

RESEARCH PROPOSAL OF THESIS

**INVESTIGATING THE INFLUENCE OF TIKTOK EFFECTIVENESS ON
SOCIAL MEDIA MARKETING IN THE DINING SELECTION PROCESS OF
INDONESIAN CUSTOMERS**

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I propose to the Advisors and to the Committee Members a study of the afore
mentioned topic to be carried out in partial fulfilment of the requirements for the

BACHELOR'S DEGREE
in

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FACULTY OF BUSINESS AND COMMUNICATION



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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT**INVESTIGATING THE INFLUENCE OF TIKTOK EFFECTIVENESS ON SOCIAL MEDIA
MARKETING IN THE DINING SELECTION PROCESS OF INDONESIAN CUSTOMERS**

By

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This study aims to investigate the influence of TikTok effectiveness on social media marketing in the dining selection process of Indonesian customers. The research focuses on examining the effects of food content, influencer reviews, and electronic word of mouth (eWOM) on TikTok's effectiveness in driving customer loyalty and repurchase intention. A quantitative approach was applied, using a survey method with questionnaires distributed to 200 active TikTok users in the Jabodetabek area. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The findings reveal that influencer reviews have the strongest impact on eWOM, while food content also contributes positively with a smaller effect size. Furthermore, eWOM significantly enhances the effectiveness of TikTok in building customer loyalty. The R-square values indicate substantial explanatory power for eWOM ($R^2 = 0.728$) and moderate for TikTok effectiveness ($R^2 = 0.335$). These results provide important managerial implications for culinary businesses to optimize their marketing strategies by collaborating with influencers and encouraging positive customer interactions on TikTok.

Keywords: Tiktok, Social Media, Food Content, Ewom, Influencer Review, Generation Z, Effectiveness

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DEDICATION

This thesis is lovingly dedicated to my dearest late father and my mother, my life coach and my role model. Your unwavering support, boundless love, and countless sacrifices have played a vital role in shaping the person I have become. Thank you for always believing in me, especially during moments when I struggled to believe in myself. Every step of this journey through its trials and successes belong to you as much as it does to me. I hope this achievement brings you pride.



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