectations, and engagement patterns of users across various digital ecosystems.

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