The Influence of Celebrity Endorsement, Brand Image, and Customer Satisfaction on the Sales of Kanky Shoes Products in the TikTok Shop

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ARTICLE INFO	ABSTRACT
Article Type:Research Paper **Artikel History:** *Received* 23_March_2025 *Revised* 15_April_2025 *Acceptd* 25_May_2025 **Keyword:** *Celebrity Endorsement;* *Brand Image;* *Customer Satisfaction;* *Sales;* *Tiktok Shop.*	*The evolution of social media has given rise to new phenomena in the world of marketing, one of which is the emergence of the TikTok Shop platform, successfully capturing the attention of the public, especially the younger generation. Kanky shoes, as a local product, are trying to leverage this trend through digital marketing strategies such as the use of celebrity endorsement, strengthening brand image, and enhancing customer satisfaction. This research aims to determine the influence of Celebrity Endorsement (CE), Brand Image (BI), and Customer Satisfaction (CS) on the sales of Kanky shoes in the TikTok Shop marketplace. The study involved 87 respondents who are active TikTok Shop consumers. Data were analyzed using SPSS with normality tests, multiple linear regression, partial tests (t-test), and simultaneous tests (F-test). The results of the study indicate that all three independent variables have a significant influence, both partially and simultaneously, on sales. This research provides both theoretical and practical contributions to understanding effective digital marketing strategies in the social media era.* doi *: https://doi.org/10.31101/imbas.v1i1.4179*

1. Introduction

The digital revolution has fundamentally reshaped consumer behavior and marketing strategies. Social media platforms now serve not only as communication tools but also as highly promising transaction hubs. TikTok Shop, a shopping feature integrated into the TikTok platform, offers new avenues for local brands like Kanky Shoes to connect with consumers broadly and interactively.

In the realm of digital marketing, promotional strategies involving public figures or celebrities hold a unique appeal for consumers. Celebrity endorsement is believed to influence perceptions and purchasing decisions, as consumers often tend to emulate or trust figures they admire. Furthermore, brand image plays a crucial role in fostering a positive perception of a product, while customer satisfaction acts as a key indicator of the success of the services and products provided to consumers.

This research aims to address the question of how significantly celebrity endorsement, brand image, and customer satisfaction impact the increase in Kanky shoe sales on TikTok Shop. By employing a quantitative approach and statistical analysis techniques, the findings of this study are expected to contribute to effective digital marketing strategies in the ever-evolving social media landscape.

2. Literature Review

2.1 Celebrity Endorsement

Celebrity endorsement is a marketing technique that leverages the fame of public figures to promote a product or service. McCracken (1989) posited that celebrities carry symbolic value which can be transferred to the brand they promote. Research by Muzakki (2023) found that using celebrities who align well with the product can enhance consumer credibility and trust in the brand.

2.2 Brand Image

Brand image refers to consumers' perceptions of a brand, shaped by their experiences, impressions, and expectations. According to Keller (1993), brand image is essentially the associations embedded in consumers' minds, formed through both direct and indirect experiences. Muzakki (2024) demonstrated that a strong brand image can enhance loyalty and mediate the relationship between promotion and purchasing decisions.

2.3 Customer Satisfaction

Customer satisfaction is defined as the level of pleasure or disappointment a consumer feels after comparing a product's performance with their expectations (Kotler & Keller, 2016). Smith and White (2023) further add that customer satisfaction is a crucial factor in building long-term relationships between consumers and companies.

2.4 Online Sales

Online sales refer to the activity of buying and selling goods and services over the internet. According to Brown et al. (2022), online sales performance is influenced by numerous factors, including consumer trust, testimonials, celebrity promotions, and the user experience during shopping on digital platforms.

3. Research Methods

3.1. Type and Research Approach

This study is a quantitative research with an associative approach. Quantitative research with an associative approach is a method aimed at identifying and analyzing relationships between two or more variables. In this study, researchers used numerical data obtained through systematic measurement and data collection. The associative approach allows researchers to test hypotheses and predict phenomena based on identified relationships (Kusumastuti et al., 2020). This approach was used to determine the relationship between the independent variables (CE, BI, and CS) and the dependent variable (sales).

3.2. Populasi dan Sampel

In this study, the population consists of all consumers who have purchased Kanky shoes through TikTok Shop. The sampling technique used was purposive sampling, meaning respondents were specifically chosen based on the criterion of having previously bought Kanky shoe products online via TikTok Shop. The total sample size for this research is 87 respondents.

3.3. Data Collection Technique

Data for this study was gathered using online questionnaires. The measurement instrument employed a Likert scale of 1–5, with statements designed based on the indicators for each variable.

3.4. Data Analysis Techniques

Data processing and analysis were carried out using SPSS version 25, including:
a) Normality Test: To determine the data's distribution.
b) Multiple Linear Regression Test: To identify simultaneous and partial influences.
c) Partial Test (t-test): To ascertain the individual influence of each independent variable.
d) Simultaneous Test (F-test): To determine the combined influence of the independent variables.

4. Results

4.1. Normality Test

Tabel 1. Normality Test

Uji	Asymp. Sig. (2-tailed)	Keterangan
Kolmogorov-Smirnov	0,200	Data terdistribusi normal

Source: Data test 2025

The Kolmogorov-Smirnov test revealed an Asymp. Sig. (2-tailed) value of 0.200, indicating that the data is normally distributed.

4.2. Multiple Linear Regression Test

Tabel 2. Multiple Linear Regression Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,657	0,432	0,412	3,487

Source: Data test 2025

The regression model shows an R value of 0.657 and an R Square of 0.432. This means 43.2% of the variance in sales can be explained by Celebrity Endorsement, Brand Image, and Customer Satisfaction, with the remaining variance attributed to other factors not included in the model.

4.3. Partial Test (t-test)

Tabel 3. Partial Test

Variabel	t-hitung	Sig. (p-value)	Keterangan
Celebrity Endorsement	2,89	0,005	Berpengaruh signifikan
Brand Image	3,16	0,002	Berpengaruh signifikan
Kepuasan Pelanggan	4,05	0,001	Berpengaruh signifikan

Souce: Data test 2025

The partial test results indicate that each independent variable significantly influences sales. Celebrity Endorsement notably affects Kanky shoe sales on TikTok Shop, evidenced by a t-statistic of 2.89 and a significance of 0.005. Similarly, Brand Image also shows a significant impact on sales, with a t-statistic of 3.16 and a significance of 0.002. Most prominently, Customer Satisfaction proves to be highly significant in influencing sales, with a t-statistic of 4.05 and a significance of less than 0.001. This suggests that all three factors, when tested individually, play a crucial role in driving Kanky shoe product sales.

4.4. Simultaneous Test (F-test)

Tabel 4. Simultaneous Test

Model	F-hitung	Sig. (p-value)	Keterangan
1	15,732	<0,001	Berpengaruh signifikan

Source: Data test 2025

With an F-statistic of 15.732 and a Sig. value of <0.001, it's concluded that Celebrity Endorsement, Brand Image, and Customer Satisfaction collectively and significantly influence sales.

5. Discussion

The research findings indicate that all three independent variables Celebrity Endorsement, Brand Image, and Customer Satisfaction have a positive and significant influence, both simultaneously and partially, on the sales of Kanky shoes on TikTok Shop.

Celebrity Endorsement exerts influence because celebrity figures possess personal appeal and high trustworthiness among the audience. This finding aligns with Muzakki (2023), who states that celebrities can boost purchase interest when there is congruence between the celebrity's image and the product. Celebrity endorsement in marketing has become a popular and effective strategy for influencing consumer behavior. The personal attractiveness theory, proposed by McGuire, explains that individuals tend to be more swayed by messages delivered by figures they find appealing (Irsyad et al., 2021). Celebrities, with their strong public image and visual appeal, can capture audience attention and create deep emotional connections. When widely known and respected celebrities endorse a product, they not only bring popularity but also positive characteristics associated with them, such as trustworthiness, expertise, and aspirations. Additionally, the credibility theory, proposed by Hovland and Weiss, suggests that the credibility of the message source significantly affects audience acceptance of information (Husna et al., 2023). Celebrities with good reputations who are perceived as authorities in specific fields can increase consumer trust in the products they endorse. For instance, a renowned athlete endorsing a sports product will be considered more credible than an individual without a background in that field. This indicates that audience trust in celebrities contributes to the effectiveness of the endorsement. Furthermore, the social identification theory, developed by Tajfel and Turner, explains that individuals tend to identify themselves with specific groups, including those represented by celebrities. When consumers feel connected to a celebrity, they are more likely to emulate that

celebrity's behavior and preferences, including product purchases (Mahmudah, 2021). Therefore, celebrity endorsement not only serves as a promotional tool but also as a means to build consumer identity and aspirations.

A strong Brand Image creates a positive perception in consumers' minds, which then influences purchasing decisions. This is consistent with Keller's (1993) findings and further supported by Muzakki (2024), who states that a consistent and relevant brand image fosters consumer loyalty. A strong brand image plays a crucial role in forming positive perceptions in consumers' minds, which, in turn, influences their purchasing decisions. The brand image theory, developed by Aaker, emphasizes that brand image comprises various elements, including product quality, brand associations, and consumer experience (Yohana F. C. P. Meilani, & Ian N. Suryawan, 2020). When a brand successfully builds a positive image, consumers tend to associate it with values they appreciate, such as reliability, innovation, and prestige (Marwanah & Shihab, 2022). This creates a favorable perception, which can enhance consumer loyalty and encourage them to choose that brand over competitors. Furthermore, information processing theory explains how consumers process brand-related information. When brand image is strong and positive, consumers are more likely to remember and consider that brand when making purchasing decisions (Puspitasari et al., 2021). Research indicates that consumers with a good brand image tend to be more confident in their choices, reducing doubt and increasing the likelihood of purchase. In this context, brands with a strong image can leverage the halo effect, where a positive perception of one aspect of the brand can influence the evaluation of other aspects (Ratih, 2020). Emotional value theory is also relevant in explaining how brand image can influence purchasing decisions. Brands that successfully create an emotional connection with consumers, through storytelling or touching brand experiences, can enhance their appeal. When consumers feel emotionally connected, they are more likely to choose that brand, even if cheaper alternatives exist (Rafiah, 2019).

Customer Satisfaction is a determinant of transaction continuity, especially in digital-based businesses. The more satisfied consumers are with the service and product, the higher the likelihood of repeat purchases. These results are consistent with Smith and White's (2023) research, which emphasizes the importance of satisfaction in forming loyalty. Customer satisfaction is a key factor determining transaction continuity, especially in the context of digital-based businesses. The customer satisfaction theory, developed by Oliver, states that satisfaction is the result of a comparison between consumer expectations and the actual performance of the product or service received (Anjani, 2021). In the digital age, where consumers have wider access to information and choices, it's crucial for companies to meet or even exceed customer expectations. When consumers are satisfied with their experience, both in terms of product quality and service provided, they tend to build brand loyalty and are more likely to make repeat purchases (Alwin, 2021). It's further explained that customer value theory emphasizes that customer satisfaction is influenced not only by product quality but also by perceived value (Azmi & Pratikha, 2022). In a highly competitive digital business landscape, companies capable of providing added value, such as ease of access, service speed, and a pleasant user experience, will be more successful in creating customer satisfaction (Ridho et al., 2021). Research shows that consumers who feel they receive more value from their transactions tend to be more loyal and willing to recommend the brand to others, which, in turn, can increase the company's market share. Finally, the positive reinforcement theory is also relevant in this context. When consumers experience satisfaction, they receive positive reinforcement that encourages them to make repeat transactions. In digital-based businesses, positive interactions, such as quick responses to inquiries or complaints, and an intuitive user experience, can strengthen satisfaction and encourage consumers to return (Harun, 2021).

6. Conclusion and Recommendation

6.1. Conclusion

Based on the research findings, it can be concluded that Celebrity Endorsement, Brand Image, and Customer Satisfaction, both collectively and individually, have a positive and significant influence on the sales of Kanky shoes on TikTok Shop. This indicates that marketing strategies involving celebrity support, strong brand imaging, and a focus on customer satisfaction are key to successful product sales on digital platforms like TikTok Shop.

6.2. Recommendation

1. For Celebrity Endorsement: Companies should be more selective in choosing celebrities who truly align with their target market. This ensures the endorsement resonates effectively and builds genuine connection.
2. For Brand Image: Consistency is key in building a strong and positive brand image. This involves maintaining uniform messaging, visual identity, and brand values across all touchpoints.

3. For Customer Satisfaction: Focus on continuously improving service quality to boost customer satisfaction. This includes aspects like responsiveness, product quality, and overall shopping experience, especially in a digital marketplace setting.

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