

# EXPLORING THE ROLE OF TIKTOK CONTENT INFLUENCER STRATEGIES IN INCREASING CONSUMER TRUST IN PRODUCTS ON SHOPEE

I Nyoman Mertha Dana<sup>\*</sup>, & Nyoman Dwika Ayu Amrita  
*Universitas Ngurah Rai, Denpasar, Indonesia*  
*Email: Mandanabali5@gmail.com<sup>\*</sup>*

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## Abstract

The internet has opened up new opportunities for consumer behavior, including online shopping. A phenomenon that has attracted attention in this study is the role of TikTok content in influencing consumer trust levels in one of Indonesia's leading e-commerce platforms, Shopee. The purpose of this study is to conduct a comprehensive literature review on the role of influencer marketing in the context of Exploring the Role of TikTok Content: Influencer Strategies in Increasing Consumer Trust in Products on Shopee. The analysis results show that consumers are more likely to perceive influencers as truly trustworthy in assessing the positive characteristics of a product. Consumers will view brands and products more favorably through endorsements from people they consider credible. Utilizing marketing strategies through the Shopee Affiliate program on TikTok has proven effective in increasing purchase interest in Shopee products. This strategy can be a relevant option for industry players in reaching consumers by presenting content that aligns with their digital lifestyles and consumption patterns on social media platforms.

**Keywords:** Influencer, TikTok, Shopee, Credibility, Trust

## A. INTRODUCTION

Digital marketing has undergone significant developments in recent decades, particularly since the advent of the internet and social media platforms. These changes have not only transformed the way brands interact with their consumers but also introduced a new paradigm in marketing strategy. One phenomenon that reflects this evolution is influencer marketing. Influencer marketing is a strategy where brands partner with individuals with significant influence on social media to promote their products or services to a digitally connected audience. Influencer marketing offers a new way to create a more direct and personal connection between brands and consumers, transcending the limitations offered by traditional marketing methods. According to Yonatan (2025), the number of influencers in Indonesia will be the fifth largest by 2024, as shown in Figure 1 below:

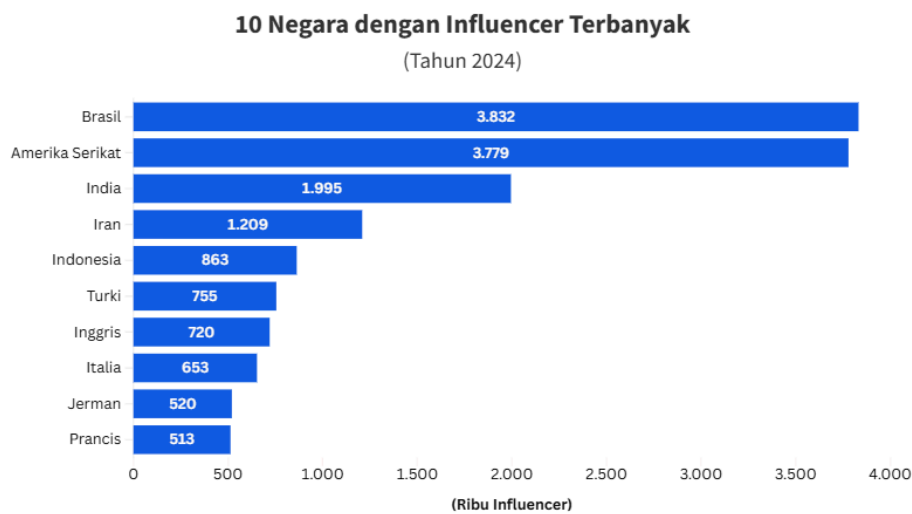


Figure 1. 10 Countries with the Most Influencers  
Source: Goodstats (accessed November 13, 2025)

Influencers have become a vital part of the global digital ecosystem, including in Indonesia. Indonesia was the country with the fifth-highest number of influencers in 2024, reaching 863,000, or equivalent to 3.6% of the world's total. Influencers are seen as a powerful marketing channel for building long-term brand reputation and strength, as well as reaching the widest possible audience.

According to Amrita (2025), in the dynamic modern marketing landscape, influencer marketing has emerged as a powerful strategy for building consumer trust and enhancing brand image. As consumers become more discerning and selective in their interactions with brands, traditional advertising methods often fail to capture their attention or build lasting relationships. Influencer marketing, by leveraging the credibility and reach of individuals with significant social media followings, provides a more authentic and relevant approach to connecting with target audiences.

The advent of the internet has opened up new opportunities for consumer behavior, including online shopping. Various advantages such as time efficiency, ease of price comparison, a wide selection of products, and transaction convenience are reasons why consumers prefer online shopping (Mulyati & Gesitera, 2020). De Veirman et al. (2017) found that influencers with high credibility can have a stronger impact on consumer perception of a brand. This is supported by a study by Casaló et al. (2020), which showed that collaboration with influencers can increase a brand's visibility and positive image.

The Shopee affiliate phenomenon in Indonesia refers to a marketing practice where affiliates promote products sold on Shopee through dedicated affiliate links. Among the various affiliate programs in Indonesia, Shopee Affiliate is one that is increasingly popular among netizens. The rapid development of the internet has made e-commerce, or online trading, a new arena in the Indonesian economy. E-commerce is the activity of buying and selling through online media that utilizes the internet, eliminating the need for direct contact between sellers and buyers but instead using online media as an intermediary.

A noteworthy phenomenon in this study is the role of TikTok content in influencing consumer trust in Shopee, one of Indonesia's leading e-commerce platforms. TikTok is a social media platform used to promote affiliate programs to increase consumer engagement

through content, campaigns, and other forms of promotion. Leveraging content through Shopee Affiliate allows a product to gain more exposure and market share, leading sellers and businesses to utilize TikTok Shopee Affiliate as a popular digital marketing platform. This is being leveraged by most online businesses to promote their products through TikTok.

Shopee, as one of the largest e-commerce platforms in Southeast Asia, has leveraged the TikTok and live streaming phenomenon as part of its marketing strategy to increase sales and expand market reach. Therefore, it is important to analyze the influence of TikTok and live streaming on consumer purchasing decisions on the Shopee app. TikTok and Shopee collaborate to attract consumer interest. Many merchants utilize TikTok and Shopee as sales platforms. Merchants create content on TikTok to attract consumer purchasing power, which then directs consumers to purchase on Shopee. Many merchants are now successfully reaching new markets through social media. Content created on TikTok is influential, especially when it is shared on For Your Page (FYP). The more consumers watch videos, the more they become familiar with the Shopee app, and the more consumers make purchases on Shopee (Hanifah & Rostiana, 2025).

The purpose of this article is to conduct a comprehensive literature review on the role of influencer marketing in the context of Exploring the Role of TikTok Content: Influencer Strategies in Increasing Consumer Trust in Products on Shopee. Through an in-depth analysis of the literature and empirical studies, this article aims to identify current trends, challenges, and opportunities in the use of Influencer marketing.

## **B. LITERATURE REVIEW**

### **Digital Marketing**

According to Sudaryo et al. (2020), digital marketing encompasses a broader scope, encompassing digital media such as the web, email, and wireless media. It also encompasses digital customer data management and how the internet can be used in conjunction with traditional media to acquire and provide services to customers.

According to Amrita et al. (2024), digital marketing is a form of marketing that utilizes internet-based tools, implementing various strategies, and digital media to facilitate communication with potential buyers through online channels. The purpose of digital marketing is to create a broader market network through the internet. All available media are designed to connect directly with potential consumers. This ease of communication with consumers facilitates education about the products we sell, ultimately leading to sales (Amrita et al., 2024).

Digital marketing is also defined as a digital technology-based marketplace that facilitates the trade of goods and services through e-commerce. It is an online platform, and the economic activities within that online platform, commonly referred to as the modern economy, today's economy. Digital transformation is changing the way small and medium enterprises (SMEs) create and capture value (Sirodjudin & Sudarmiati, 2023).

Digital marketing is a digital technology-based marketplace, namely economic activities based on digital technology and information through online platforms, which have given rise to new innovations: a market formed by digital technology, enabling the trade of goods and services through e-commerce (Anjani, 2024).

The strategic role of digital marketing is crucial for attracting consumers and directing them to communicate electronically and conventionally. Digital marketing activities, including branding, utilize various web-based and social media platforms. Digital marketing

strategies utilizing social media are crucial because they can provide business owners with knowledge and input on how to expand their networks through social media to increase their competitive advantage (Syahputra, 2021).

### **Shopee Affiliate Program**

Shopee Affiliate is a program that promotes Shopee's products and services on various social media platforms and offers income to influencers. The primary requirement is that each individual must have a Shopee account (Fitria et al., 2024).

The Shopee Affiliate Program offers participating content creators the opportunity to earn additional income by promoting Shopee products on social media platforms such as YouTube, Instagram, Facebook, and TikTok. Prospective Shopee affiliate partners are free to innovate in their content creation, as long as the products they display meet Shopee's terms and conditions (Wijayanti et al., 2022).

Shopee Affiliate is a program offered by Shopee for content creators active on social media platforms. Content creators can easily promote various Shopee products simply by sharing their referral links. Commissions range from 2.5% to 10% for successful sales of products from Shopee Mall, Shopee Supermarket, Star+, and Star Seller. In practice, this program does not require a binding contract (Sayekti, 2025).

### **Influencer Marketing**

Influencer marketing is a rapidly growing marketing strategy in the digital era, where brands leverage individuals with significant influence on social media to promote their products or services. According to Christin & Riofita (2024), influencer marketing is defined as a marketing practice that identifies and engages individuals who have influence over potential buyers. Meanwhile, Wirapraja et al. (2023) emphasize that the effectiveness of influencer marketing lies in its ability to build trust and authentic connections with the audience. Influencer marketing is a marketing strategy that leverages influential individuals to promote products or services to their audience. Influencers have large followings on social media platforms and can create engaging and authentic content.

Influencer marketing is a marketing strategy that involves collaboration between brands and individuals with significant influence on social media to promote products or services. This is done with the aim of reaching a wider audience through the influence and credibility of influencers on platforms such as Instagram, YouTube, TikTok, and other social media platforms. Influencers can be grouped based on their number of followers: nano-Influencers (typically having less than 10,000 followers), micro-Influencers (10,000 to 100,000 followers), macro-Influencers (100,000 to 1 million followers), and mega-Influencers (more than 1 million followers) (Hajli, 2018).

The advantages of Influencer marketing are:

- a) Significantly increase brand awareness
- b) Build consumer trust
- c) Reach a relevant target audience
- d) Creative and authentic content

### **Consumer Trust**

Trust is one element that can foster customer interest in a business when deciding which brand or product to purchase. Consumers will not be attracted to businesses or products that lack the level of trust that influencers possess. Adoption of social media marketing information about a company may be influenced by a trusting mindset. Trust is defined as the

degree to which a communicator's message is accepted. Customer trust has a significant positive impact on consumer purchase intention (Dharma et al., 2022).

Consumer trust arises when consumers feel confident that someone is responsible and can carry out all their duties to carry out the buying and selling activity as planned (Nurrahmanto & Rahardja, 2015). Trust is a crucial element in all online transactions, as the goods offered are often illusory or cannot be physically seen.

### **C. RESEARCH METHODOLOGY**

This research is a descriptive qualitative study using a case study approach. The case study approach was chosen because it allows for an in-depth exploration of influencer marketing practices. This research is a comprehensive literature review of relevant empirical, theoretical, and peer-reviewed studies on influencer marketing. A literature review is an appropriate approach for integrating findings from various sources and building a deep understanding of such a complex topic.

The data collection technique in this study focuses on the analysis of empirical studies published in academic journals. This data will include research findings on the influence of influencer marketing on consumer trust and other relevant factors. Additionally, sources used include Google Books, research reports, and credible online sources.

The data analysis technique used is thematic analysis. The initial step in this research is to identify and review relevant academic literature. This includes using databases such as Google Scholar, Google Books, and academic journal databases to search for relevant articles. Relevant articles will be selected based on predetermined inclusion criteria, including relevance to the research topic, the quality of the research methodology, and the novelty of the information presented. Data from the selected literature will be analyzed thematically to identify trends, key findings, and relevant conclusions regarding the role of influencer marketing in increasing consumer trust in online shopping products. This analysis technique will assist in building a cohesive argument and supporting the research conclusions.

### **D. RESULT AND DISCUSSION**

#### **Trust and Credibility in Influencer Marketing**

According to Amrita (2025), authenticity in influencer marketing is characterized by a true alignment between an influencer's values, opinions, and content with their personal brand and audience expectations. Authentic influencers prioritize honesty in their recommendations, often sharing personal experiences, both positive and negative, with the products or services they promote. For example, a fitness influencer who openly discusses the pros and cons of sports supplements demonstrates credibility and transparency, making their recommendations more relevant and trustworthy.

Furthermore, Amrita (2025) explained in her research that 85% of respondents value honest opinions, making it the most important factor in determining an influencer's authenticity. When influencers demonstrate genuine enthusiasm for a product or service, their audiences perceive the endorsement as credible, thus increasing trust. Conversely, overly promotional content or insincere endorsements can damage credibility, leading to a loss of audience engagement.

Research by Rahman (2023) indicates that consumers (Generation Z) trust influencer recommendations more than they do conventional advertising. Influencer marketing has

become one of the most influential marketing strategies in recent years, especially among Generation Z. This generation, known as digital natives, is highly connected to social media and often seeks product recommendations from the influencers they follow. Research shows that influencers not only function as product promoters but also as trusted sources of information for today's consumers. This finding aligns with research by Ahmadi (2024), which emphasizes the importance of two-way engagement in building trust, with intense interaction with followers fostering relationships.

Therefore, when an influencer endorses a product, consumers are more likely to perceive the influencer as genuinely trustworthy in assessing the product's positive characteristics. Consumers will view brands and products more favorably through the endorsement of someone they deem credible.

### **Consumer Trust in Shopee**

According to Snapcart.global's research (2023), Figure 2 shows that Shopee leads various affiliate program categories in the e-commerce world. The competitive landscape of affiliate programs is led by the Shopee Affiliate Program, with 59% of orders coming from Shopee Affiliate Program links. Therefore, it can be said that this affiliate program has the highest market share in terms of transaction value (Share of Orders) compared to its competitors.

Three factors drive the number of Shopee Affiliate Program transactions. Based on the Top of Mind (TOM) indicator, or the most remembered affiliate program, the Shopee Affiliate Program ranked first with a percentage of 69%. Furthermore, in the Brand Used Most Often (BUMO) indicator, or the most frequently used affiliate program, 70% chose the Shopee Affiliate Program. Finally, in the indicator of the affiliate program with the most profitable commissions, 68% chose the Shopee Affiliate Program.

The research data also shows that the affiliate program with the most comprehensive product selection in each category, the Shopee Affiliate Program, also won this aspect with a percentage of 66%. The Shopee Affiliate Program also topped other indicators as the affiliate program with the most attractive offers, such as the lowest prices, free shipping, and the biggest discounts/cashbacks.

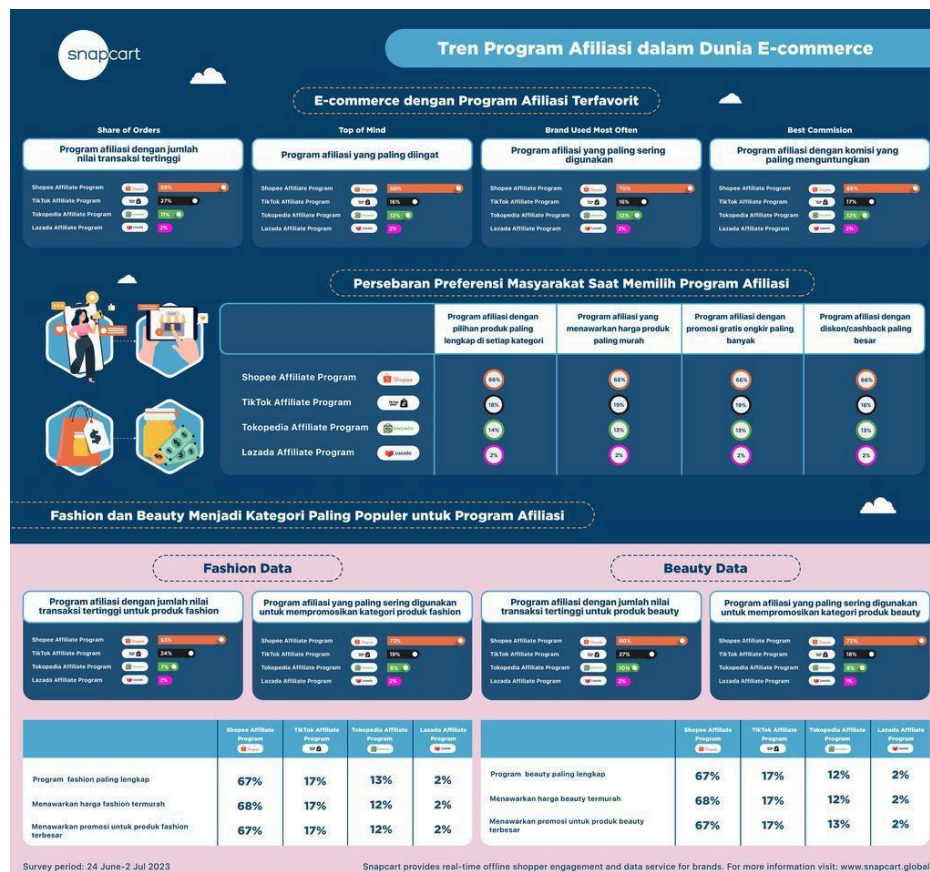


Figure 2. Affiliate Program Trends in the World of E-commerce  
Source: CNBCIndonesia (Accessed November 15, 2025)

Based on the above results, it can be concluded that consumers have a very high level of trust in the Shopee app, as viewed from the perspective of e-commerce with the most popular affiliate program.

### The Role of TikTok Social Media in Shopee Products

According to research conducted by Fitria et al. (2024), influencer-generated content, affiliate programs, and online customer reviews on Shopee, particularly through TikTok, have proven effective in reaching and influencing consumer trust. Research by Setianingsih and Aziz (2022) using a sample of 400 respondents who were both TikTok and Shopee users showed that 90.6% of respondents rated TikTok videos as highly engaging, especially those with TikTok hashtags. This study also demonstrates that TikTok has successfully become a marketing tool for companies like Shopee.

Research by Irdiana et al. (2025) shows that TikTok live streaming and content marketing have a positive influence on purchasing decisions for fashion products on Shopee. According to Hanifah and Rostiana (2025), the use of TikTok, particularly through short videos and live streaming features, has a significant influence on consumer purchasing decisions on the Shopee app. TikTok is an effective marketing tool because it can attract consumer attention through creative content, promotions, and direct interactions between sellers and buyers. The collaboration between TikTok and Shopee successfully increased consumer purchasing power by directing them from TikTok content to the Shopee platform for shopping.

These results align with the AIDA (attention, interest, desire, action) concept, which serves as the theoretical basis for the research. Engaging, educational, and visual marketing content on TikTok can guide audiences from the initial attention stage to the final purchase (Sabina et al., 2025). Furthermore, the use of Karr's (2016) theory to measure the dimensions of content marketing has proven appropriate, especially in the context of affiliate-based digital marketing. In other words, it can be concluded that utilizing marketing strategies through the Shopee Affiliate program on TikTok has proven effective in driving increased purchase interest in Shopee products. This strategy can be a relevant option for industry players in reaching consumers by presenting content that aligns with their digital lifestyles and consumption patterns on social media platforms.

### **Challenges in Implementing Influencer Marketing**

Despite its significant potential, implementing influencer marketing is not without its challenges. One major challenge is ensuring that collaborations with influencers maintain brand integrity and the influencer's credibility. As discussed in the theoretical framework, honesty and transparency in the relationship between influencers and their followers are key to maintaining consumer trust (Abidin, 2016). When content promoted by influencers is inconsistent with brand values or excessive, this can diminish the positive impact of the campaign. Another relevant issue is measuring the ROI of influencer marketing campaigns. While various metrics can be used, such as engagement rate or reach, accurately determining the direct contribution of influencers to sales or profits is often difficult (Hajli, 2015). This is due to the various factors that influence consumer behavior, as well as the complexity of the interactions between influencers, brands, and audiences.

### **Ethical Implications in Influencer Marketing**

Awareness of ethical issues is also crucial in developing a sustainable influencer marketing strategy. As discussed in the theoretical framework, it is crucial to consider the authenticity of testimonials provided by influencers and to maintain transparency in relationships with audiences (Freberg et al., 2011). Violating these principles can damage a brand's reputation and impact consumer loyalty. In the context of digital marketing, which emphasizes sustainability and fairness in marketing practices, brands need to adopt ethical and responsible influencer marketing practices. This includes selecting influencers who adhere to brand values, transparency in campaign communications, and consistency in messages delivered to audiences (Abidin, 2016).

## **E. CONCLUSIONS**

Based on the research results and discussions, several key conclusions can be drawn, as follows:

Consumers are more likely to view influencers as truly trustworthy in assessing the positive characteristics of a product. Consumers will view brands and products more favorably through endorsements from people they deem credible.

Utilizing a marketing strategy through the Shopee Affiliate program on TikTok has proven effective in driving increased purchase interest for Shopee products. This strategy can be a relevant option for industry players in reaching consumers by presenting content that aligns with their digital lifestyles and consumption patterns on social media platforms.

Based on the research findings, the following recommendations can be made: Consumers are encouraged to not only watch product reviews from influencers but also read other consumer reviews on the product page they intend to purchase. Future researchers are advised

to examine similar companies such as Tokopedia and Lazada or other e-commerce platforms so that the results can be used as a comparison for conducting research on other variables.

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