



# THE ADHERENCE OF BSTM ON THE STANDARD SAFETY AND SECURITY PROTOCOLS DURING OFF CAMPUS ACADEMIC ACTIVITIES

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## ABSTRACT

In today's competitive environment and growing e-commerce, TikTok Shop has become a game-changer in the e-commerce industry, providing businesses with a new avenue to reach and connect with their target audience. Its ability to seamlessly blend entertainment and shopping has revolutionized consumer behavior and expectations, shaping the way businesses approach marketing and sales in the digital age. In this rapidly evolving landscape, it is essential for companies to adapt and leverage platforms like TikTok Shop to stay competitive and meet the ever-changing demands of consumers. The integration of entertainment and shopping within a single platform has attracted a large and diverse user base, with millions of users worldwide actively engaging with TikTok Shop. This unique combination allows businesses to not only showcase their products but also create a sense of excitement and engagement, leveraging the power of social media to drive sales and customer loyalty. In this regard, the researcher carefully examined the things that affect satisfaction, loyalty, and buying behavior, and how the students of the International School of Asia and the Pacific Main Campus in Peñablanca, Cagayan, react to the service quality of the TikTok Shop. Three Hundred Thirty-Seven (337) college students have been selected as respondents in this study using stratified sampling to identify the number of respondents. The gathered data were interpreted using Frequency Count and percentage distribution was utilized for the profile of the respondents, Weighted Mean for the assessment of respondents' level of satisfaction, service quality, consumer' buying behavior and level loyalty towards Tik-Tok shop, One Way-ANOVA, Independent Sample T-Test, Regression Analysis, and Pearson's R correlation analysis were utilized to test the level of significance. After rigorous interpretation and analysis, the study shows that TikTok Shop is predominantly used by ISAP third-year level male students in their twenties. It was also found that monthly allowance, sex, course, buying frequency, and service quality are significant factors influencing satisfaction, buying behavior, and loyalty of the respondents towards Tik-Tok Shop. In addition, shop endorsement is identified as an area for improvement to enhance customer advocacy and engagement. These insights can guide TikTok Shop in developing strategies to improve service quality, attract a wider customer base, and cultivate long-term customer loyalty in the highly competitive e-commerce market. This research contributes to



a better understanding of the dynamics between service quality, consumer behavior, and satisfaction in the context of TikTok Shop. The findings provide valuable recommendations for TikTok Shop to enhance its service quality and effectively cater to the needs and expectations of its target audience, ultimately strengthening its position in the e-commerce industry.

**Key words:** *Service Quality, Satisfaction Levels, Buying Behavior, Level of Loyalty, TikTok Shop, statistical analysis*

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## INTRODUCTION

TikTok influencers and other well-known figures gained a lot of influence on social media platforms, especially in encouraging people to purchase products they promote. The emergence of social media platforms brought about a significant shift in the way people interacted with each other and with the world around them. With the advent of the TikTok Shop, social media became an increasingly important player in the e-commerce landscape, offering a unique shopping experience that combined entertainment and product discovery. In this study, we explored the impact of the TikTok Shop on the buying behavior of students at the International School of Asia and the Pacific. Specifically, we sought to understand how the TikTok Shop influenced the choices and purchases made by this group of consumers and gained insights into their overall satisfaction with the shopping experience. By shedding light on these issues, we hoped to contribute to a deeper understanding of the role that social media played in the e-commerce landscape and inform future research on this important topic.

Understanding the impacts of TikTok Shop on consumers' behavior in this context could help consumers become aware of the influence of the TikTok Shop. It would also help companies and individuals navigate the complexities of TikTok Shop and its effects on their business. In this study, we investigated the impacts of TikTok Shop on consumer behavior of Bachelor of Science in Customs Administration students at the International School of Asia and the Pacific.

The concerns that consumers had with e-commerce platforms were similar to those they had with TikTok shops. Consumers were most worried about the authenticity and quality of products, given the growing number of counterfeit products on the market. Additionally, they were concerned about the security of their personal and financial information and expected their transactions to be safe from potential security threats. Lastly, consumers expected clear and fair return policies that made it easy for them to return or exchange products if they were not satisfied. In conclusion, these issues were some of the considerations for consumers when purchasing products on any other e-commerce platform. Through surveys, and analysis of consumer buying behavior data, this research examined how TikTok Shop affects consumer decisions. By understanding the TikTok Shop that affects service quality, consumers behavior, level of satisfaction and level of loyalty of students at International School of Asia and the Pacific.



This study piqued our respondents' interest in the determinants of their purchasing behavior that were being influenced by TikTok Shops. This research aimed to determine the impact of TikTok Shop on the buying behaviors of Students at the International School of Asia and the Pacific-Main Campus in Peñablanca, Cagayan, in relation to their knowledge about TikTok Shop and its impacts on buying behavior.

## **METHODOLOGY**

### **Research design**

This study used descriptive inferential research, since it provided a statistical description of respondents' impressions of TikTok Shop and investigated the relationship between service quality, satisfaction level, buying behavior, and level of loyalty on the TikTok shop of International School of Asia and the Pacific students. Descriptive research helped to describe the characteristics of students who used the TikTok shop, while inferential research helped to make inferences about the population based on the sample data.

### **Respondents of the Study**

The respondents for this study are the students of the International School of Asia and the Pacific Main Campus. There were a total population of 2,106 students, and only 337 students were selected as respondents, which is identified using the stratified sampling technique.

### **Data Gathering Tool**

The instrument that was used in conducting the study was a structured questionnaire. The structured questionnaire comprised of five parts to identify if there was an impact of TikTok Shop on consumers' buying behavior. The first part of the questionnaire was the demographic profile in which the respondents placed a checkmark on the space provided corresponding to their profile. The second part consisted of Likert scale questions about the assessment of the respondents on the service quality of TikTok shop. The third part consisted of Likert scale questions about the satisfaction level in terms of their choices and purchases. The fourth part consisted of questions about consumers' buying behavior. And the last part was all about the level of loyalty of the respondents on TikTok Shop.

### **Data Gathering Procedure**

The primary step taken by the research team to collect data is to establish letters of communication for the school's Vice President for Academic Affairs to approve the conduct of the research study; the school's Research Office Director to approve the conduct of the research study; Secondly, the researchers distribute the questionnaires to the respondents. And finally, tabulation of the data for the statistical treatment and interpretation of the data gathered from the respondents.



## Data Analysis

The research team utilized four statistical tools to interpret the data gathered. To determine the frequency count and percentage distribution of respondents based on their sex, age, and college year level, frequency and percentage analysis was used. To determine the average of respondents' answers in Likert scale questions mean was used. To examine the relationships between profile variables and the level of loyalty on TikTok Shop, as well as consumer buying behavior, regression analysis was used. Lastly, to analyze and compare the assessment of service quality in different groups based on various profile variables, One-Way ANOVA and Independent T-Test was used.

## RESULTS AND DISCUSSIONS

TABLE 1. SERVICE QUALITY OF THE RESPONDENTS ON TIKTOK SHOP

Service Quality	Mean	Interpretation
User-friendliness	3.15	Agree
Responsive Customer Service	3.06	Agree
Fast and Efficient Delivery	3.32	Strongly Agree
Convenient Payment of Options	3.22	Agree
More Convenient Products	3.04	Agree
Accuracy and Validity	3.22	Agree
Special Exclusive Deals	3.91	Strongly Agree
<b>Categorical Mean</b>	<b>3.27</b>	<b>Agree</b>

The table reveals the assessment of the respondents in the service quality of TikTok Shop in terms of user-friendliness, responsive customer service, fast and efficient delivery, convenient payment of options, more convenient products, accuracy and validity, special exclusive deals with overall mean of 3.27, in which implies that the respondents agreed that TikTok shop is user-friendly, offers a large selection of products and attractive promotions, provides accurate and up-to-date information on product availability and pricing as well as it is convenient to use in purchasing items. This is paralleled with the result of the study of (Wagner, 2023), that TikTok Shop has gained popularity due to its simple and user-friendly features. This aspect of TikTok's design empowers users to participate actively in the platform and shape their own experiences. Also, TikTok shop filled with extra benefits and enjoyment and it attracts consumers with the various conveniences it provides, ( (Rasyid and Farida, 2023).



**TABLE 2. SATISFACTION LEVEL OF THE RESPONDENTS ON TIKTOK SHOP**

<b>Satisfaction Level</b>	<b>Mean</b>	<b>Interpretation</b>
Choices	3.60	Very Satisfied
Purchases	2.50	Satisfied
<b>Categorical Mean</b>	<b>3.05</b>	<b>Satisfied</b>

The tables show the assessment of the respondents in the satisfaction level of the respondents in terms of choices and purchases with categorical mean of 3.05, in which implies that the respondents are satisfied with the choices of product offered by TikTok shop. Moreover, the greater the ease with which a consumer can utilize TikTok Shop to make online purchases, the greater his or her satisfaction with the experience. This result support previous study by (Febriandika et al., 2023) where it states that customer satisfaction and confidence in a product can be measured by how much the product meets consumer expectations or standards; Attar et al. (2021) states that reviews and referrals; design constructs such as credibility and features may influence the purchase intention and satisfaction of the customer.

**TABLE 3. CONSUMERS BUYING BEHAVIOR OF INTERNATIONAL SCHOOL OF ASIA AND THE PACIFIC STUDENTS**

<b>Consumer buying behavior</b>	<b>Mean</b>	<b>Interpretation</b>
Perceived Information Before Buying	3.89	Strongly Agree
Interpersonal Influence	3.13	Agree
Subjective Norms	3.08	Agree
Perceived Behavioral Control	2.72	Agree
<b>Categorical Mean</b>	<b>3.20</b>	<b>Agree</b>

The table shows the assessment of the respondents in the consumer buying behavior of International School of Asia and the Pacific students in terms of perceived information before buying, interpersonal influence, subjective norms, perceived behavior control with categorical mean of 3.20, in which indicates that the respondents agreed that reviews, reputation and social influence affect consumer buying behavior. This is parallel to the study of (Licata, 2022), highlighting the role of online reviews in helping businesses build positive reputations. It indicates that favorable internet evaluations might affect consumers' perceptions of a business or its products, which may then enhance their readiness to pay a greater price for those products. Moreover, (Zak and Hasprova, 2020) highlight customer attitude, thoughts, or opinions are influence by social influence.



**TABLE 4. LEVEL OF LOYALTY OF THE RESPONDENTS ON TIKTOK SHOP**

Level of Loyalty	Frequency	Percentage	Interpretation
Product Repurchase	284	84.30	Promoters
Track the Shop's Updates	337	100	Promoters
Engage in Live Product Demonstration	286	84.90	Promoters
Shop Endorsement	309	91.70	Promoters

The table reveals that the majority of the respondents marked all the variables of level of loyalty in TikTok Shop “Promoters”, which indicates that the respondents have high level of loyalty in TikTok Shop. This implies that the shop has successfully built a positive reputation and has effectively met the expectations and needs of its customers in terms of its products, services, and overall shopping experience. This is supported by the study of (Sari and Putri,2023), that the significant majority of respondents often see advertisements made by celebrities and influencers on TikTok, and they value people’s reviews and comments on TikTok ads. This suggests that the endorsement and influence of celebrities, influencers, and electronic word-of-mouth (EWOM) activities play a crucial role in shaping the brand image, purchase intention and level of loyalty. Moreover, (Ariffin et. Al.,2016), states that loyalty and repurchase intention involves an individual’s judgment about the same firm that satisfies its needs and an assessment of current service situation.

**TABLE 5 TEST OF DIFFERENCE ON THE ASSESSMENT OF THE RESPONDENTS ON THE SERVICE QUALITY AND SATISFACTION LEVEL WHEN GROUPED ACCORDING TO THEIR PROFILE VARIABLES**

Variables	Consumers Buying Behavior							Satisfaction level on Tiktok Shop	
	User-Friendliness	Responsive consumer service	Fast and efficient delivery	Convenient payment of options	More convenient products	Accuracy and validity	Special exclusive deals	Choices	Purchases



Age	t-value	1.100	1.383	.850	1.276	1.276	1.276	1.276	.732	1.257
	p-value	.272	.168	.396	.203	.203	.203	.203	.464	.210
Sex	t-value	2.583	.810	1.050	.596	.596	.596	.596	4.883	11.348
	p-value	<b>.010*</b>	.419	.294	.552	.552	.552	.552	<b>.000*</b>	<b>.000*</b>
Year Level	t-value	.423	1.220	.720	1.368	1.368	1.368	1.368	.000	.000
	p-value	.736	.302	.541	.253	.253	.253	.253	1.000	1.000
Course	t-value	6.347	6.817	3.402	5.461	5.461	5.461	5.461	.000	.000
	p-value	<b>.000*</b>	<b>.000*</b>	<b>.000*</b>	<b>.000*</b>	<b>.000*</b>	<b>.000*</b>	<b>.000*</b>	1.000	1.000
Monthly Allowance	t-value	1.666	2.212	135.879	1.807	1.807	1.807	1.807	1.669	2.516
	p-value	.174	.086	<b>.000*</b>	.146	.146	.146	.146	.174	.058
Frequency on Buying Items	t-value	3.970	5.478	23.326	4.464	4.464	4.464	4.464	1.918	2.346
	p-value	<b>.020 *</b>	<b>.005*</b>	<b>.000*</b>	<b>.012*</b>	<b>.012*</b>	<b>.012*</b>	<b>.012*</b>	.148	.097

As shown in Table, there is statistically significant difference on the assessment of the respondents in the service quality and satisfaction level according to their profile variables. Specifically, sex and user-friendliness; course as to all the service quality variables; monthly allowance as to fast and efficient delivery; frequency of buying items as to all service quality variables; sex as to all satisfaction level variables. Thus, the null hypothesis is rejected. This implies that the respondents have different perception when it comes to the service quality of TikTok shop. Moreover, the data also indicates that the respondents have different satisfaction level in terms of choices and purchases. This is parallel with the study of (Antoniadis et al., 2015) wherein it states that there are many differences regarding online purchases due to the various consumers' characteristics, preferred product categories, and perceptions.

**TABLE 6 TEST OF DIFFERENCE ON THE ASSESSMENT OF THE RESPONDENTS ON THE CONSUMER BUYING BEHAVIOR AND LEVEL OF LOYALTY WHEN GROUPED ACCORDING TO THEIR PROFILE VARIABLES**

Variables		Consumers Buying Behavior				Level on Loyalty on TikTok Shop			
		Perceived Information Before Buying	Interpersonal Influence	Subjective Norms	Perceived Behavioral Control	Product repurchase	Track the shop's updates	Engage in live product demonstration	Shop endorsement
Age	t-value	1.805	1.831	1.831	1.831	1.661	.822	1.577	1.483



	p-value	.072	.068	.068	.068	.098	.412	.116	.139
Sex	t-value	.327	.544	.544	.544	.372	1.403	1.347	.166
	p-value	.744	.587	.587	.587	.710	.161	.179	.868
Year Level	t-value	2.379	2.384	2.384	2.384	2.601	.244	1.338	2.167
	p-value	.070	.069	.069	.069	.052	.866	.262	.092
Course	t-value	13.184	13.795	13.795	13.795	10.619	1.144	6.898	6.793
	p-value	.000*	.000*	.000*	.000*	.000*	.326	.000*	.000*
Monthly Allowance	t-value	11.629	21.003	21.003	21.003	12.755	4.704	19.500	6.648
	p-value	.000*	.000*	.000*	.000*	.000*	.003	.000*	.000*
Frequency on Buying Items	t-value	8.868	9.087	9.087	9.087	22.321	1428.007	241.959	27.561
	p-value	.000*	.000*	.000*	.000*	.000*	.000*	.000*	.000*

The table shows that there is a significant difference between the consumers' buying behavior and level of loyalty of the respondents when grouped according to their profile variables. Precisely, course, monthly allowance, frequency of buying as to all the consumers' buying behavior variables and level of loyalty variables. Thus, the null hypothesis is rejected. This implies that the respondent's different perception in buying or purchasing behavior and as well as level of loyalty on TikTok shop. This is likely due to their course, monthly allowance, and frequency on buying items that influence their consumer buying behavior and level of loyalty. This is in line with Park et al. (2017) findings that students specializing in business-related studies could be more open to brand image and marketing strategies. Also, (Verhoef and Leeflang, 2003) state that frequent purchase behavior or regular interactions with a brand or service may foster familiarity and confidence, which leads to more robust and deeper loyalty connections. Additionally, as stated by (Neslin et al., 2006), individuals with higher allowances or budgets are likely to respond positively to idealistic rewards and exclusive deals. In contrast, those with limited allowances are likely more susceptible to valuable benefits and immediate satisfaction.

**TABLE 7 TEST OF RELATIONSHIP BETWEEN THE ASSESSMENT OF THE RESPONDENTS ON THE SERVICE QUALITY, BUYING BEHAVIOR AND LEVEL OF LOYALTY ON TIKTOK SHOP**

Service quality variables		Consumers Buying Behavior				Level of loyalty			
		Perceived information before buying	Interpersonal influence	Subjective norms	Perceived behavioral control	Product repurchase	Track the shop's updates	Engage in live product demonstration	Shop endorsement
User-friendliness	t-value	-.529	.482	.482	.482	-.519	.079	-.244	-.486
	p-value	.000*	.000*	.000*	.000*	.000*	.149	.000*	.000*
	t-value	-.786	.689	.689	.689	-.737	-.166	-.531	-.692



Responsive customer service	p-value	.000*	.000*	.000*	.000*	.000*	.002*	.000*	.000*
Fast and efficient delivery	t-value	.213	-.302	-.302	-.302	.459	.293	.391	.491
	p-value	.000*	.000*	.000*	.000*	.000*	.000*	.000*	.000*
Convenient payment of options	t-value	-.809	.710	.710	.710	-.768	-.150	-.534	-.724
	p-value	.000*	.000*	.000*	.000*	.000*	.006*	.000*	.000*
More convenient products	t-value	-.809	.710	.710	.710	-.768	-.150	-.534	-.724
	p-value	.000*	.000*	.000*	.000*	.000*	.006*	.000*	.000*
Accuracy and validity	t-value	-.809	.710	.710	.710	-.768	-.150	-.534	-.724
	p-value	.000*	.000*	.000*	.000*	.000*	.006*	.000*	.000*
Special exclusive deals	t-value	-.809	-.710	-.710	-.710	.768	.150	.534	.724
	p-value	.000*	.000*	.000*	.000*	.000*	.006*	.000*	.000*

The findings indicated that there is a significant relationship between all the variables of service quality and consumer buying behavior, as well as service quality of TikTok shops and all variables of level of loyalty. Therefore, the null hypothesis is rejected. This implies that the variables of service quality of TikTok are factors that influence customers' decision-making processes and their likelihood of making a purchase. This is similar with the study of (Vo, 2023) where it states that there is a significance of these various factors, such as convenience, accuracy, and perceived value, in shaping consumers' online shopping behaviors. It highlights the importance of understanding the factors that influence consumer behavior in the online shopping context, providing valuable insights for businesses operating in the online marketplace. Also, customer trust and perceived risk were found to mediate the relationship between e-service quality and customer engagement behavior. Improving e-service quality can positively influence customer engagement behavior and buying decisions, ( Fan et. Al., 2022). The data also indicates that the strategic importance of these service quality factors in shaping consumer behavior and overall business success. By understanding, prioritizing, and continuously improving these factors, businesses can create a positive shopping environment, enhance customer satisfaction, and ultimately drive long-term success. This is in line with the study of (Sheu and Chang, 2022), that the efficiency, fulfilment, system availability, and privacy were the significant dimensions of service quality. These dimensions positively influenced customer satisfaction, and efficiency, fulfilment, and privacy were the significant factors driving customers' loyalty to use the shopping app.

**TABLE 8 REGRESSION ANALYSIS OF THE PROFILE VARIABLE AND CONSUMER BUYING BEHAVIOR OF THE RESPONDENTS AND LEVEL OF LOYALTY ON TIKTOK SHOP**

		LEVEL OF LOYALTY ON TIKTOK SHOP
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			PRODUCT REPURCHASE	TRACK THE SHOP'S UPDATES	ENGAGE IN LIVE PRODUCT DEMONSTRATION	SHOP ENDORSEMENT
PROFILE VARIABLES	Age	p-value	0.098	0.412	0.116	0.139
		r-value	0.090	0.045	0.086	0.081
	Sex	p-value	0.240	0.274	0.122	0.332
		r-value	0.092	0.088	0.112	0.081
	Year Level	p-value	0.058	0.459	0.121	0.103
		r-value	0.149	0.088	0.132	0.136
	Course	p-value	0.086	0.619	0.136	0.186
		r-value	0.156	0.089	0.144	0.136
	Monthly Allowance	p-value	0.000*	0.017*	<b>0.000*</b>	<b>0.002*</b>
		r-value	0.296	0.202	0.342	0.237
	Frequency on Buying Items	p-value	0.000	0.000	0.000	0.000
		r-value	0.424	0.945	0.805	0.414
CONSUMER BUYING BEHAVIOR	Perceived Information Before Buying	p-value	<b>.000*</b>	.000*	.000*	<b>.000*</b>
		r-value	.896	.209	.743	.756
	Interpersonal Influence	p-value	.000*	.000*	<b>.000*</b>	<b>.000*</b>
		r-value	.899	.211	.752	.780

The table reveals that monthly allowance, frequency of buying items, and consumer buying behavior significantly influence all the variables of level of loyalty in TikTok Shop. Therefore, the null hypothesis is rejected. The r-values show low and moderate high correlation. This implies that monthly allowance, frequency of buying items, and consumer buying behavior plays a significant role in influencing the decision and level of loyalty. This is supported by the study of (Goldsmith, R. E., et al., 2012), which states that consumers with higher incomes are more likely to engage in status consumption, where loyalty to specific brands or shops is a manifestation of their higher spending capacity. Moreover, (Fader, P. S., et al., 1996) states that frequent purchasers are more likely to become loyal customers due to their consistent engagement with a brand or shop. Additionally, customers who carefully consider information before making a purchase decision or those consumers who extensively seek information, including online reviews, are more likely to make informed decisions and develop loyalty to e-commerce platforms, (Li, X., et al., 2013).

## CONCLUSION AND RECOMMENDATIONS

The findings provide valuable insights into the factors that influence service quality, satisfaction level, buying behavior, and level of loyalty in TikTok Shop. The presence of special exclusive deals, a



wide range of choices, accurate information before buying, and effective shop endorsement are crucial for enhancing customer satisfaction and loyalty. Additionally, considering demographic factors can guide TikTok Shop in tailoring its strategies to different customer segments, thus rejecting both the hypotheses presented on this study.

## Recommendations

Based on the results of the study, here are some recommendations:

**To the TikTok Shop:** To Improve Service Quality, it should focus on providing detailed product descriptions and specifications in order to assist customers in making well-informed decisions. Also, to ensure high satisfaction levels, it would be beneficial for TikTok Shop to offer thorough product information, including detailed descriptions and reviews, and implement time-limited promotions without encouraging impulsive buying. And in order to understand and influence consumer behavior, TikTok Shop should consistently provide discounts, coupons, or sales through targeted marketing efforts on various online platforms. In terms of Enhancing the Loyalty, TikTok Shop can also build loyalty by collaborating with influencers, offering exclusive discounts to loyal customers, and actively engaging with customers on social media platforms and must incorporate feedback from customers to improve overall satisfaction. This creates a sense of community and promotes repeat business.

**To the Future Researchers:** To a more convenient products, it should focus on implementing strategies to enhance service quality, particularly in making the products more convenient for customers. Additionally, efforts should be directed towards improving shop endorsement to further increase loyalty. This research contributes valuable insights to guide future initiatives aimed at strengthening TikTok Shop's position in the market.

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