



Live-Streaming Influencers and Customer Loyalty: A Systematic Review of Customer Satisfaction and Service Quality in TikTok Commerce

Khusnul Khotimah^{1*} and Lusiana²

¹⁻²Program Doktor Manajemen, Universitas Putra Indonesia YPTK - Padang

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ABSTRACT

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Corresponding Author:

Khusnul Khotimah

khusnulpurwa@gmail.com

TikTok live-streaming commerce has changed digital marketing by making influencer marketing a main way to boost consumer engagement and loyalty. Although more brands are using influencer-led strategies, studies have found mixed results about how influencer marketing, customer satisfaction, service quality, and customer loyalty are connected. This study reviews the current literature to bring together the evidence and highlight the main factors that affect customer loyalty in live-streaming commerce. This study used a Systematic Literature Review (SLR) based on PRISMA 2020 guidelines. Studies from 2018 to 2025 were selected from the Scopus database using set criteria. In total, 35 studies were analyzed with thematic synthesis and keyword-based word cloud analysis. The results show that influencer credibility, authenticity, customer satisfaction, trust, and service quality are the main factors affecting customer loyalty in TikTok live-streaming commerce. Customer satisfaction often links influencer marketing to loyalty, while the impact of service quality differs by industry and digital platform. This study integrates Source Credibility Theory, Parasocial Interaction Theory, Expectation–Disconfirmation Theory, and SERVQUAL to examine how relational and experiential factors collectively influence loyalty formation in influencer-driven social commerce. The results offer both theoretical and practical implications for researchers and marketers aiming to enhance customer loyalty within live-streaming environments.

Keywords: Influencer Marketing; Customer Satisfaction; Service Quality; Customer Loyalty; TikTok Live Commerce

1. INTRODUCTION

Digital technologies and social media are significantly transforming marketing strategies and consumer purchasing behaviors (Guoqiang & Bhaumik, 2024). Thus, the emergence of a major trend in online business enables companies to help customers find the center of attention and shop on a unified social commerce platform (Chaffey et al., 2009; Farah et al., 2018). Live-streaming commerce is changing retail by enabling real-time, two-way communication between sellers, influencers, and consumers (Li, 2025). Platforms like TikTok play a key role in this shift (Wongkitrungrueng & Assarut, 2020). TikTok live-streaming makes online shopping more interactive and engaging (Wang et al., 2022) by allowing consumers to watch product demonstrations and ask questions in real time (Chen et al., 2024a). This approach combines social interaction with efficient transactions (Xu et al., 2020; Aprianingsih et al., 2025).

As live-streaming commerce becomes more popular, social media influencers now play a key role in connecting brands and consumers (Aprianingsih et al., 2025). Still, many influencers see themselves primarily as content creators or entertainers (Wang et al., 2022a), while brands are increasingly expecting them to serve as trusted opinion leaders and guides for shoppers. This role-perception gap can affect the effectiveness of influencer-based strategies because influencers primarily influence consumer attitudes, purchase decisions, and post-purchase behaviors through interactive communication and perceived authenticity (Wongkitrungrueng & Assarut, 2020). Studies have found that credibility, expertise, attractiveness, and trustworthiness are important factors in how consumers react and interact online (Ohanian, 1990; Djafarova & Rushworth, 2017; Farah et al., 2018; Lou & Yuan, 2019). As a result, many companies use influencer live-streaming to connect better with customers and stay competitive in today's fast-changing digital markets (Sokolova & Kefi, 2020).

Despite the rapid expansion of influencer marketing in live-streaming commerce, several significant challenges persist that impede the development of long-term customer loyalty. Consumers frequently encounter misleading product claims, fabricated reviews, undisclosed sponsorships, and exaggerated endorsements, all of which may erode trust in influencers and diminish confidence in online platforms (Djafarova & Rushworth, 2017; Evans et al., 2017; Chen et al., 2024a; Wang et al., 2022a). Furthermore, the highly competitive digital commerce environment complicates customer retention, causing consumers to switch brands or platforms with little effort or cost (Reichheld & Schefter, 2000). While influencer marketing can enhance engagement and short-term sales, its effectiveness in building lasting customer loyalty remains uncertain (Casaló et al., 2018). Collectively, these challenges highlight the need to better understand the factors that drive loyalty in live-streaming commerce.

Research in traditional and digital marketing shows that customer satisfaction and service quality are key to loyalty (Parasuraman et al., 1988; Zeithaml et al., 1996; Ali et al., 2016; Akmal et al., 2023; Alfeb & Salim, 2024). Specifically, customer satisfaction refers to consumers' overall evaluation of their purchase experience (Ali et al., 2016) while service quality encompasses reliability, responsiveness, assurance, empathy, and platform functionality (Anderson & Srinivasan, 2003). In the context of live-streaming commerce, factors such as influencer interaction, entertainment, communication quality, and quick responses can increase satisfaction and perceived service quality, thereby fostering loyalty (Hu & Chaudhry, 2020). Despite these insights, empirical findings are inconsistent across studies, industries, and cultures. For instance, some studies find a strong link between influencer marketing and loyalty, whereas others suggest that influencer engagement mostly drives short-term behaviors rather than ongoing commitment (Casaló et al., 2018; Sokolova & Kefi, 2020). The effects of satisfaction and service quality on loyalty also vary with platforms and consumer expectations (Wongkitrungrueng & Assarut, 2020).

Research on influencer marketing and online consumer behavior has grown, but critical questions remain unresolved because most studies examine influencer marketing, customer satisfaction, service quality, and customer loyalty separately, and only a few reviews examine their connections within live-streaming commerce (Sokolova & Kefi, 2020). There is limited synthesis on how live-streaming influencers affect customer loyalty through satisfaction and service quality, particularly on TikTok, as most research still focuses on traditional e-commerce. As a result, the dynamics of TikTok live-streaming commerce remain unclear (Sun et al., 2019). Therefore, the literature is fragmented and lacks a clear picture of loyalty

formation in live-streaming environments, and a systematic review is needed to consolidate knowledge, identify gaps, and clarify the links among these factors.

This study reviews the literature on how live-streaming influencers foster customer loyalty, focusing on customer satisfaction and service quality to identify, validate, and analyze research trends, and offers a conceptual framework for future research. Current studies yield inconsistent findings on influencer marketing's impact on long-term customer commitment, and few examine the combined effects of influencer marketing, satisfaction, and service quality in live-streaming commerce. Thus, systematic reviews have not thoroughly explored these relationships, especially on TikTok live-streaming platforms. This gap limits commercial efforts to retain consumers in digital commerce and constrains theoretical development.

The main goal of this study is to review current research on how live-streaming influencers foster customer loyalty on TikTok. The review will examine how influencer marketing affects loyalty by shaping customer satisfaction and service quality. It will highlight research trends, theoretical frameworks, and findings related to influencer-driven engagement in live-streaming commerce. The study will also explore the connections among influencer marketing, customer satisfaction, service quality, and customer loyalty, propose a conceptual framework, and present future research directions to better understand loyalty development on live-streaming platforms.

This study addresses the following research questions:

1. How do live-stream influencers affect customer loyalty to TikTok live shopping?
2. What part do customer satisfaction and service quality play in building loyalty in live-stream shopping?
3. How are influencer marketing, customer satisfaction, service quality, and loyalty connected? What future research should be done in this area?

2. METHODOLOGY

2.1 Research Design

A Systematic Literature Review (SLR) was adopted to analyze how live-streaming influencers impact customer loyalty through satisfaction and service quality. This methodology ensures a transparent and replicable synthesis of academic evidence, minimizing selection bias inherent in narrative reviews (Tranfield et al., 2003). The study used the PRISMA 2020 framework (Page et al., 2021) to maintain a structured process. This approach helped identify, screen, and select relevant studies, which supports the review's validity and credibility.

2.2 Search Strategy

Scopus was selected as the primary database because of its comprehensive coverage of marketing, digital commerce, and information systems. To enhance the thoroughness of the literature review, a snowballing technique was implemented by manually examining the reference lists of highly cited articles. The literature search prioritized studies on influencer marketing and live commerce, with particular emphasis on TikTok.

2.3 Keywords Searched

Boolean operators such as “AND” and “OR” were used to combine and refine search terms systematically (Booth et al., 2016). The keywords searched are;

1. “Live streaming” AND “influencer marketing” AND “customer loyalty”
2. “TikTok live selling” AND “customer satisfaction”
3. “Service quality” AND “live commerce”
4. “Influencer credibility” AND “service quality” AND “consumer behavior”

2.4 Inclusion and Exclusion Criteria

The inclusion and exclusion criteria were established before the screening process to ensure the selected literature was high-quality, relevant, and consistent.

2.4.1 Inclusion Criteria

- 1 Peer-reviewed journal articles and conference papers
- 2 Studies focusing on influencer marketing, live-streaming commerce, social commerce, or TikTok-based selling
- 3 Research examining customer loyalty, customer satisfaction, service quality, consumer trust, or influencer credibility
- 4 Empirical and conceptual studies relevant to digital marketing and consumer behavior
- 5 Publications written in English
- 6 We collected relevant studies published from 2018 to 2025 from the Scopus database
- 7 Articles with full-text accessibility

2.4.2 Exclusion Criteria

Studies were excluded from the review if they met any of the following criteria:

- 1 Non-academic sources such as blogs, magazines, editorials, newsletters, and opinion articles
- 2 Studies unrelated to marketing, consumer behavior, or customer loyalty
- 3 Duplicate publications retrieved from multiple searches.
- 4 Articles lacking full-text availability
- 5 Publications published before 2018 were excluded because TikTok became globally relevant after 2018
- 6 Studies with insufficient methodological or theoretical relevance to the review objectives

2.5 Study Selection Process

The PRISMA guidelines were applied as illustrated in Figure 1, encompassing four primary stages: identification, screening, eligibility assessment, and final inclusion. A total of 320 records were identified through database searches. After removing duplicates, 270 records remained and were screened based on title and abstract. Of these, 185 records were excluded for being outside the study's scope.

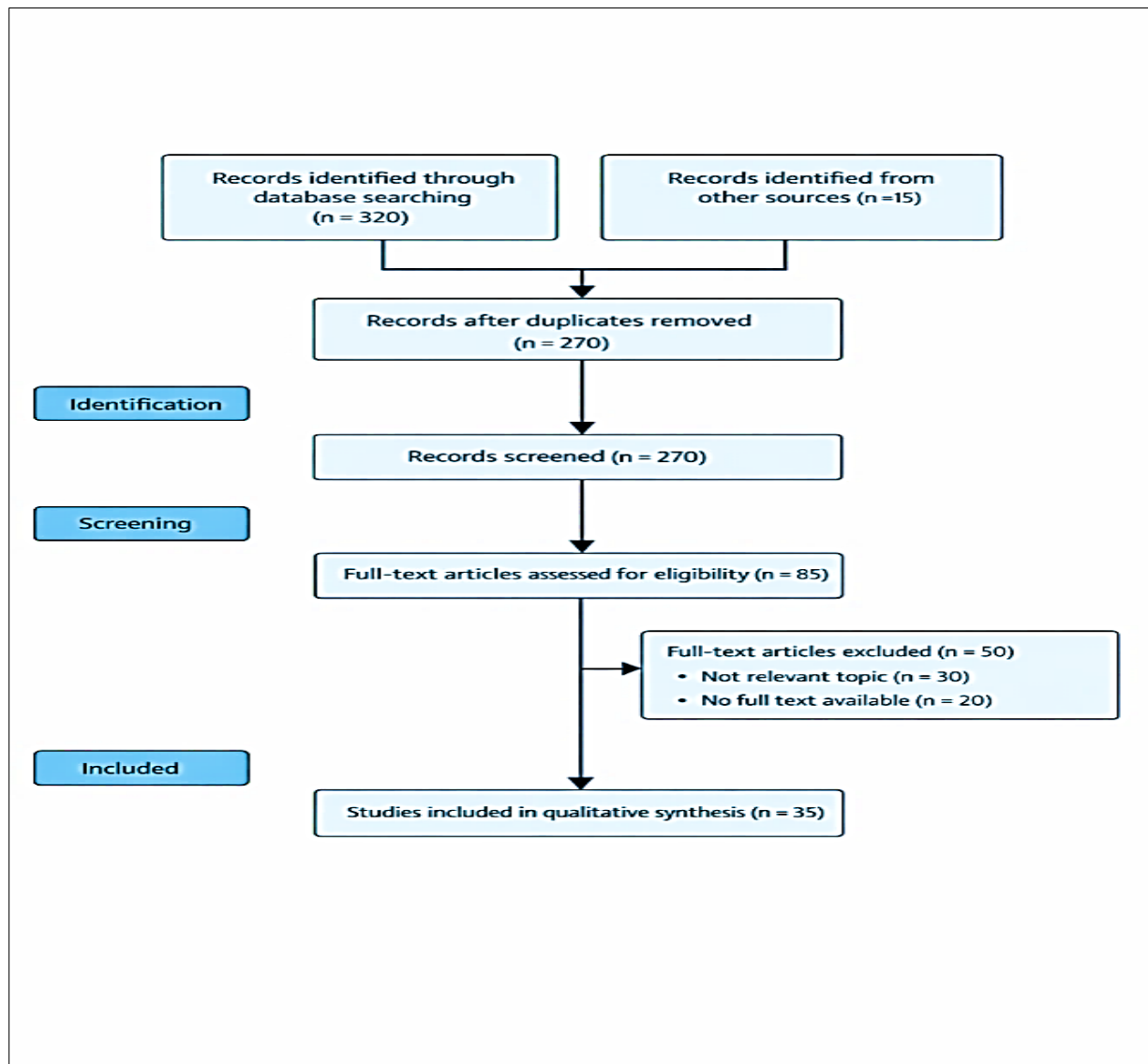


Figure 1: PRISMA Flow Diagram

2.6 Data Analysis

The studies included in this review were analyzed with thematic synthesis to group the main theories, methods, and findings. This approach helped show how influencer marketing, customer satisfaction, service quality, and customer loyalty are connected.

In addition, a keyword-based word cloud analysis was conducted to visually identify the dominant concepts and thematic patterns within the reviewed literature. The synthesis examined both direct and indirect relationships, such as how influencer credibility can serve as a link, to spot new trends and gaps in the research. These results were then used to build a conceptual framework for future research in live-streaming commerce.

2.6 Ethical Considerations

The present study relies exclusively on secondary data obtained from published academic sources. No human participants, personal information, or confidential organizational data were included in the research. All sources are appropriately cited to maintain academic integrity and prevent plagiarism. The review adheres to established ethical standards for systematic reviews, ensuring transparency, objectivity, and accurate reporting of existing findings.

3.0 LITERATURE REVIEW

3.1 Live-Streaming Commerce and Influencer-Led Digital Marketing

Digital technologies have rapidly transformed retail and marketing, leading to the emergence of interactive social commerce. Live-streaming commerce represents a significant advancement by integrating real-time broadcasting, social interaction, entertainment, and online shopping (Wongkitrungrueng & Assarut, 2020). This transformation is evident on platforms such as TikTok Live, where influencers and sellers conduct live product demonstrations and promotions, thereby connecting directly with consumers. These platforms facilitate real-time two-way communication, enabling audiences to ask questions, receive immediate responses, and observe social proof through comments and reactions (Xu et al., 2020).

This high degree of interactivity enhances consumer engagement and influences shopping behavior by merging purchasing with entertainment. In digital commerce environments, influencers serve as digital opinion leaders who shape consumer perceptions, engagement, and purchasing behavior (Chen et al., 2024a). Influencer-led communication is frequently regarded as more relatable and authentic than traditional advertising, as influencers maintain closer social interactions with their followers (Wolf et al., 2026; Lou & Yuan, 2019). Consequently, businesses are increasingly adopting influencer marketing strategies to enhance consumer engagement and improve customer retention.

3.2 Influencer Credibility and Authenticity

Influencer credibility plays an important role in how consumers respond to social media marketing. According to Source Credibility Theory, influence depends on how trustworthy, skilled, and attractive someone appears (Ohanian, 1990). In digital marketing, these qualities also include authenticity, transparency, and a sense of closeness between influencers and their followers (Lou & Yuan, 2019). Influencers often come across as more relatable and trustworthy than traditional celebrities because they share personal stories, talk about their lives, and interact directly with their audience (Chen et al., 2024a). Authenticity is important in live-streaming commerce because it helps raise consumer awareness through sponsored content and brand partnerships (Liu & Sun, 2024). Study shows that viewers are more likely to trust influencers who give honest opinions, share clear reviews, and interact sincerely during live streams (Evans et al., 2017; Wang et al., 2022b).

On the other hand, exaggerated endorsements, misleading promotions, and undisclosed sponsorships can erode consumer trust and undermine how people perceive a brand (Djafarova & Rushworth, 2017). This is

why influencer credibility and authenticity are key to understanding how customers respond in influencer-driven commerce.

3.3 Customer Satisfaction and Loyalty

Customer loyalty refers to the sustained preference for a particular brand, product, or platform over time, despite the availability of alternatives (Oliver, 1999). In the context of digital commerce, loyalty has become increasingly significant due to the ease with which consumers can switch brands or platforms (Reichheld & Schefer, 2000). Consequently, maintaining customer loyalty represents a critical challenge for businesses operating in online and social commerce environments.

Customer satisfaction is widely recognized as a key antecedent of customer loyalty. The Expectation–Disconfirmation Theory posits that satisfaction arises when consumers perceive that a product or service meets or exceeds their expectations (Anderson & Srinivasan, 2003). Within the context of live-streaming commerce, factors such as product quality, communication effectiveness, entertainment value, influencer interaction, and the overall purchasing experience can influence satisfaction (Li et al., 2022). Satisfied consumers are more likely to build trust, make repeat purchases, and sustain long-term relationships with brands and platforms (Zeithaml et al., 1996; Jimenez et al., 2016).

3.4 Service Quality in Live-Streaming Commerce

Service quality remains a critical force shaping customer satisfaction and loyalty, making it a cornerstone of marketing research. The SERVQUAL framework from Parasuraman et al. (1988) breaks service quality into five vivid dimensions: reliability, responsiveness, assurance, empathy, and tangibility. It confirmed that service quality leads to customer loyalty (Zeithaml et al., 1996). As digital commerce expands, Service quality contributes significantly to consumer perceptions and online purchasing experiences. In digital commerce, service quality spans traditional in-person interactions and a range of digital factors, including website functionality, usability, payment security, information accuracy, and customer support, to deliver a satisfying experience. Live-streaming commerce heightens engagement through real-time interaction, prompt responses, compelling product demonstrations, and influencer involvement through a seamless purchasing journey (Hu & Chaudhry, 2020).

However, understanding the link between service quality and loyalty reveals added complexity in building satisfaction and trust before influencing repeat behavior. Moreover, service quality effectiveness also depends on the platform, the technology used, and customer expectations (Xu et al., 2020; Sun et al., 2019). Together, these varied findings demonstrate the need for more research on service quality, influencer marketing, and customer satisfaction in live-streaming commerce.

3.5 Theoretical Foundation and Conceptual Integration

This study synthesizes multiple theoretical frameworks to elucidate the relationships among influencer marketing, customer satisfaction, service quality, and customer loyalty in live-streaming commerce. Source Credibility Theory posits that influencer trustworthiness, expertise, and authenticity influence consumer trust and subsequent behavioral responses (Ohanian, 1990). Parasocial Interaction Theory suggests that

repeated interactions between influencers and audiences foster emotional attachment and perceived social relationships within live-streaming contexts.

Expectation Disconfirmation Theory (EST) provides a framework for understanding how customer satisfaction develops through evaluations of service and purchasing experiences (Anderson & Srinivasan, 2003). In addition, the SERVQUAL framework explains how service quality dimensions influence customer perceptions, satisfaction, and loyalty (Parasuraman et al., 1988). Relationship Marketing Theory complements these perspectives by emphasizing long-term customer relationships, trust development, and customer retention within digital commerce environments (Morgan & Hunt, 1994). Collectively, these theories provide an integrated foundation for understanding how influencer credibility, customer satisfaction, and service quality contribute to customer loyalty in live-streaming commerce.

3.6 Conceptual Framework

Figure 2 presents the proposed conceptual framework that connects influencer marketing, customer satisfaction, service quality, and customer loyalty within the context of TikTok live-streaming commerce. The framework incorporates Source Credibility, Relationship Marketing, Expectation–Disconfirmation, and SERVQUAL to elucidate how influencer credibility, authenticity, and responsiveness foster trust and increase purchase intent.

Customer satisfaction, derived from product evaluations and live interactions, promotes repeat purchases and loyalty. Service quality, characterized by influencer responsiveness, reliability, and communication, further strengthens loyalty by increasing perceived value and trust.

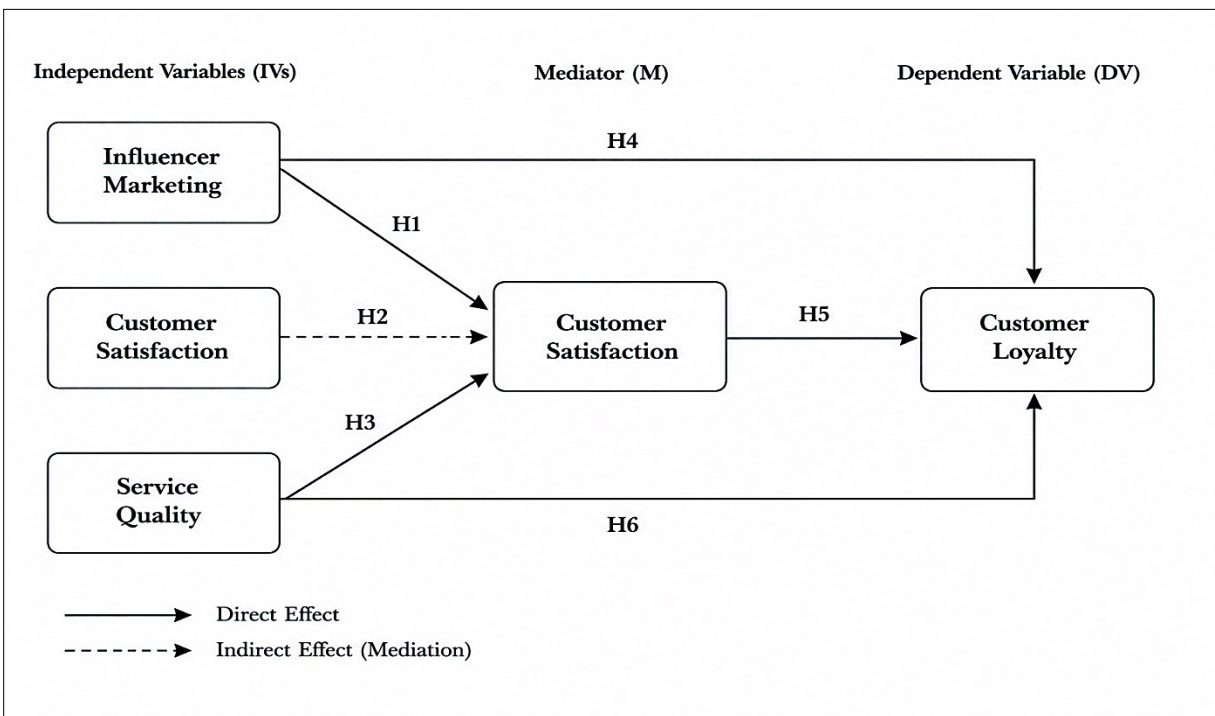


Figure 2: Conceptual Framework

4.0 RESULTS AND DISCUSSION

4.1 Thematic overview

The systematic review identified four main themes that explain how customer loyalty forms in TikTok live-streaming commerce follow as;

1. Influencer Credibility and Authenticity
2. Customer Satisfaction
3. Service Quality
4. Customer Trust and Emotional Engagement

Study found that influencer marketing was the most common factor shaping customer perceptions, purchase decisions, and long-term loyalty in live-streaming settings. Still, the review showed mixed results on how much customer satisfaction and service quality directly affect loyalty, suggesting that loyalty in digital commerce depends heavily on the specific context. The results show that customer loyalty in live-streaming commerce depends on a mix of psychological, relational, and experiential factors. Influencer credibility, authenticity, responsiveness, trust, and perceived service quality all shape consumers' buying experiences and loyalty. These results support the use of Source Credibility Theory, Relationship Marketing Theory, Expectation–Disconfirmation Theory, and SERVQUAL to explain how loyalty forms in influencer-driven commerce.

4.2 Influencer Credibility and Authenticity: Theme-1

The review consistently indicates that influencer credibility is one of the strongest determinants of customer trust and customer loyalty in live-streaming commerce. Influencers perceived as trustworthy, knowledgeable, authentic, and transparent positively influence consumer attitudes, engagement, and repeat purchasing behavior (Lou & Yuan, 2019; Sokolova & Kefi, 2020). In TikTok live-streaming commerce, consumers rely heavily on influencer recommendations because live interactions reduce uncertainty and create perceptions of authenticity during product evaluation.

The findings also reveal that authenticity strengthens emotional attachment between influencers and consumers. Real-time interaction, spontaneous communication, and personalized responses increase consumer trust and purchase intention (Wongkitrungrueng & Assarut, 2020; Chen et al., 2024a). Consumers are more likely to perceive influencers as credible when product demonstrations appear genuine and transparent rather than overly commercialized. Consequently, influencer authenticity contributes significantly to trust formation and loyalty development in social commerce environments.

However, the review also identified contradictory findings regarding influencer marketing effectiveness. Some studies suggest that influencer marketing may primarily stimulate short-term engagement and impulsive purchases rather than long-term customer loyalty (Hennig-Thurau et al., 2002; Boerman et al., 2017). These inconsistencies may be influenced by factors such as consumer skepticism, sponsorship disclosure, influencer–brand alignment, platform characteristics, and audience expectations. Therefore, the effectiveness of influencer marketing depends not only on influencer popularity but also on perceived authenticity, trustworthiness, and relational engagement.

Source Credibility Theory explains how trustworthiness, expertise, and attractiveness shape consumer responses to influencer communication (Ohanian, 1990). Relationship Marketing Theory further supports the importance of trust and long-term engagement in developing sustainable customer loyalty (Morgan & Hunt, 1994). Together, these findings demonstrate that influencer credibility functions as a central psychological mechanism influencing customer loyalty in live-streaming commerce.

4.3 Customer Satisfaction: Theme 2

Customer satisfaction emerged as a major mediating factor linking influencer marketing and customer loyalty. The review indicates that customer satisfaction develops when live-streaming experiences meet or exceed consumer expectations regarding product quality, communication, entertainment value, and platform performance (Anderson & Srinivasan, 2003). In TikTok live commerce, satisfaction is strongly influenced by interactive communication, emotional engagement, and influencer responsiveness during live sessions.

Several studies demonstrate that satisfied consumers are more likely to engage in repeat purchases, maintain long-term relationships with brands, and recommend products to others (Rita et al., 2019; Supriyanto et al., 2021). Influencer marketing contributes to satisfaction by increasing perceived value, entertainment, and emotional attachment during purchasing experiences. Similarly, responsive communication and personalized interaction improve consumers' perceptions of service experiences, thereby strengthening satisfaction and retention intentions.

Despite the generally positive relationship between satisfaction and loyalty, the review identified several contradictory findings. Some studies report that customer satisfaction alone does not guarantee long-term customer loyalty in highly competitive digital environments (Akmal et al., 2023; Ribbink et al., 2004). Consumers may remain satisfied with services while simultaneously switching platforms because of convenience, pricing, trends, or alternative offers. These findings suggest that customer satisfaction contributes to loyalty only when combined with trust, influencer credibility, emotional connection, and service quality. Expectation–Disconfirmation Theory provides an important explanation for these findings by proposing that customer satisfaction results from comparisons between expectations and actual performance (Anderson & Srinivasan, 2003). The review findings further indicate that satisfaction functions as an important relational mechanism through which influencer marketing shapes customer loyalty in live-streaming commerce.

4.4 Service Quality and Customer Loyalty

Service quality was identified as another important determinant of customer loyalty, although the findings were more inconsistent compared to influencer credibility and customer satisfaction. In live-streaming commerce, service quality extends beyond traditional service delivery and includes responsiveness, communication quality, platform functionality, reliability, transaction efficiency, and customer support (Hu & Chaudhry, 2020). Several studies have shown that service quality positively affects customer satisfaction, trust, and loyalty intentions (Solimun & Fernandes, 2018; Rita et al., 2019). When customers receive reliable service, accurate product information, and quick responses, they see more value and are more likely to stay loyal. In TikTok live-streaming commerce, service quality also means that influencers and platforms keep interactions smooth, respond quickly, and communicate well during live sessions.

However, the review also identified significant inconsistencies in the direct impact of service quality on customer loyalty. Some studies found insignificant or weak links between service quality and loyalty, especially in institutional and platform-based settings (Ngo et al., 2025; Ashiq & Hussain, 2024; Malau et al., 2024). These findings indicate that service quality alone may not ensure long-term loyalty in digital commerce.

The findings show that service quality's impact depends heavily on factors such as the industry, customers' expectations, platform design, and users' emotional engagement. Many studies found that service quality affects loyalty indirectly, mainly through customer satisfaction and trust, instead of having a direct effect. SERVQUAL theory helps explain this by stating that people judge service quality based on reliability, responsiveness, assurance, empathy, and the company's communication (Parasuraman et al., 1988). So, service quality remains important for customer loyalty in live-streaming commerce, but its impact depends on the situation.

4.5 Discussion

A key finding of this systematic review is the presence of contradictory and fragmented evidence concerning the relationships among influencer marketing, customer satisfaction, service quality, and customer loyalty. Although the majority of studies indicate positive associations among these constructs, some studies identify weak, indirect, or insignificant effects. The review indicates that influencer marketing generally strengthens customer loyalty through trust, authenticity, and emotional engagement (Lou & Yuan, 2019; Sokolova & Kefi, 2020). Nevertheless, some studies suggest that influencer marketing loses effectiveness when consumers perceive promotional content as overly commercialized or manipulative (Boerman et al., 2017).

Similarly, customer satisfaction frequently predicts loyalty, yet satisfied consumers may still switch brands because of low switching costs and highly competitive digital markets (Akmal et al., 2023). Service quality demonstrated the greatest inconsistency among all reviewed variables. Although reliable service experiences often improve retention and trust, some studies found that service quality does not directly influence loyalty in all contexts (Ngo et al., 2025; Malau et al., 2024). These inconsistencies suggest that loyalty formation in live-streaming commerce cannot be explained through isolated variables alone.

The review therefore supports an integrated perspective in which influencer credibility, customer satisfaction, service quality, trust, and emotional engagement interact simultaneously to influence loyalty formation. Customer loyalty in TikTok live-streaming commerce appears to develop through interconnected relational and experiential mechanisms rather than through simple linear relationships. Table 1 summarizes the systematic literature review on how influencer marketing, customer satisfaction, service quality, and customer loyalty are connected in digital and live-streaming commerce.

The review shows that influencer credibility, authenticity, customer satisfaction, and service quality are key factors that affect customer loyalty. Most studies find positive links between these factors and loyalty outcomes. However, some studies show inconsistent or weak effects that depend on the industry, platform features, what consumers expect, and how authentic they perceive the influencer to be. Overall, the review suggests that customer loyalty in TikTok live-streaming commerce depends on a mix of psychological, relational, and experiential factors, rather than a single factor.

Table 1: Summary of the Systematic Literature Review

Reference	Variables	Theme	Main Findings
Chen et al. (2024a)	Influencer Marketing → Customer Loyalty	Influencer credibility	Influencer marketing positively influences customer loyalty in social commerce environments.
Wongkitrungrueng & Assarut (2020)	Influencer Marketing → Loyalty	Consumer trust and engagement	Live-streaming interaction significantly strengthens customer trust and loyalty.
Sokolova & Kefi (2020)	Influencer Credibility → Purchase Intention	Parasocial interaction	Influencer credibility and emotional engagement increase purchase intention and loyalty.
Lou & Yuan (2019)	Influencer Authenticity → Consumer Trust	Authenticity and trust	Authentic and credible influencer communication positively affects trust and loyalty.
Boerman et al. (2017)	Sponsored Content → Loyalty	Sponsorship transparency	Awareness of commercial sponsorship weakens influencer impact on loyalty.
Alfeb & Salim (2024)	Customer Satisfaction → Customer Loyalty	Satisfaction and retention	Customer satisfaction significantly increases customer loyalty.
Supriyanto et al. (2021)	Service Quality & Satisfaction → Loyalty	Satisfaction mediation	Customer satisfaction positively mediates loyalty development.
Rita et al. (2019)	E-Service Quality → Loyalty	Online shopping experience	Satisfaction strengthens retention and repeat purchasing behavior.
Akmal et al. (2023)	Customer Satisfaction → Loyalty	Competitive digital market	Satisfaction does not always significantly influence loyalty.
Ribbink et al. (2004)	Satisfaction & Trust → Loyalty	Platform-based loyalty	Customer satisfaction alone may not directly predict loyalty.
Solimun & Fernandes (2018)	Service Quality → Customer Loyalty	Service quality effectiveness	Service quality positively affects customer loyalty through satisfaction.
Lemon & Verhoef (2016)	Customer Experience → Loyalty	Customer experience	Positive service experiences strengthen customer retention and loyalty.
Annamdevula Bellamkonda (2016)	& Service Quality → Loyalty	Institutional service quality	Service quality showed no significant direct effect on loyalty.
Ngo et al. (2025)	Service Quality → Institutional Loyalty	Educational service context	Service quality was not a significant predictor of loyalty.
Ashiq & Hussain (2024)	E-Service Quality → Loyalty	E-Online platform service quality	Weak or insignificant relationship between service quality and loyalty.
Malau et al. (2024)	Service Quality & Trust → Loyalty	Digital service setting	Service quality demonstrated mixed effects on customer loyalty.

Based on the literature summarized in Table 1, we created a word cloud in Figure 3 to show the most common themes and keywords from the review. Key clusters include influencer marketing, customer loyalty, authenticity, and customer satisfaction, all of which play important roles in TikTok live-streaming commerce.



Figure 3: Word Cloud of Key Themes in TikTok Live-Streaming Commerce Research

5.0 CONCLUSION AND RECOMMENDATIONS

This systematic literature review investigates the influence of influencer marketing, customer satisfaction, and service quality on customer loyalty within TikTok live-streaming commerce. The results demonstrate that influencer credibility, authenticity, trust, and interactive communication serve as the principal determinants of customer loyalty in live-streaming contexts. Customer satisfaction frequently mediates the relationship between influencer marketing and loyalty, while the influence of service quality varies across platforms and contexts. The review further reveals that customer loyalty in digital commerce is multidimensional and influenced by psychological, relational, and experiential factors. Although most studies report positive relationships among the reviewed variables, inconsistent findings suggest that loyalty formation depends on contextual factors such as platform characteristics, consumer expectations, and perceived authenticity. Overall, this study provides an integrated framework for understanding loyalty development in influencer-driven social commerce.

Future research should empirically evaluate the proposed conceptual framework through quantitative and mixed-method approaches within TikTok live-streaming contexts. Further examination of the mediating roles of customer trust and satisfaction, as well as the moderating effects of service quality, platform characteristics, and parasocial interaction, is warranted. Comparative analyses across industries, cultures, and social commerce platforms are recommended to enhance the generalizability of findings.

Additionally, investigations into the long-term effects of influencer authenticity, sponsorship transparency, emotional engagement, and consumer skepticism on customer loyalty in digital commerce environments are encouraged.

Author contributions: All authors contributed equally to the conceptualization, analysis, writing, and revision of the manuscript.

Ethical Statement: This study uses only secondary data from published academic literature. Ethical and institutional review board approvals were not required, as the research did not involve human participants, personal data, or confidential information.

Competing Interests: The author declares that this work has no competing interests.

Data Availability Statement: The data supporting the findings of this study are derived from publicly available literature and are available online.

Declaration Statement of Generative AI: Generative artificial intelligence (AI) tools “Grammarly” were used only for language and grammar improvement.

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