

The Influence of Marketing Promotion Tools on Customer Satisfaction and Repurchase Intention: A Study on TikTok Marketing Platform

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Abstract

This study explores the communication effects on TikTok that contribute to consumer satisfaction, mainly focusing on motivational factors and content types of videos. However, there is a lack of research regarding marketing communication objectives on TikTok. Therefore, this research aims to investigate marketing promotion tools that enhance consumer satisfaction and repurchase intention on TikTok. Additionally, it aims to examine the variations in the impact of satisfaction on repurchase intention between samples with online purchasing behavior on e-commerce platforms and those on social commerce platforms. The sample consists of 120 individuals who engage in online purchasing behavior on social commerce or e-commerce platforms and have encountered marketing communication on TikTok. Data was collected through an online survey, and the reliability and validity of the results were tested using statistical methods, specifically GSCA Pro 1.2.1 for structural equation modeling analysis. The findings reveal that both sales promotion tools and salesperson effectiveness tools significantly influence consumer satisfaction and repurchase intention. Furthermore, the study shows that satisfaction has a greater impact on repurchase intention for the sample with purchasing behavior on social commerce platforms compared to the sample with purchasing behavior on e-commerce platforms.

Keywords:

Marketing promotion tools, customer satisfaction, repurchase intention, TikTok

1 Introduction

In recent years, e-commerce has become a vital part of global business, driven by increased internet accessibility and utilization (Pasquali, 2022). In 2022, the global retail e-commerce sales reached approximately \$5.2 trillion and are projected to continue growing (Statista, 2022). In response to digital advancements and intensified competition, businesses strive to attract and retain customers (Maroengsit et al., 2019). They employ various strategies, such as offering additional products (i.e., freebies) to enhance customer satisfaction and repurchase intention (Kotler & Armstrong, 2010). Repurchase intention is particularly crucial for the success and profitability of online businesses (Miao et al., 2022). Researchers have identified customer satisfaction as one of the significant factors influencing repurchase intention (Ilyas et al., 2020; Miao et al., 2022). Satisfaction is a crucial goal for businesses as it leads to positive consumer behavior (Leung & Wei, 2000). Among various factors contributing to customer satisfaction, Agnihotri et al. (2016) found that marketing communication through social media channels significantly influences consumer satisfaction.

Social media has gained considerable importance in current marketing communication channels due to its extensive reach, accuracy in targeting, and relatively low costs compared to other marketing communication channels (Cyca, 2022). In 2025, approximately 2.95 billion people worldwide are estimated to use social media, with continuous growth expected (Dixon, 2022). In Thailand, 81.2% of the population actively uses social media, with the top five most popular platforms being Facebook, Line, Facebook Messenger, TikTok, and Instagram (Kemp, 2022). TikTok has gained rapid popularity, with over 2.6 billion downloads worldwide in February 2024 and an estimated one billion monthly active users (Doyle, 2022). It has become a leading short video-sharing platform, attracting businesses for marketing communication purposes (Tang, 2020). Therefore, researchers recognize the importance of studying customer satisfaction in online businesses resulting from marketing communication on TikTok.

Shao and Lee (2020) examined the influence of motivation on TikTok usage on satisfaction and continuous usage intention and found that information, organizational information, and communication significantly impact satisfaction and continuous usage intention. Yaqi et al. (2021) discovered that user motivation and content preference positively affect satisfaction. Zhao et al. (2022) investigated the influence of relationship-themed content on TikTok on user satisfaction and found that content types related to gaming, entertainment, skill learning, and self-examination significantly impact satisfaction. Additionally, Solikah and Kusumaningtyas (2022) found that marketing promotion components on TikTok significantly influence consumer satisfaction. Despite these related studies (Shao & Lee, 2020; Solikah & Kusumaningtyas, 2022; Yaqi et al., 2021; Zhao et al., 2022), most research on TikTok primarily focuses on motivational factors and content types that contribute to customer satisfaction. There is a lack of research on marketing communication objectives, such as awareness, persuasion, and informing (Kotler, 2001), which are vital for marketing

communication on TikTok. Moreover, previous studies have not fully explored the comparative influence of different marketing promotion tools on customer satisfaction, limiting the understanding of the most effective marketing communication objectives. Therefore, further investigation is needed to explore the influence of specific marketing promotion tools on customer satisfaction on TikTok.

This study aims to examine the impact of different marketing promotion tools on customer satisfaction and repurchase intention. The researchers employ the Use and Gratification theory (Katz, 1959) to explain the phenomena. The Use and Gratification theory has been widely used to explain customer satisfaction resulting from media formats, such as human interaction within SNS (C. Chiu et al., 2015), acceptance of web services (Luo et al., 2011), and online purchasing (Liu et al., 2013). By expanding the knowledge of customer satisfaction and repurchase intention, this study aims to assist online businesses in effectively communicating marketing messages on TikTok to enhance customer satisfaction and repurchase intention. The first objective of this study is to investigate the influence of different marketing promotion tools on customer satisfaction and repurchase intention. The marketing promotion tools on TikTok are limited to four: advertising, public relations, personal selling, and sales promotion, as direct marketing is not applicable on TikTok (Arkansyah et al., 2021). The second objective is to explore the variations in the impact of satisfaction on repurchase intention between samples with online purchasing behavior on e-commerce platforms and those on social commerce platforms, two popular online purchasing channels (Hajli, 2020; Pasquali, 2022).

2 Literature Review

2.1 E-commerce

E-commerce, or electronic commerce, refers to various online business activities related to products and services. It involves business transactions that primarily rely on electronic interactions rather than physical exchanges or direct physical contact (Gupta, 2014). This is in contrast to traditional transaction methods in many aspects (Keeney, 1999; King & King, 2004). For example, 1) Location: Offline consumers often choose nearby and convenient stores, while online purchases allow customers to select from a global range of stores and make purchases at any time. 2) Storefront: Online stores do not have a physical storefront, enabling rapid changes and reactions to market shifts. In contrast, establishing an offline store requires investment, time, and changes or modifications can be challenging (Ansari et al., 2008). However, online purchasing carries risks since most online sellers do not have physical stores, and customers cannot try products until they receive them, which differs from offline purchases where customers can physically examine products before buying (Nisar & Prabhakar, 2017). If customers are satisfied with the products or services in e-commerce, they tend to exhibit repurchase behavior, contributing to the profitability of e-commerce businesses (Reibstein, 2002).

2.2 Social Commerce

Social commerce is a form of e-commerce (Sharma & Crossler, 2014). It refers to the use of the internet to enable users to participate in buying, selling, comparing, and sharing information about products and services within online communities and markets (Zhou et al., 2013). One of the key advantages of social commerce is that it allows for greater interaction between buyers and sellers compared to traditional e-commerce systems, and it facilitates the creation of customer communities within online social platforms (Zhang et al., 2014). This, in turn, enables social commerce to foster better relationships between buyers and sellers, facilitating faster decision-making processes for product or service purchases (S. Kim & Park, 2013). The communication and reciprocal interaction between sellers and buyers in social commerce allow businesses to gain better insights into their customers, leveraging the communicated information to improve and enhance products and services for a better customer experience (Hajli et al., 2017).

2.3 TikTok

TikTok is a renowned social media platform known for its short video content (typically lasting no more than 15 seconds) showcasing lip-syncing, dancing, and entertaining activities reminiscent of the meme culture observed on Vine (Zulli & Zulli, 2022). TikTok serves as a network that enables users to interact with one another (Boyd, 2010). Moreover, TikTok proves to be an effective platform for achieving business objectives (Cyca, 2022), such as marketing promotion (Feranita et al., 2022). In fact, TikTok has become a significant marketing channel, rivaling the importance of Facebook and Instagram (Mou, 2020). Users have multiple objectives when engaging in marketing communication on TikTok, including providing product and service information to consumers, influencing consumer purchasing decisions, and raising awareness about the existence of products and services (Arkansyah et al., 2021).

2.4 Use and Gratification Theory

The Use and Gratification theory has been widely utilized by researchers in the past to explain consumer satisfaction arising from media consumption patterns (C. Chiu et al., 2015). This theory revolves around the psychological motivations of media users (Ko et al., 2005). Papacharissi (2002) identified the Use and Gratification theory as a means to determine key motivating factors for media selection and usage. It is regarded by many researchers as one of the most influential theories in the field of communication research (Lin, 1998; Ruggiero, 2000). This theory has been applied to a wide range of media types. In the early 1990s, it was commonly used to establish motivational factors in the selection of traditional media, such as radio (Finn, 1997) and newspapers (Cantril & Allport, 1935). Subsequently, researchers employed the Use and Gratification theory as a theoretical framework to study and explain the dynamics of new

media types. For example, Leung and Wei (2000) examined the motivational factors in mobile phone usage, while Eighmey and McCord (1998) explored the user experiences of website visitors. Moreover, several researchers have utilized this theory to analyze the driving factors behind online consumer behavior (McLean et al., 2022; Saridakis et al., 2016). In the context of TikTok, the Use and Gratification theory has been increasingly employed to explain consumer satisfaction, specifically by considering motivational factors and content characteristics of videos (Yaqi et al., 2021). Therefore, the researchers perceive the Use and Gratification theory as relevant and suitable for explaining phenomena observed in the present study.

2.5 Promotion Mix

The Promotion Mix refers to the communication of product or company-related information to consumers with the aim of persuading them (Delima et al., 2019). It enables sellers and salespeople to effectively present products and motivate consumers to make purchases (Singh, 2012). The Promotion Mix consists of five marketing communication tools, each serving different purposes: 1) Advertising, 2) Public Relations, 3) Sales Promotion, 4) Personal Selling, and 5) Direct Marketing (Kotler, 2001). Currently, each tool of the Promotion Mix has been developed to be more adaptable to various contexts and encompasses diverse usage methods (Pogorelova et al., 2016).

In the context of social media marketing, the Promotion Mix facilitates consumer participation in the communication process, allowing them to act on the desired goals set by the message sender (approval, registration, download, and purchase). Appropriate marketing promotion activities, which meet or exceed consumer expectations, can lead to consumer satisfaction (Sukamto & Lumintan, 2015; Yogesh & Dr. Maithili, 2017). Previous research has found a significant positive influence of the Promotion Mix on satisfaction (Sarker et al., 2012; Widodo & Murwatiningsih, 2019). However, the specific influence of each tool within the Promotion Mix has not been thoroughly examined. In TikTok, the marketing promotion tools are limited to only four, namely: 1) Advertising, 2) Public Relations, 3) Personal Selling, and 4) Sales Promotion, as direct marketing is not feasible on the platform (Arkansyah et al., 2021). Based on these relationships, the researchers propose the following hypotheses:

H1: Advertising has a positive influence on satisfaction.

H2: Public Relations has a positive influence on satisfaction.

H3: Personal Selling has a positive influence on satisfaction.

H4: Sales Promotion has a positive influence on satisfaction.

2.6 Advertising

Advertising is the presentation of a company's value or product features to persuade, attract attention, and create positive attitudes among consumers (Kotler & Armstrong, 2010; Yuan et al., 2022). Advertising can only communicate with

viewers, and viewers do not feel obligated to pay attention to or respond to advertisements (Arkansyah et al., 2021). There are various advertising tools available on social media platforms today, which have been developed to be platform-specific, such as Facebook Ads (Ali et al., 2019), Google Ads (Levy, 2021), and TikTok Ads Manager (TikTok, 2023). Advertising on TikTok is predominantly in the form of short videos and stands out for its ability to accurately reach the target audience using algorithms. Therefore, it can be assured that advertising on TikTok will effectively attract users interested in the product (Yuan et al., 2022).

2.7 Public Relations

Public Relations is a significant marketing activity for establishing relationships between companies and customers (Jularlark et al., 2022). It aims to promote or protect the company's image and communicate information about products to consumers (Pieter et al., 2021). Public relations messages, both online and offline, including those on TikTok, are predominantly in the form of news rather than sales-oriented communications. The advantage of public relations is its ability to reach a large number of potential customers who may avoid salespeople and advertising. However, the disadvantage is that negative publicity through public relations can have detrimental effects on companies or organizations (Arkansyah et al., 2021).

2.8 Personal Selling

Personal Selling refers to the use of company representatives to present, answer questions, and receive messages in order to engage consumers and build positive relationships with them (Kotler & Armstrong, 2010). It leads to favorable consumer responses to the product (Brady & Cronin, 2001; Goff et al., 1997). The advantage of personal selling is that salespeople can establish relationships with consumers, allowing them to understand consumer needs and provide information or answer questions to facilitate quick decision-making (Arkansyah et al., 2021). However, the disadvantage is that personal selling requires long-term commitment and dedication from sales personnel compared to advertising efforts. In TikTok, personal selling involves sales representatives engaging with consumers through live streams on an ongoing basis.

2.9 Sales Promotion

Sales promotion refers to short-term incentives designed to stimulate the target audience's decision-making process to purchase a product or service (Kotler & Armstrong, 2010). It encompasses marketing activities beyond advertising that encourage the purchase decision. The advantage of sales promotion is its ability to effectively attract the interest of consumers and generate purchase decisions (Senachai et al., 2023). However, the drawback is that it incurs higher costs compared to advertising and sales promotion activities with shorter durations

(Arkansyah et al., 2021). Sales promotion activities in TikTok take various forms, such as price reductions, discount coupons, and other giveaways (Pieter et al., 2021).

2.10 Satisfaction

Satisfaction is a key driver for fostering business-to-market exchanges (Bylok, 2022; Saura et al., 2005). It occurs when customers perceive that they have received more value than their expectations (Armstrong, 2013; Foroudi et al., 2020). Satisfaction can be viewed as an overall assessment or attitude that can be evaluated, such as satisfaction with different product or service attributes (Churchill & Surprenant, 1982). Customer satisfaction in online purchasing is derived from positive past experiences with online shopping (Sasono et al., 2021), and it influences customer responses to brands, such as the intention to repurchase (Kaewkhav et al., 2023; J. Kim et al., 2009). It is widely acknowledged that satisfied customers are more likely to exhibit repurchase intentions (Kaewkhav et al., 2023; Zeithaml, 2000). Previous research has also demonstrated the positive impact of customer satisfaction on repurchase intentions (W. Chiu & Cho, 2021; Ilyas et al., 2020; Miao et al., 2022). Therefore, we propose the following hypothesis:

H5: Satisfaction has a positive influence on repurchase intentions.

2.11 Repurchase Intentions

Repurchase intention refers to the act of repurchasing a product or service on multiple occasions (Fileri & Lin, 2017; Won & Kim, 2020). In the context of online purchasing, consumers invest significant time in searching for suitable products (Müller et al., 2021). The desire for repurchase indicates that the company or service provider has met the expectations of the consumers, leading to their satisfaction and subsequent repurchase behavior (Likitsarun et al., 2023; Manosuthi et al., 2020). Therefore, repurchase intention represents consumers' willingness to engage in repeat purchases of products or services that they have previously found beneficial and of high quality (Ilyas et al., 2020). Furthermore, repurchase intention can enhance the profitability of e-commerce businesses (Reibstein, 2002). Based on the literature review and relevant theories, the researchers have formulated the following five hypotheses:

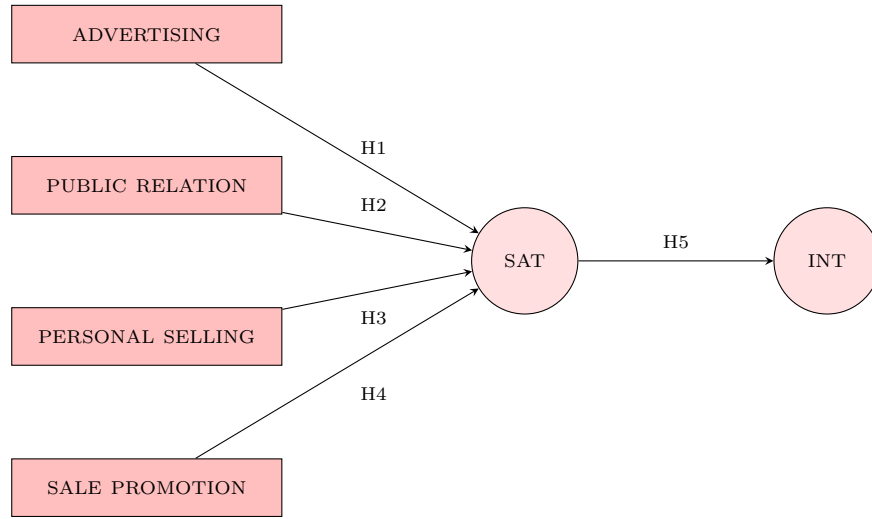
H1: Advertising has a positive influence on satisfaction.

H2: Public relations has a positive influence on satisfaction.

H3: Personal selling has a positive influence on satisfaction.

H4: Sales promotion has a positive influence on satisfaction.

H5: Satisfaction has a positive influence on repurchase intentions.



SAT = Satisfaction and INT = Repurchase Intention

Figure 1: Conceptual framework

3 Method

3.1 Population and Sample

The sample population for this research consists of individuals who have previously used the TikTok platform, have encountered marketing promotions on TikTok, and have made online purchasing decisions through e-commerce or social commerce channels. Data for this study were collected using a Google Form distributed through online social media networks. The researchers posted the survey link in Facebook groups, following the sampling method suggested by Hair (2009), which recommends a sample size between 10-20 times the number of observed variables. In this study, there are a total of 10 observed variables, thus a sample size of 100-200 individuals was determined. The data collection process resulted in responses from 250 participants. After screening for completeness, a final dataset of 120 participants was obtained, which is an appropriate sample size for subsequent data analysis (Hair et al., 2020).

3.2 Survey Instrument

The data collection instrument used in this research is a questionnaire divided into five sections. Section 1 captures demographic information of the respondents, including gender. Section 2 consists of a screening question to identify individuals who have encountered marketing promotions on TikTok. Section 3

focuses on the marketing promotion tools on TikTok and comprises four questions, as presented in Table 1. Section 4 includes two questions that screen for individuals who have made online purchasing decisions and the channels they used for online purchases. Lastly, Section 5 assesses post-purchase feelings and behaviors with six questions, also shown in Table 1. Each indicator in the questionnaire was evaluated using a six-point Likert scale (1 = strongly disagree to 6 = strongly agree) to mitigate response bias from the participants.

3.3 Data Analysis

The researchers employed the GSCA Pro 1.2.1 software developed by Hwang et al. (2021) to analyze the structural equation modeling (SEM) in this study (Napontun & Senachai, 2023). The researchers conducted a one-step analysis of all variables using the Pooled-CFA (Awang et al., 2015), which simultaneously ranked the first and second-order confirmatory factor analysis (CFA). Construct validity was assessed, including convergent validity, which examined the factor loadings (should be greater than .70), Cronbach's alpha (should be greater than .60), and average variance extracted (AVE) (should be greater than .50). Discriminant validity was evaluated using the heterotrait-monotrait ratio of correlations (HTMT) (should be less than .85). Model fit indices were examined to assess the adequacy of the model, including the standardized root mean square residual (SRMR) (should be less than .08) and goodness of fit (should be greater than .90) (Benitez et al., 2020; Hair et al., 2020; Manosuthi et al., 2021). The statistical significance of the relationships was also tested, and the sizes of the direct and indirect effects were assessed using bootstrapping with a 95% confidence level.

4 Result

4.1 Sample Analysis Results

From the analysis of the entire sample of 120 participants from Table 1, it was found that the majority were males, comprising 72 individuals, accounting for 60%, while females accounted for 48 individuals, representing 40%. Regarding online purchasing behavior on social commerce platforms, 60 participants, or 50%, engaged in online purchases on social commerce platforms, while the remaining 60 participants, also accounting for 50%, engaged in e-commerce. Furthermore, all participants reported having encountered marketing promotion activities on TikTok.

4.2 Results of Structural Validity Analysis

The results of the confirmatory factor analysis (CFA) for construct validity, as shown in Table 2, indicate that the factor loadings ranged from .887 to .954, demonstrating the strength of the relationships between the observed variables

Construct	Items	References
Advertising	I have encountered product advertisements with detailed descriptions within video clips on TikTok.	Aldebi and Aljboory (2018)
Public Relations	I have come across communication content aimed at building awareness, such as Lazada collaborating with influential individuals to promote upcoming discount events on TikTok.	Aldebi and Aljboory (2018)
Personal Selling	I have come across enticing content such as attractive packaging, discount coupons, and flash deals to stimulate the desire to make purchases on TikTok.	Aldebi and Aljboory (2018)
Sale Promotion	I have previously come across live videos where individuals provide detailed explanations of products and showcase product demonstrations to customers on TikTok.	Aldebi and Aljboory (2018)
Satisfaction 1	Using this website for purchasing products is a smart choice.	Vasić et al. (2019)
Satisfaction 2	I have had a good experience purchasing products through this website.	Vasić et al. (2019)
Satisfaction 3	I feel satisfied with my purchases through this website.	Vasić et al. (2019)
Intention 1	Given the opportunity, I would like to use this website for future purchases.	Mittal et al. (1998)
Intention 2	I am inclined to use this website for future purchases.	Mittal et al. (1998)
Intention 3	I intend to make purchases through this website in the future.	Mittal et al. (1998)

Table 1: Measurement items

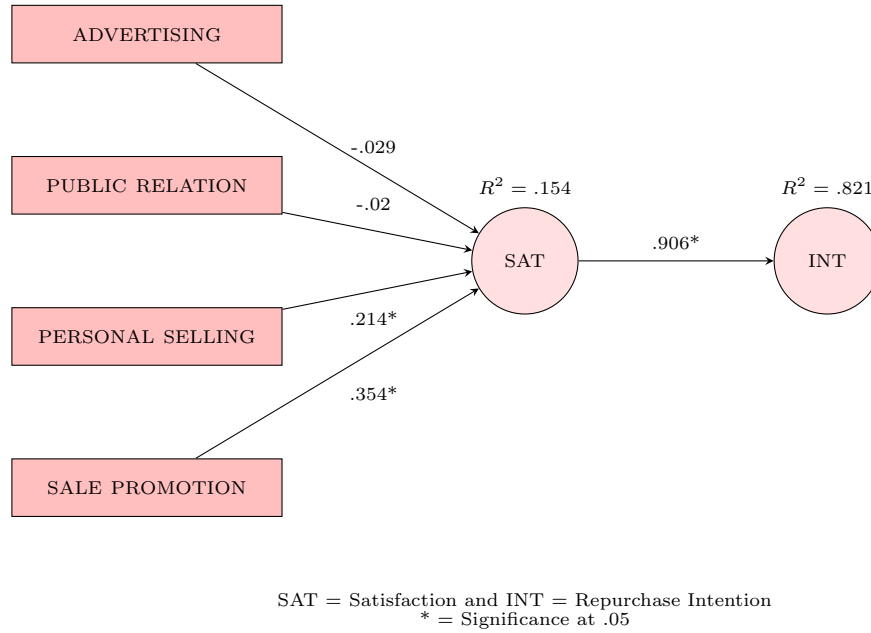


Figure 2: Results of the structural equation modeling

and their respective latent constructs. The Cronbach's alpha values, measuring internal consistency, ranged from .938 to .961, indicating high reliability. The average variance extracted (AVE) values were .842 and .893 for satisfaction (SAT) and repurchase intention (RI) constructs, respectively, indicating substantial amounts of variance captured by the latent constructs. The Heterotrait-Monotrait Ratio of Correlations (HTMT) was found to be .911, slightly above the recommended threshold of .85. Although this statistical value does not meet the recommended threshold, it is deemed acceptable in terms of substantive significance. Based on these findings, it can be concluded that the measurement model demonstrates adequate construct validity (Benitez et al., 2020; Hair et al., 2020; Manosuthi et al., 2021).

4.3 Results of Model Fit Analysis

The analysis of model fit revealed that the standardized root mean square residual (SRMR) had a value of .026, indicating a close fit between the hypothesized model and the observed data. Additionally, the goodness of fit (GIF) index had a value of .998, further supporting the appropriateness of the structural model (Benitez et al., 2020; Hair et al., 2020; Manosuthi et al., 2021). The analysis of path influence, as depicted in Figure 2, demonstrated that three out of the five hypotheses were supported. It was found that the use of sales personnel ($\beta = .214$) and sales promotion ($\beta = .354$) significantly predicted customer

Item	\bar{X}	SD	$\hat{\lambda}$	AVE	ρ
I have encountered product advertisements with detailed descriptions within video clips on TikTok. (AD)	3.083	1.429	-		
I have come across communication content aimed at building awareness, such as Lazada collaborating with influential individuals to promote upcoming discount events on TikTok. (PR)	2.992	1.541	-		
I have come across enticing content such as attractive packaging, discount coupons, and flash deals to stimulate the desire to make purchases on TikTok. (PS)	3.733	1.642	-		
I have previously come across live videos where individuals provide detailed explanations of products and showcase product demonstrations to customers on TikTok. (SP)	4.167	1.416	-		
<i>Satisfaction</i>				.842	.938
Using this website for purchasing products is a smart choice. (SAT1)	4.267	1.465	.887		
I have had a good experience purchasing products through this website. (SAT2)	4.375	1.478	.933		
I feel satisfied with my purchases through this website. (SAT3)	4.358	1.515	.938		
<i>Repurchase Intention</i>				.893	.961
Given the opportunity, I would like to use this website for future purchases. (RI1)	4.45	1.401	.954		
I am inclined to use this website for future purchases. (RI2)	4.392	1.41	.949		
I intend to make purchases through this website in the future. (RI3)	4.492	1.483	.932		

Note: \bar{X} = Average Value, SD = Standard Deviation, $\hat{\lambda}$ = Estimated Factor Loadings, AVE = Average Variance Extracted, and ρ = DG-Rho

Table 2: Assessment of item reliability and validity

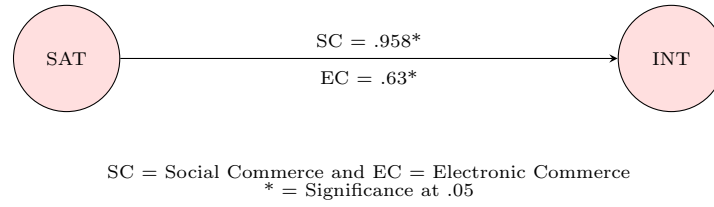


Figure 3: Results of multi-group analysis

satisfaction, accounting for 15.4% of the variance, while customer satisfaction ($\beta = .906$) significantly predicted repurchase intention, explaining 82.1% of the variance. In the second analysis of the size of the path influence using the bootstrapping method, as shown in Figure 3, the SRMR had a value of .034, and the GIF index had a value of .995, indicating a good fit between the observed data and the structural model (Benitez et al., 2020; Hair et al., 2020; Manosuthi et al., 2021). Furthermore, the path analysis revealed that the path coefficient of customer satisfaction on repurchase intention was larger in the e-commerce platform ($\beta = .958$) compared to the social commerce platform ($\beta = .630$).

5 Discussion

The first objective of this study was to investigate the marketing tools on TikTok that lead to consumer satisfaction and repurchase intention. The second objective was to examine the differences in the size of the path influence of customer satisfaction on repurchase intention between a sample group with e-commerce purchasing behavior and a sample group with social commerce purchasing behavior.

Based on the results of the influence analysis of each marketing tool on customer satisfaction within the framework of the utility theory and customer satisfaction, it was found that the marketing tools on TikTok that significantly influenced consumer satisfaction were sales promotion ($\beta = .354$) and the use of sales personnel ($\beta = .214$). Sales promotion had the highest influence on consumer satisfaction compared to other marketing tools. This indicates that consumers tend to be satisfied with content that promotes sales, such as discounts, giveaways, and freebies (Kotler, 2001). From a psychological perspective, the use of sales promotion makes consumers feel that they can purchase products at a discounted price and perceive value for the money spent (Kotler, 2001). This finding is consistent with the research of Familmaleki et al. (2015), which emphasized that sales promotion is the most important driving factor for consumer satisfaction compared to other marketing tools. The use of sales personnel was the second most influential marketing tool on consumer satisfaction. This suggests that consumers are satisfied with interacting with sales personnel because humans are social beings and have the desire to engage in interpersonal communication (Baumeister & Leary, 1995). Sales personnel can

use persuasive language to stimulate consumer emotions and desires, create an entertaining atmosphere, and provide desired information promptly, leading to consumer satisfaction (Kotler, 2001). This finding aligns with the research of Sembhodo et al. (2022), which found that the use of sales personnel significantly contributes to consumer satisfaction, while advertising has no significant influence on consumer satisfaction. Advertising aims to present the value or brand image of a company, influence attitudes, and stimulate decision-making processes for purchasing (Kotler & Armstrong, 2010; Yuan et al., 2022). However, advertising alone cannot directly induce consumer satisfaction, as the majority of consumers generally have a negative attitude towards advertising and tend to avoid it (Napontun & Senachai, 2023; Zanot, 1984). This contradicts the research of Nwokah and Ngirika (2017), which highlighted that online advertising is a significant factor contributing to consumer satisfaction. In TikTok, the main purpose of advertising is to provide general information about products or companies (Pieter et al., 2021), and therefore it is not sufficient to strongly influence consumer satisfaction.

The results of the path analysis showed that customer satisfaction significantly predicted repurchase intention ($\beta = .906$), indicating its high importance in driving repeat purchases. This finding is in line with the studies of Miao et al. (2022) and Ilyas et al. (2020), which emphasized the significant role of customer satisfaction in achieving business success. Customer satisfaction leads to positive consumer behaviors, and it explains a large proportion of the variance in repurchase intention. In terms of the size of the path influence using the bootstrapping method, the path coefficient of customer satisfaction on repurchase intention was larger in the social commerce platform ($\beta = .958$) compared to the e-commerce platform ($\beta = .630$). This implies that if consumers with purchasing behavior in social commerce platforms experience satisfaction, they are more likely to have repurchase intentions compared to consumers in e-commerce platforms.

Overall, this study contributes to the understanding of marketing tools and their influence on consumer satisfaction and repurchase intention on TikTok. The findings highlight the significance of sales promotion and the use of sales personnel in enhancing consumer satisfaction. Additionally, customer satisfaction plays a crucial role in predicting repurchase intention. Furthermore, the differences in the size of the path influence between social commerce and e-commerce platforms emphasize the importance of considering the specific platform context when developing marketing strategies.

6 Theoretical Contributions

A significant contribution of this research is the expansion of knowledge from previous studies (Shao & Lee, 2020; Solikah & Kusumaningtyas, 2022; Yaqi et al., 2021; Zhao et al., 2022) regarding the investigation of online business satisfaction arising from marketing communication through the TikTok platform. Previous studies have lacked research on marketing communication that gener-

ates consumer satisfaction on TikTok. The researchers found that marketing communication with the objective of stimulating consumer decision-making processes through sales promotion and continuous interaction between employees and consumers through the use of sales personnel directly influences consumer satisfaction.

Moreover, the findings demonstrate the significant positive effect of consumer satisfaction on repurchase intention. Therefore, customer satisfaction plays a vital role in achieving online business success. Furthermore, the study revealed that in the context of social commerce platforms, the path influence of customer satisfaction on repurchase intention is greater compared to e-commerce platforms. The support of this research is also valuable in expanding the scope of the utility theory and customer satisfaction theory. Previous researchers have often applied the utility theory and customer satisfaction theory to explain consumer satisfaction resulting from the format and content of media. However, the utilization of these theories to explain consumer satisfaction derived from marketing communication objectives of businesses, particularly on the TikTok platform, has been limited. Hence, the findings of this study contribute to the expansion of these theories and their application in explaining consumer satisfaction within the context of marketing communication on TikTok.

7 Managerial Implications

In marketing communication on the TikTok platform, which aims to generate consumer satisfaction or repurchase intention in social commerce and e-commerce platforms, researchers suggest that budget allocation for marketing communication activities should be directed towards initiatives that stimulate consumer decision-making processes using sales promotion tools, such as price discounts, giveaways, and freebies (Kotler, 2001). Additionally, live-streaming events should be organized, where sales personnel can interact with consumers. It is important for businesses to provide sales training to equip their sales personnel with the skills to use persuasive language to evoke consumer emotions and desires, create an entertaining atmosphere, and provide desired information promptly. Researchers recommend that a large portion of the budget need not be allocated to advertising in order to generate consumer satisfaction or repurchase intention. Advertising alone may not have sufficient appeal to elicit consumer satisfaction. If business owners intend to utilize advertising tools to reach a large number of consumers, they should complement their advertising efforts with other marketing promotion tools to sufficiently capture consumer attention and ensure consumer satisfaction and repurchase intention, such as sales promotion activities. However, businesses do not necessarily need to reduce their expenditure on promotional activities, as they do not have a negative impact on consumer satisfaction and are relatively cost-effective (Pieter et al., 2021).

8 Limitations and Recommendations

One limitation of this study pertains to the use of a single measurement indicator for marketing promotion tools, which may restrict the identification of significant values. By relying on a single indicator, the study may not capture the full range of effects and nuances associated with different promotional strategies. For instance, measuring the effectiveness of promotions solely based on consumer awareness may overlook other important factors such as consumer engagement or purchase intent. Another limitation lies in the demographic data collected, which is limited to gender. This narrow focus on gender limits the ability to effectively segment and analyze the sample group for strategic planning. To address this limitation, it is recommended to include additional demographic variables in future research, such as age, income, and education level. These variables can provide a more comprehensive understanding of the target audience and facilitate more precise and tailored strategy development. To overcome the limitations mentioned, several recommendations are proposed. Firstly, researchers should consider increasing the number of survey questions used to measure marketing promotion tools. By employing a broader range of questions, it becomes possible to capture a more diverse set of responses and increase the chances of identifying significant patterns or relationships. For example, instead of relying on a single question about consumer awareness, researchers can include questions about attitudes, preferences, and behavioral intentions toward different promotional tactics. Secondly, expanding the demographic questionnaire beyond gender is crucial for better sample group identification. Including variables such as age, income, and education level enables researchers to segment the sample group based on more meaningful criteria. For instance, analyzing the impact of promotional strategies across different age groups or income brackets can provide valuable insights for targeted marketing efforts. Lastly, it is recommended to conduct in-depth studies specifically focusing on sales promotion tools to improve strategic planning accuracy. This can involve quantitative research methods, such as surveys or experiments, to gather more precise and statistically significant data. Additionally, exploring different types of sales promotion tools, such as discounts, giveaways, or loyalty programs, can offer a comprehensive understanding of their individual impacts on consumer satisfaction and purchase intentions. By implementing these recommendations, future research endeavors can overcome the aforementioned limitations and enhance the overall robustness and applicability of the findings. This will contribute to a more comprehensive understanding of marketing promotion strategies and assist practitioners in developing more effective and tailored marketing campaigns.

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