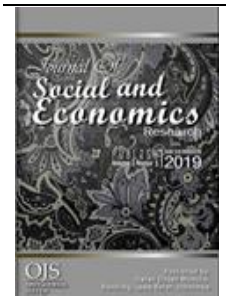

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THE INFLUENCE OF SHORT VIDEO MARKETING ACTIVITIES ON TIKTOK SHOP AND CUSTOMER EXPERIENCE ON CUSTOMER RELATIONSHIP QUALITY AND ITS IMPACT ON CUSTOMER LOYALTY IN THE FASHION INDUSTRY

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ABSTRACT

This study aims to analyze the influence of short video marketing activities on TikTok and customer experience on customer relationship quality, as well as their impact on customer loyalty in the fashion industry on TikTok Shop. A quantitative approach was employed using a survey method involving 250 Gen Z respondents in Jakarta who actively shop for fashion products through TikTok Shop. Data were collected through questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (SEM-PLS) technique. The results show that short video marketing activities and customer experience have a positive and significant effect on customer relationship quality. Furthermore, customer relationship quality also has a significant effect on customer loyalty. In addition, short video marketing activities and customer experience were found to directly influence customer loyalty. These findings offer practical implications for fashion industry players in designing effective digital marketing strategies that focus on enhancing customer experience and relationships to foster long-term loyalty.

INTRODUCTION

The fast-paced advancement of digital technologies has fundamentally reshaped the ways firms engage with their customers, shifting traditional one-way communication into dynamic, participatory, and data-driven engagement across digital platforms (Lemon & Verhoef, 2016). Social media no longer functions merely as a space for entertainment or interpersonal communication, but has evolved into a strategic marketing arena where brands can build awareness, engagement, and conversion simultaneously. Within this landscape, TikTok has become a rapidly expanding digital platform, supported by an algorithm that personalizes short video content and effectively captures user attention. The introduction of TikTok Shop strengthens this position by integrating video-based entertainment with seamless e-commerce features,

enabling users to discover, evaluate, and purchase products without leaving the platform (Zhang et al., 2022).

In Indonesia, Generation Z forms a substantial portion of TikTok's user base, and this cohort is generally characterized by high digital literacy, strong preference for audiovisual content, and a desire for interactive, authentic, and socially embedded shopping experiences (Djafarova & Bowes, 2021). These characteristics make Gen Z particularly responsive to short-form video marketing, as brief and visually rich video formats have been shown to enhance attention, emotional involvement, and message retention, especially among younger consumers (Vanden Abeele et al., 2022).

For the fashion industry, such a context opens up significant opportunities to use short video marketing as a strategic tool to demonstrate product aesthetics, styling ideas, and real-use scenarios in ways that static images cannot achieve. Short videos also allow brands to integrate narratives, trends, and influencer endorsements that can strengthen perceived relevance and aspirational value among young consumers. Moreover, TikTok's interactive features such as likes, comments, shares, and live shopping facilitate two-way communication and co-creation, which can deepen consumer involvement with fashion brands. When executed consistently, this approach can enhance brand awareness, foster emotional connection, and ultimately stimulate purchase intentions in the highly competitive online fashion market (Appel et al., 2020). Thus, the convergence of Gen Z characteristics, TikTok's platform design, and the visual nature of fashion products creates a strategic environment in which short video marketing becomes a critical instrument for building and sustaining strong relationships between fashion brands and their consumers.

Customer experience serves as a key factor in influencing consumers' perceptions and satisfaction toward a brand, particularly in digital environments where interactions occur continuously across complex, multichannel touchpoints (Voorhees et al., 2017). In the setting of TikTok Shop, the customer experience extends beyond functional elements such as ease of navigation, transactional clarity, or service responsiveness, and increasingly encompasses emotional and interactive dimensions that influence consumer engagement. These experiential elements include enjoyable content exposure, personalized product recommendations, and immersive interactions facilitated by features like live streaming and real-time product demonstrations. These forms of interaction have been shown to improve consumers' sense of authenticity and trust, particularly when purchase decisions rely on visual cues and social validation (Wongkitrungrueng & Assarut, 2020). When customers perceive these interactions as credible and satisfying, they are more likely to develop higher levels of customer relationship quality (CRQ), which reflects the strength of relational bonds characterized by trust, commitment, and perceived value (Kim & Peterson, 2017).

CRQ is especially relevant in social commerce settings, where relational elements often outweigh purely transactional benefits, leading consumers to evaluate not only product attributes but also the relational signals communicated during digital interactions. A strong customer relationship encourages repeated engagement with the brand and reduces consumers' perceived uncertainty, particularly in the competitive fashion sector where product differentiation can be limited. Over time, these positive relational experiences foster emotional attachment, making customers more inclined to maintain long-term engagement with the brand despite the abundance of alternative choices available online. As a result, customer loyalty emerges not merely as a

behavioral outcome, but as an emotional commitment rooted in accumulated experiences of trust, satisfaction, and interactive value (Hapsari et al., 2017). Customer loyalty in this context also manifests in customers' willingness to recommend the brand to others, reinforcing the brand's visibility and credibility within their social networks. This dynamic, underscores the strategic importance of managing customer experience in TikTok Shop, where content-driven interactions and social engagement collectively contribute to strengthening relational quality. Ultimately, the integration of emotional satisfaction, relational trust, and consistent engagement forms a robust foundation for cultivating sustained customer loyalty in digital commerce ecosystems (McLean, Al-Nabhani, & Wilson, 2020).

Despite the high level of exposure generated by short-form video content on TikTok Shop, maintaining customer loyalty particularly within the fashion category remains a significant challenge for many brands. Although short videos effectively capture attention and drive initial purchases, several studies reveal that sustaining repeat buying in social commerce environments requires deeper relational strategies beyond content visibility. Findings from Ameylda et al. (2025) demonstrate that consumer satisfaction serves as an essential mediating factor in shaping loyalty on TikTok Shop, indicating that loyalty is not automatically achieved but is shaped by the reliability and clarity of the information delivered. Similarly, Adirassaty and Hubbansyah (2024) emphasize that strong brand image and strategic social media marketing are essential to building consumer commitment, suggesting that content alone may be inadequate for sustaining long-term customer loyalty. Consistent with these findings, recent research shows that influencer-driven and visually persuasive short-form content strengthens consumer attitudes and loyalty toward fashion brands through perceived authenticity and emotional appeal (Kang & Park, 2020). Furthermore, studies in social commerce indicate that long-term loyalty is shaped primarily by relational components such as trust, perceived value, and ongoing social interaction rather than by initial content exposure alone (Zhang, Zhao, & Xu, 2022). This implies that early attraction created through engaging short videos does not necessarily translate into sustained consumer loyalty unless brands continuously cultivate relational value across multiple interactions. Therefore, this study aims to examine the influence of short video marketing activities and customer experience on customer relationship quality and assess how these variables ultimately affect customer loyalty in the fashion sector of TikTok Shop. The research seeks to offer theoretical contributions by strengthening the literature on relationship-based loyalty formation in digital and social commerce contexts. It also provides practical guidance for fashion brands seeking to design effective content strategies that go beyond initial attraction by enhancing satisfaction, trust, and relational continuity. By integrating short video marketing with experience-driven value creation, firms can more effectively foster lasting loyalty in competitive digital environments. Ultimately, the findings are expected to help practitioners understand how emotional engagement, relational commitment, and consistent experience management contribute to sustainable customer loyalty on TikTok Shop.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Based on the study by Dong et al. (2023), short video marketing activities can enhance consumer engagement and foster brand trust. This aligns with relationship marketing

theory, which posits that intensive interactions can strengthen relationship quality. Therefore, the first hypothesis proposed is:

H_1: Short Video Marketing Activities (X1) have a significant effect on Customer Relationship Quality (Z) in the TikTok Shop fashion industry.

Curatman and Suroso (2020) demonstrate that positive customer experience can build trust and commitment, both of which are essential components of customer relationship quality. Accordingly, the second hypothesis is formulated as follows:

H_2: Customer Experience (X2) has a significant effect on Customer Relationship Quality (Z) in the TikTok Shop fashion industry.

According to Sharma and Singh (2023), customer relationship quality characterized by trust and commitment strongly influences customer loyalty. Accordingly, the third hypothesis states that:

H_3: Customer Relationship Quality (Z) has a significant effect on Customer Loyalty (Y) in the TikTok Shop fashion industry.

Dong et al. (2023) also found that short video content can affect purchase decisions and consumer loyalty by fostering intensive interactions. Therefore, the fourth hypothesis in this research is:

H_4: Short Video Marketing Activities (X1) have a significant effect on Customer Loyalty (Y) in the TikTok Shop fashion industry.

Curatman & Suroso (2020) highlight that enjoyable customer experiences enhance satisfaction, which subsequently strengthens loyalty. Based on this premise, the fifth hypothesis is:

H_5: Customer Experience (X2) has a significant effect on Customer Loyalty (Y) in the TikTok Shop fashion industry.

Dong et al. (2023) explain that short video marketing increases consumer engagement and builds brand trust, which in turn contributes to customer relationship quality. Furthermore, Sharma and Singh (2023) emphasize that CRQ serves as a key factor in fostering customer loyalty within the digital commerce era. Based on these theories and findings, the sixth hypothesis is formulated as:

H_6: Customer Relationship Quality (Z) mediates the effect of Short Video Marketing Activities (X1) on Customer Loyalty (Y) in the TikTok Shop fashion industry.

Consistent with Sharma and Singh (2023), customer experience can enhance loyalty not only directly but also through relationship quality. Therefore, the seventh hypothesis is:

H_7: Customer Relationship Quality (Z) mediates the effect of Customer Experience (X2) on Customer Loyalty (Y) in the TikTok Shop fashion industry.

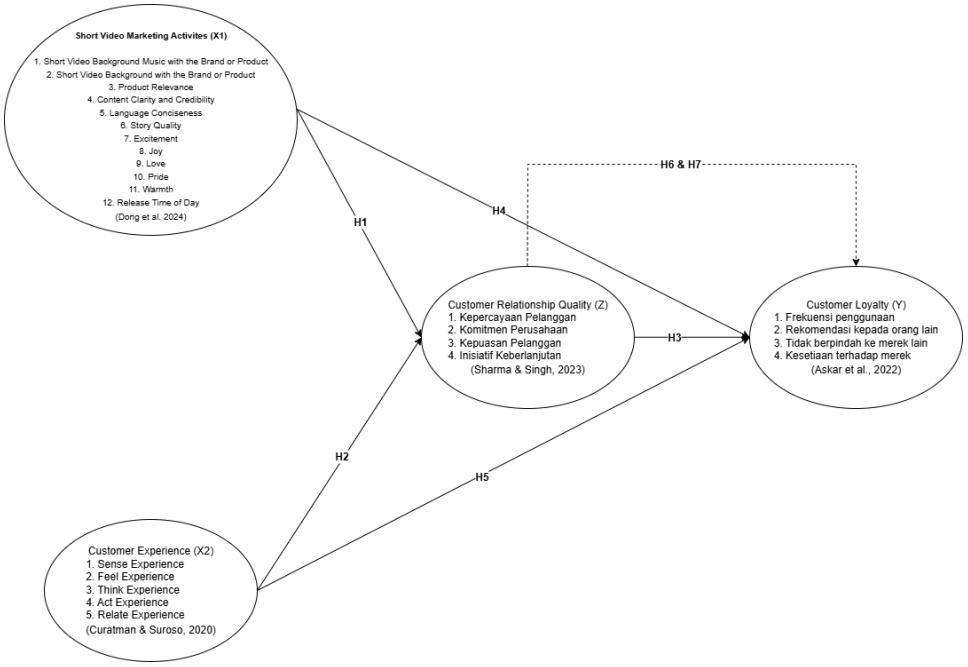


Figure 1. Research Model

METHOD

This research utilized a quantitative design adopting a causal-comparative framework aimed at identifying and examining the influence of two independent variables Short Video Marketing Activities (X1) and Customer Experience (X2) toward the dependent construct of Customer Loyalty (Y), with Customer Relationship Quality (Z) serving as a mediating variable. This approach was selected because it allows for the explanation of cause effect relationships derived from quantitative data obtained through respondents. The research subjects consisted of Generation Z consumers residing in Jakarta who actively purchase fashion products through TikTok Shop.

A non-probability sampling approach utilizing a purposive selection technique was utilized. This technique was selected due to the fact that the study required respondents who met specific criteria relevant to the research objectives, namely: (1) individuals who are active users of TikTok and have previously made purchases on TikTok Shop; (2) respondents belonging to the Generation Z age group (18 24 years); and (3) individuals who have purchased fashion products through TikTok Shop at least twice within the last six months. The sample size was calculated through the Lemeshow formula, applying a 95% confidence level and a 5% margin of error, which yielded a minimum sample requirement of 250 respondents.

The data were gathered online through a Google Form–based questionnaire that utilized a five-point Likert scale, spanning from "strongly disagree" (1) to "strongly agree" (5). The survey items were developed based on variable indicators derived from previous studies: indicators for Short Video Marketing Activities were adapted from Dong et al. (2023), indicators for Customer Experience from Curatman and Suroso (2020), indicators for Customer Relationship Quality from Sharma and Singh (2023), and indicators for Customer Loyalty from Askar et al. (2022). The the data were processed through Partial Least Squares Structural Equation Modeling (PLS-SEM)

using SmartPLS software to assess the measurement model (outer model), the structural model (inner model), and the mediating effects.

RESULTS AND DISCUSSION

This study involved 250 respondents from Generation Z residing in the Jakarta area who actively purchase fashion products through TikTok Shop, thereby aligning with the predetermined purposive sampling criteria. Generation Z, generally defined as individuals born between the late 1990s and early 2010s, represents a demographic cohort that is highly engaged with mobile technology and social commerce platforms, making them particularly relevant for studies on digital purchasing behavior (Djafarova & Bowes, 2021). All respondents in this study were between 18 and 24 years old, a range that reflects the core age group of Gen Z users who frequently adopt emerging digital retail channels. Demographic analysis revealed that the majority of the participants were women (68%), whereas the other 32% were men, a distribution consistent with prior research suggesting that young female consumers tend to dominate online fashion shopping activities due to stronger involvement in fashion-related digital content (McCormick & Livett, 2012). Purchase frequency data indicated that most respondents had completed at least two fashion-related transactions on TikTok Shop within the past six months (76%), demonstrating an active level of engagement with short-video commerce. The remaining 24% reported making only one purchase during the same period, suggesting the presence of both habitual and occasional shoppers within the sample. This distribution aligns with findings in digital consumer behavior literature, which show that exposure to repetitive short-form video content can foster repeated purchasing impulses among younger audiences (Xu & Pratt, 2018). Furthermore, research on TikTok usage patterns highlights that its algorithmically curated short videos create a continuous stream of personalized fashion content, thereby encouraging repeated purchase behavior through constant visual stimulation and social proof (Montag, Yang, & Elhai, 2021). The demographic composition and purchase activity observed in this study therefore provide a strong foundation for analyzing variables such as customer experience, short video marketing, relationship quality, and loyalty in the context of Gen Z fashion consumers. Understanding these characteristics is essential because consumer behavior within this demographic is highly dynamic, visually driven, and influenced by peer-generated digital content. Consequently, the demographic characteristics of participants in this research accurately reflects the target market most affected by the swift expansion of social video–based commerce in Indonesia. Overall, the demographic data confirm that the respondents selected through purposive sampling are appropriate for examining the research objectives and for generating insights relevant to emerging online fashion consumption patterns among Generation Z.

The majority of respondents reported using TikTok on a daily basis (81%), suggesting strong platform engagement that aligns with previous findings showing that TikTok's design encourages habitual short-video consumption among young users (Omar & Dequan, 2020). Furthermore, 72% of the respondents indicated frequent exposure to fashion-related short video content, which reflects the platform's highly personalized recommendation algorithm that continually delivers commercial content aligned with user preferences (Lou & Yuan, 2019). A total of 69% stated that they had purchased fashion products after viewing short-form marketing content on TikTok Shop,

demonstrating how persuasive audiovisual cues can directly influence purchase decisions in social commerce environments (Kumar & Dash, 2023). The remaining 31% made purchases due to other factors such as peer recommendations or discounts on alternative platforms, revealing that both social influence and price incentives play concurrent roles in shaping fashion consumption behavior. These findings emphasize that frequent exposure to short-form content substantially contributes to purchasing tendencies among young digital consumers. Only data that satisfied the established inclusion criteria were kept for the final analysis to maintain the study's accuracy and validity outcomes.

Preliminary testing was carried out to assess the validity and reliability of the research instruments to ensure that each indicator accurately measured the constructs under investigation. Convergent validity was examined to evaluate how well several indicators within a construct were correlated and collectively reflected the underlying concept. In this study, convergent validity was determined using two widely accepted methodological criteria: outer loading scores exceeding 0.70 and an Average Variance Extracted (AVE) value above 0.50, thresholds consistently recommended within variance-based structural equation modeling literature (Henseler, Ringle, & Sarstedt, 2015). Indicators that met these standards were considered valid and theoretically appropriate for representing the constructs. The results showed that all indicators for Short Video Marketing Activities, Customer Experience, Customer Relationship Quality, and Customer Loyalty demonstrated outer loading values exceeding 0.70, indicating high indicator reliability. Additionally, each construct achieved an an AVE value exceeding 0.50, indicating that most of the variance within each group of indicators was accounted for by its corresponding latent construct. These results align with foundational SEM guidelines, which suggest that constructs with high factor loadings and adequate AVE values demonstrate strong the validity of convergence (Fornell & Larcker, 1981). As illustrated in the table below, all indicators satisfied both the loading and AVE criteria, supporting their appropriateness for further structural model analysis. The consistency of these findings indicates that the measurement model possesses sufficient psychometric strength to proceed to the hypothesis-testing stage. The convergent validity assessment demonstrates that the indicators applied in this research are valid, reliable, and suitable for capturing the theoretical constructs they are intended to measure.

Table 1. Outer Loading Results

Variable	Outer Loadings
X1.1 <- Short Video Marketing	0.777
X1.10 <- Short Video Marketing	0.756
X1.11 <- Short Video Marketing	0.717
X1.12 <- Short Video Marketing	0.709
X1.13 <- Short Video Marketing	0.707
X1.14 <- Short Video Marketing	0.753
X1.15 <- Short Video Marketing	0.727
X1.16 <- Short Video Marketing	0.724
X1.2 <- Short Video Marketing	0.797
X1.3 <- Short Video Marketing	0.782
X1.4 <- Short Video Marketing	0.754
X1.5 <- Short Video Marketing	0.769
X1.6 <- Short Video Marketing	0.717

Variable	Outer Loadings
X1.7 <- Short Video Marketing	0.763
X1.8 <- Short Video Marketing	0.705
X1.9 <- Short Video Marketing	0.750
X2.1 <- Customer Experience	0.791
X2.2 <- Customer Experience	0.785
X2.3 <- Customer Experience	0.803
X2.4 <- Customer Experience	0.777
X2.5 <- Customer Experience	0.799
Y1 <- Customer Loyalty	0.886
Y2 <- Customer Loyalty	0.872
Y3 <- Customer Loyalty	0.842
Y4 <- Customer Loyalty	0.893
Y5 <- Customer Loyalty	0.862
Y6 <- Customer Loyalty	0.916
Z1 <- Customer Relationship Quality	0.887
Z2 <- Customer Relationship Quality	0.768
Z3 <- Customer Relationship Quality	0.880

Table 2. AVE Test Results

Variable	Average Variance Extracted (AVE)
Customer Experience	0.626
Customer Loyalty	0.772
Customer Relationship Quality	0.717
Short Video Marketing	0.555

Furthermore, Discriminant validity was evaluated using several widely accepted procedures, including the Fornell–Larcker Criterion, the Heterotrait–Monotrait Ratio (HTMT), and cross-loading analysis. The findings from the Fornell–Larcker assessment indicated that every construct in the model satisfied the required standards for discriminant validity. This was evidenced by the square root of the AVE (diagonal values) for each construct being greater than its correlations with the other constructs. The √AVE value for Customer Experience was 0.791, which exceeded its correlations with other constructs such as Customer Loyalty (0.654), Customer Relationship Quality (0.422), and Short Video Marketing (0.523). Similarly, the square root of the AVE for Customer Loyalty recorded a value of 0.879, exceeding its correlations with all other constructs. Customer Relationship Quality showed a √AVE of 0.847, and Short Video Marketing had a √AVE of 0.745; both values were higher compared with the correlations among the respective constructs. These results indicate that every construct possesses sufficient uniqueness and can be statistically distinguished from other constructs, confirming that the model has satisfied the discriminant validity criteria based on the Fornell Larcker approach Criterion.

Table 3. Results of the Fornell Lareker Criterion

Variable	Customer Experience	Customer Loyalty	Customer Relationship Quality	Short Video Marketing
Customer Experience	0.791			
Customer Loyalty	0.654	0.879		
Customer Relationship Quality	0.422	0.609	0.847	
Short Video Marketing	0.523	0.652	0.408	0.745

The Heterotrait Monotrait Ratio (HTMT) is an analytical technique employed to assess discriminant validity in measurement models within structural path frameworks, especially in studies utilizing the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results of the discriminant validity evaluation using the HTMT criterion indicated that all inter-construct correlation values fell below the recommended cutoff of 0.90, as proposed by Hair et al. (2022). The HTMT value between Customer Loyalty and Customer Experience was 0.714; the correlation between Customer Relationship Quality and Customer Experience was 0.483; and the correlation between Customer Relationship Quality and Customer Loyalty was 0.701. Meanwhile, the HTMT value between Short Video Marketing and Customer Experience was 0.558; with Customer Loyalty was 0.653; and with Customer Relationship Quality was 0.434. Since all HTMT values were below the 0.90 cutoff point, it can be concluded that each construct demonstrates strong discriminant validity. This confirms that the constructs in the research model represent distinct conceptual dimensions and do not exhibit issues of conceptual overlap.

Table 4. Results of the Heterotrait Monotrait Test (HTMT)

Variable	Heterotrait-Monotrait Ratio (HTMT)
Customer Loyalty <-> Customer Experience	0.714
Customer Relationship Quality <-> Customer Experience	0.483
Customer Relationship Quality <-> Customer Loyalty	0.701
Short Video Marketing <-> Customer Experience	0.558
Short Video Marketing <-> Customer Loyalty	0.653
Short Video Marketing <-> Customer Relationship Quality	0.434

Cross-loading analysis refers to the correlation values between each indicator (question item) and all constructs within the model. Its primary purpose is to assess how well an indicator reflects its targeted construct more strongly than it does any other constructs. As presented as presented in Table 5, every indicator demonstrates the highest loading value on the construct it is supposed to measure, relative to the other constructs. For example, indicators X1.1 to X1.16 show the highest loading values on the Short Video Marketing construct, ranging from 0.709 to 0.797, which are significantly greater than their loadings on any other constructs such as Customer Experience, Customer Loyalty, or Customer Relationship Quality. This indicates that these indicators validly represent the Short Video Marketing construct. Similarly, indicators X2.1 to X2.5 exhibit the highest loadings on the Customer Experience construct, such as X2.3 (0.803), X2.4 (0.777), and X2.5 (0.799), demonstrating strong relationships with their respective construct. Indicators Y1 to Y6 also show strong correlations with the Customer Loyalty construct, where Y4 has the highest loading at 0.893 and Y6 at 0.916. This confirms that Customer Loyalty is well measured by its corresponding indicators. For the Customer Relationship Quality construct, indicators Z1 to Z3 display the highest loadings on their respective construct for instance, Z2 = 0.768 and Z3 = 0.880 compared to their correlations with other constructs. Therefore, it may be inferred that all indicators within this model demonstrate strong discriminant validity, as each indicator shows the highest correlation with the construct it is intended to measure rather than with other constructs. These findings strengthen the comprehensive validity of the measurement model in this study.

Table 5. Cross Loading Test Results

Variable	Customer Experience	Customer Loyalty	Customer Relationship Quality	Short Video Marketing
X1.1	0.401	0.452	0.215	0.777
X1.2	0.496	0.490	0.307	0.797
X1.3	0.467	0.681	0.437	0.782
X1.4	0.468	0.590	0.347	0.754
X1.5	0.336	0.570	0.372	0.769
X1.6	0.348	0.546	0.353	0.717
X1.7	0.401	0.503	0.252	0.763
X1.8	0.445	0.538	0.530	0.705
X1.9	0.347	0.412	0.184	0.750
X1.10	0.423	0.450	0.274	0.756
X1.11	0.346	0.350	0.179	0.717
X1.12	0.338	0.336	0.182	0.709
X1.13	0.308	0.329	0.210	0.707
X1.14	0.322	0.427	0.246	0.753
X1.15	0.340	0.400	0.258	0.727
X1.16	0.302	0.351	0.175	0.724
X2.1	0.791	0.378	0.194	0.275
X2.2	0.785	0.507	0.437	0.373
X2.3	0.803	0.550	0.208	0.539
X2.4	0.777	0.553	0.270	0.469
X2.5	0.799	0.553	0.476	0.385
Y1	0.587	0.886	0.473	0.570
Y2	0.549	0.872	0.521	0.454
Y3	0.519	0.842	0.616	0.532
Y4	0.591	0.893	0.531	0.644
Y5	0.575	0.862	0.465	0.698
Y6	0.622	0.916	0.601	0.524
Z1	0.326	0.500	0.887	0.387
Z2	0.395	0.530	0.768	0.288
Z3	0.348	0.513	0.880	0.359

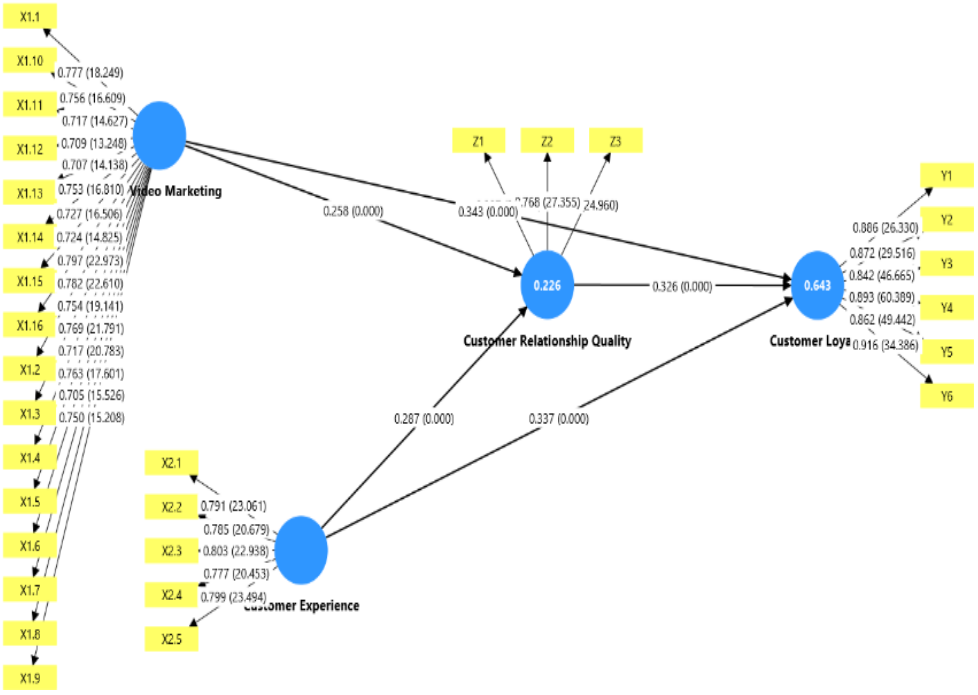
Subsequently, a reliability test was performed to evaluate this reflects the degree to which the indicators reliably and precisely captured their associated constructs within the measurement model. In SmartPLS, construct reliability is typically evaluated using Cronbach's Alpha and Composite Reliability, which function as measures of internal consistency (Hair et al., 2022). The findings of this study indicate that all constructs possess strong reliability, as demonstrated by coefficient values surpassing the recommended benchmark of 0.70, signifying that the items consistently represent their intended constructs in a stable and reliable manner. The Customer Experience construct revealed solid reliability, supported by a Cronbach's Alpha of 0.853, a Composite Reliability (rho_a) of 0.860, and a rho_c value of 0.893. Similarly, the Customer Loyalty construct showed exceptional reliability, with a Cronbach's Alpha of 0.941, a Composite Reliability (rho_a) of 0.942, and a rho_c of 0.953, illustrating very high internal consistency. among its measurement items. The Short Video Marketing

construct also met the reliability requirements, supported by a Cronbach's Alpha value of 0.948 and a rho_c score of 0.952, indicating that the indicators strongly reflect the underlying construct. Although the Composite Reliability (rho_a) for Customer Relationship Quality registered at 0.799, which is slightly below the preferred threshold, this value remains acceptable in social science research, especially because its Cronbach's Alpha reached 0.800 and its rho_c was 0.883 (Nunnally & Bernstein, 1994). In addition, methodological literature affirms that reliability values just below 0.80 may still be deemed satisfactory when the construct demonstrates theoretical coherence and when the overall model fit is adequate (Diamantopoulos & Siguaw, 2000). Based on these results, it may be inferred that all constructs within this model satisfy the reliability criteria, thereby supporting their suitability for subsequent structural model analysis. The strong reliability values further enhance confidence in the robustness of the measurement model and ensure that the constructs can be interpreted meaningfully in the context of this research. Overall, the findings confirm that the indicators used in this study provide a stable and internally consistent representation of the theoretical constructs under investigation.

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Customer Experience	0.853	0.860	0.893
Customer Loyalty	0.941	0.942	0.953
Customer Relationship Quality	0.800	0.799	0.883
Short Video Marketing	0.948	0.955	0.952

Next, the inner model evaluation was carried out to analyze the interrelationships among the constructs within the research model. The inner model allows for the testing of hypotheses regarding the connections between latent variables and assesses the extent to which these relationships are statistically significant. Through the evaluation of the inner model, it can be determined whether the hypothesized relationships between variables are significant or not. In this research, the assessment of the inner model involved examining the R-Square value, T-statistics or hypothesis testing, and Q-Square.



The R-Square test was then conducted, which yields the R-Square values fall between 0 and 1, with a value of 1 signifying that the independent variables provide a perfect prediction of the dependent variable. Based on the coefficient of determination (R-Square) results for the dependent variables in this study's model, the R-Square for Customer Loyalty was 0.643. This means that 64.3% of the variation in Customer Loyalty is accounted for by the independent variables included in the model, namely Short Video Marketing, Customer Experience, and Customer Relationship Quality. This result demonstrates that the model demonstrates a high level of predictive capability for customer loyalty. The R-Square for Customer Relationship Quality was recorded at 0.226, indicating that 22.6% of the variation in customer relationship quality is accounted for by the predictor variables included in this research. Both R-Square values were accompanied by significant T-statistics (Customer Loyalty = 23.066 and Customer Relationship Quality = 4.554) and P-values of 0.000, indicating significance at the 95% confidence level. The model can be concluded to possess statistically strong predictive quality.

Table 7. R Square Results

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Customer Loyalty	0.643	0.651	0.028	23.066	0.000
Customer Relationship Quality	0.226	0.236	0.050	4.554	0.000

The hypothesis testing stage in SmartPLS was conducted using the Path Coefficients through the bootstrapping procedure, which is employed to identify both the strength and the direction of the influence exerted by the independent variables on the dependent variables. Hypothesis testing is assessed through the t-statistic and p-value, where a hypothesis is supported if the t-statistic is greater than 1.96 and the p-value falls below 0.05, whereas a hypothesis is rejected when the t-statistic is below 1.96 and the p-value exceeds 0.05. The results are presented as follows:

Table 8. Hypothesis Test Results

Hypothesis	Variable Relationship	Coefficient	T-statistic	P-value	Description
H1	Short Video Marketing → Customer Relationship Quality	0.258	4.494	0.000	SignifIcant
H2	Customer Experience → Customer Relationship Quality	0.287	5.444	0.000	SignifIcant
H3	Customer Relationship Quality → Customer Loyalty	0.326	8.647	0.000	SignifIcant
H4	Short Video Marketing → Customer Loyalty	0.343	7.902	0.000	SignifIcant
H5	Customer Experience → Customer Loyalty	0.337	7.045	0.000	SignifIcant
H6	Short Video Marketing → Customer Relationship Quality → Customer Loyalty	0.084	3.976	0.000	SignifIcant
H7	Customer Experience → Customer Relationship Quality → Customer Loyalty	0.094	4.894	0.000	SignifIcant

Based on the path analysis results using the PLS-SEM approach, all the hypotheses within the research model were identified as significant. Short Video Marketing activities on TikTok Shop demonstrated a positive and direct influence on Customer Relationship Quality, reflected by a coefficient of 0.258 and a p-value of 0.000. This indicates that short video content presented in an engaging, creative, and audience-relevant manner can foster customers' trust and commitment toward fashion brands on the platform. Furthermore, Customer Experience also demonstrated a significant influence toward Customer Relationship Quality (coefficient = 0.287; p-value = 0.000), indicating that both functional and emotional shopping experiences contribute to the enhancement of customer brand relationship quality.

The results further show that Customer Relationship Quality (CRQ) has a significant and direct effect on Customer Loyalty, with a coefficient of 0.326 and a p-value of 0.000. This finding reinforces the idea that customers who maintain strong relationships with a brand characterized by trust and satisfaction are more likely to remain loyal and engage in repeat purchases. In addition, Short Video Marketing exhibited a significant direct effect on Customer Loyalty (coefficient = 0.343; p-value = 0.000), demonstrating that effective short video strategies can influence customer loyalty even without mediation. Similarly, Customer Experience significantly influenced Customer Loyalty (coefficient = 0.337; p-value = 0.000), emphasizing the essential role of user experience in shaping consumer loyalty on TikTok Shop.

In the indirect pathways, Customer Relationship Quality was shown to serve as a mediating mechanism between Short Video Marketing and Customer Loyalty (mediation coefficient = 0.084; p-value = 0.000), as well as the linkage between Customer Experience and Customer Loyalty (mediation coefficient = 0.094; p-value = 0.000). This indicates that although both independent variables have direct effects on loyalty, the mediating role of CRQ remains significant and further strengthens these relationships. Customers who are exposed to high-quality short video content or who enjoy a positive shopping experience tend to develop a strong relationship with the

brand before ultimately becoming loyal customers.

CONCLUSION

Drawing from the analysis, this research determines that Short Video Marketing Activities and Customer Experience exert positive and significant effects on both Customer Relationship Quality and Customer Loyalty among Generation Z consumers in the TikTok Shop fashion industry. In addition to the direct effects, the study also reveals that Customer Relationship Quality functions as a mediating variable that strengthens the relationship between the two independent variables and Customer Loyalty. The research model demonstrates a high R^2 value and strong Goodness of Fit, indicating that the constructs employed adequately explain the relationships among the variables. These findings reinforce the Stimulus Organism Response (S-O-R) theory, which posits that stimuli in the form of short video marketing content and positive customer experiences can generate responses such as customer loyalty.

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