

THE ROLE OF PERCEIVED RELEVANCE IN MEDIATING THE EFFECT OF AD PERSONALIZATION AND CONTENT SUITABILITY ON REPURCHASE INTENTION OF GLAD2GLOW PRODUCTS IN TIKTOKSHOP.

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Received : 01 October 2025
Revised : 10 October 2025
Accepted : 15 November 2025

Published : 25 November 2025
DOI : <https://doi.org/10.54443/morfai.v5i6.4507>
Publish Link : <https://radjapublika.com/index.php/MORFAI/article/view/4507>

Abstract

This study aims to examine the extent to which ad personalization and content suitability influence repurchase intention, with perceived relevance acting as a mediating variable in consumers of Glad2Glow products on TikTok Shop. The research approach used a quantitative method with Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis of 100 respondents who actively use TikTok and have interacted with Glad2Glow products. The results showed that both ad personalization and content suitability have a positive and significant influence on perceived relevance and repurchase intention. In addition, perceived relevance was proven to act as a mediator that strengthens the relationship between the two variables on repurchase intention. These findings indicate that digital marketing communication efforts that focus on message suitability and relevant experiences can improve consumer perceptions, strengthen emotional connections with brands, and foster loyalty to Glad2Glow products on the TikTok Shop platform.

Keywords: *Ad Personalization, Content Suitability, Perceived Relevance, Repurchase Intention, TikTok Shop.*

INTRODUCTION

The development of digital technology has changed the patterns of consumer interaction with brands, particularly through social commerce platforms like TikTok Shop. The integration of shopping features within the short-form video app has made TikTok Shop one of the fastest-growing marketing channels, combining entertainment, content, and transactions within a single ecosystem. Previous research has shown that trust and privacy significantly influence user purchasing behavior on TikTok Shop, which ultimately influences repeat purchase decisions. Putri et al., (2023) This confirms that marketing success on these platforms depends not only on price or promotion, but also on the quality of the digital experience consumers experience, including the relevance and personalization of advertising messages.

TikTok's distinctive short-form video content plays a key role in shaping consumer purchasing intentions. Luo et al., (2025) emphasized that informative, easy-to-understand, and entertaining content can increase user trust and encourage purchasing decisions. In the context of a beauty brand like Glad2Glow, presenting useful and relevant content to the audience's needs is key to attracting interest and building long-term relationships with consumers. Glad2Glow products were chosen as the research object because this brand is one of the most sought-after beauty products on TikTok Shop. According to FindNiche data (2025), Glad2Glow ranks first in the Beauty & Personal Care category on TikTok Shop Indonesia, with total sales of around 15.10 million units and a total GMV of IDR 1,929.41 billion. Therefore, Glad2Glow products are a beauty product category that is experiencing significant growth in social commerce.

In addition, ad personalization is an important factor in attracting user attention amidst the high flow of digital information. Chu et al., (2024) found that personalized advertising can increase perceptions of creativity and authenticity, which results in increased engagement and purchase intentions. This finding is in line with Widodo & Kurniawati, (2020) This shows that ad relevance significantly influences ad engagement and can reduce advertising avoidance. Therefore, the more personalized and tailored an ad is to consumer characteristics, the more likely consumers are to engage emotionally with the brand. In this context, perceived relevance becomes a key variable bridging the relationship between content strategy and consumer behavior. Wijaya & Susilawaty, (2023) demonstrated

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that relevance, interactivity, informativeness, and entertainment in social media advertising positively influence brand engagement and purchase intention. However, most previous research has focused on initial purchase intention, rather than long-term behavior such as repurchase intention. Furthermore, studies integrating ad personalization, content suitability, and perceived relevance as mediating variables are still limited, particularly in the context of beauty products on TikTok Shop. According to Auriza et al., (2024) Trust, testimonials, and content suitability are the main factors in building consumer loyalty. Therefore, this study is important to analyze the role of perceived relevance in mediating the influence of advertising personalization and content suitability on repurchase intention of Glad2Glow products in TikTok Shop, both from a theoretical and practical perspective. By considering the findings and gaps of previous research, this study aims to analyze the influence of advertising personalization and content suitability on perceived relevance and its impact on repurchase intention of Glad2Glow products in TikTok Shop. In addition, this study highlights the mediating role of perceived relevance in this relationship to provide new understanding of consumer behavior in social commerce and the basis for more effective digital marketing strategies.

LITERATURE REVIEW

Ad Personalization

Advertising personalization is a crucial strategy in modern digital marketing. Companies strive to deliver more targeted messages by leveraging consumer behavior data, ensuring that ads feel relevant, personal, and contextual. Armstrong, & Kotler, (2023:140) One way to leverage consumer data to increase advertising effectiveness is through behavioral targeting. Behavioral targeting involves using online consumer tracking data to target advertisements and marketing offers to specific consumers. Armstrong, & Kotler, (2023:417) states that advertisements or other brand-produced online content that is similar in form and function to other natural content around it on web or social media platforms, allows personalized advertisements to align with the context of a particular platform, such as social media or mobile apps, thus appearing more natural, less intrusive, and increasing message relevance. This thinking is in line with research findings. Sakalauskas & Kriksciuniene, (2024) which shows that utilizing click-stream data in e-commerce can increase the effectiveness of advertising personalization because the messages sent become more in line with customer behavior. Gungunawat et al., (2024) emphasized that artificial intelligence (AI) technology plays a crucial role in analyzing consumer behavior and predicting individual preferences to produce more personalized and interactive advertising. The application of ad personalization using three dimensions: customization/behavioral targeting, interactivity & engagement, and platform suitability allows for more relevant and personalized messaging, thereby increasing consumer engagement and strengthening the relationship between Glad2Glow products and audiences on TikTok Shop.

Content Suitability

Content relevance is a crucial element of a digital marketing strategy because consumers are more likely to respond to messages that align with their interests, needs, and lifestyles. Relevant content not only conveys information but also builds emotional connections and trust in a brand. Armstrong, & Kotler, (2023:415), explains that content marketing is the process of creating, inspiring, and sharing brand messages through various channels, whether paid, owned, or shared, that are relevant, valuable, and consistent. Armstrong, & Kotler, (2023:403) emphasizes that to be relevant, brand messages must be social, mobile, interactive, and multi-platform. Therefore, relevant content not only attracts attention but also creates meaningful experiences for consumers. Recent studies have shown that content relevance influences consumer engagement. Widodo & Kurniawati, (2020) found that the relevance of digital advertising content reduces advertising avoidance rates and increases consumer attention. Finna & Usman, (2025) found that the appropriateness and frequency of affiliate video content on digital platforms positively impact consumer engagement and purchase intentions. The three dimensions used to measure this are message relevance, content value, and message consistency, which play a crucial role in ensuring that the information consumers receive aligns with their needs and interests, thereby increasing trust and positive perceptions of Glad2Glow products on TikTok Shop.

Perceived Relevance

Perceived relevance is a consumer's perception of the extent to which an advertising message is considered important, useful, and relevant to their needs. In the context of digital marketing, this relevance is a crucial factor in determining whether consumers will pay attention to and respond to advertising messages. According to Kotler, & Armstrong, (2023:175-176) Consumer perceptions are formed through psychological processes that influence how they interpret information from the environment. These processes include selective attention, which is the tendency for consumers to pay attention to information that is perceived as relevant to their needs and interests; selective

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distortion, which is the tendency to interpret information to fit existing beliefs; and selective retention, which is the tendency to remember information that is considered important or relevant. Therefore, perceived relevance can be viewed as the result of cognitive processes that influence how consumers evaluate and remember advertising messages. Widodo & Kurniawati, (2020) proves that ad relevance has an important role in reducing the tendency to avoid digital advertising, whereas Finna & Usman, (2025) Research shows that video ad relevance and frequency increase engagement and purchase intention. Perceived relevance can be measured through three dimensions: selective attention, selective distortion, and selective retention, which describe the extent to which consumers perceive advertising messages as important and relevant to their needs, thus influencing engagement and positive responses to Glad2Glow ads on TikTok Shop.

Repurchase Intention

Repurchase intention is an important indicator in modern marketing. According to Zakiyah Zahara & Ponirin, (2016) This behavior occurs when consumers are satisfied with their previous purchasing experience, leading them to make repeat purchases, recommend the product to others, and ignore competing brands. Post-purchase satisfaction is a key factor in building long-term relationships between consumers and brands. According to Kotler, & Armstrong, (2023:180) Customer satisfaction is a crucial foundation for companies in building long-term, profitable relationships. They assert that customer satisfaction is key to building profitable relationships with consumers, retaining and developing customers, and achieving lifetime customer value. After a purchase, consumers enter the post-purchase behavior stage, where an evaluation of satisfaction or dissatisfaction determines their next course of action. As explained Kotler, & Armstrong, (2023:181) post-purchase behavior: the satisfaction or dissatisfaction felt by consumers with a purchase will influence subsequent behavior. According to Ponirin et al., (2024) Satisfied consumers will repurchase the product, talk positively to others about it, and pay less attention to competing brands and advertising. Rendy Irwanto & Tjipto Subroto, (2022) found that consumer satisfaction had a positive and significant effect on repurchase intentions among Shopee users during the pandemic. The study confirmed that the higher the level of satisfaction, the greater the likelihood of repeat purchases. Wardani et al., (2024) also revealed that customer experience and satisfaction play a significant role in driving repurchase intention, although loyalty is not always the dominant intermediary variable. The three dimensions used to measure repurchase intention are post-purchase satisfaction, positive recommendations, and repurchase intention, which reflect consumers' tendency to continue purchasing the same product after being satisfied with their previous experience and trusting Glad2Glow products on TikTok Shop.

HYPOTHESIS DEVELOPMENT

This research builds on previous theories and findings that examine the relationship between ad personalization, content appropriateness, perceived relevance, and repurchase intention among Glad2Glow product users on TikTok Shop. Ad personalization and content appropriateness are predicted to have a positive effect on repurchase intention, as relevant and personalized messages can increase perceived relevance and brand engagement. These two variables also influence perceived relevance, where consumers assess the messages they receive as aligned with their needs and interests. The higher the perceived relevance, the greater the consumer's attention and likelihood to repurchase the product. Furthermore, perceived relevance acts as a mediating variable that strengthens the influence of ad personalization and content appropriateness on repurchase intention. Thus, ad personalization and content appropriateness, both directly and through perceived relevance, have been shown to increase repurchase intention for Glad2Glow products on TikTok Shop.

Research Hypothesis

H1: Advertising personalization has a positive effect on perceived relevance.

H2: Content suitability has a positive effect on perceived relevance.

H3: Advertising personalization has a positive effect on Repurchase Intention of Glad2Glow products on TikTok Shop.

H4: Content suitability has a positive effect on Repurchase Intention of Glad2Glow products on TikTok Shop.

H5: Perceived relevance has a positive effect on Repurchase Intention of Glad2Glow products on TikTok Shop.

H6: Perceived relevance mediates the influence of advertising personalization on Repurchase Intention of Glad2Glow products on TikTok Shop.

H7: Perceived relevance mediates the influence of content suitability on Repurchase Intention of Glad2Glow products on TikTok Shop.

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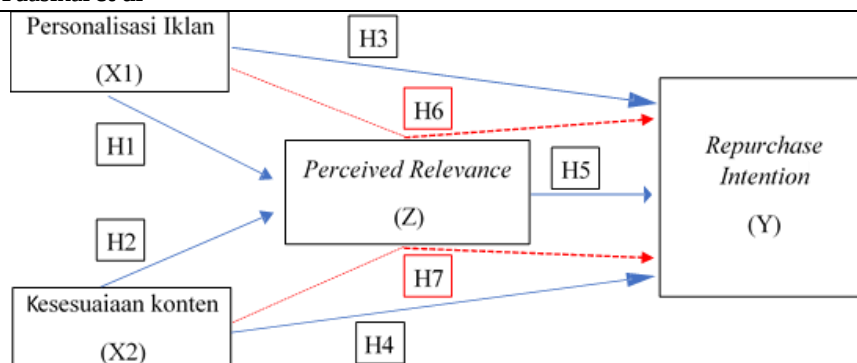


Figure 1:Research Model

METHOD

This research uses a quantitative approach based on the philosophy of positivism, with the aim of testing the hypothesis through statistical data analysis. Sugiyono (2023:16) The research object was the Glad2Glow product marketed through TikTok Shop. Sampling was conducted using purposive sampling, with respondents being active TikTok users who had viewed Glow2Glow content and had purchased or were interested in purchasing the product.

Data were collected using a Likert scale questionnaire to measure the variables of ad personalization, content suitability, perceived relevance, and repurchase intention. The questionnaire contained statements on a scale of 1–5, ranging from strongly disagree (1) to strongly agree (5). Sugiyono, (2023:199). The sample size of 100 respondents was determined based on the reference Hair et al., (2021), which suggests a minimum calculation of five respondents per indicator or ten per latent construct. This study uses a constant of 25 respondents for each latent construct to ensure more representative results. With four latent constructs, the minimum sample size required is $4 \times 25 = 100$ respondents. Validity and reliability tests were conducted using SPSS, while data analysis used Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS, as this method is capable of comprehensively analyzing complex models with mediating variables. Hair et al., (2021:356).

RESULTS AND DISCUSSION

Respondent Data Characteristics

This study involved 100 respondents who were active TikTok users and had viewed Glad2Glow product content on TikTok Shop. The analysis showed that the majority of respondents were female (63%), while 37% were male. This finding illustrates that Glow2Glow users are predominantly female, who tend to be more active in self-care and beauty. Based on occupation, the majority of respondents were private employees (31%), followed by students (30%), entrepreneurs (23%), and civil servants (16%). This composition shows the diversity of professions among Glad2Glow product users, with a predominance of private employees. All respondents (100%) were active TikTok users who had viewed Glad2Glow content and had experience or interest in repurchasing the product, so the selection of respondents was considered appropriate to the research context.

Table 1.Respondent Data Characteristics

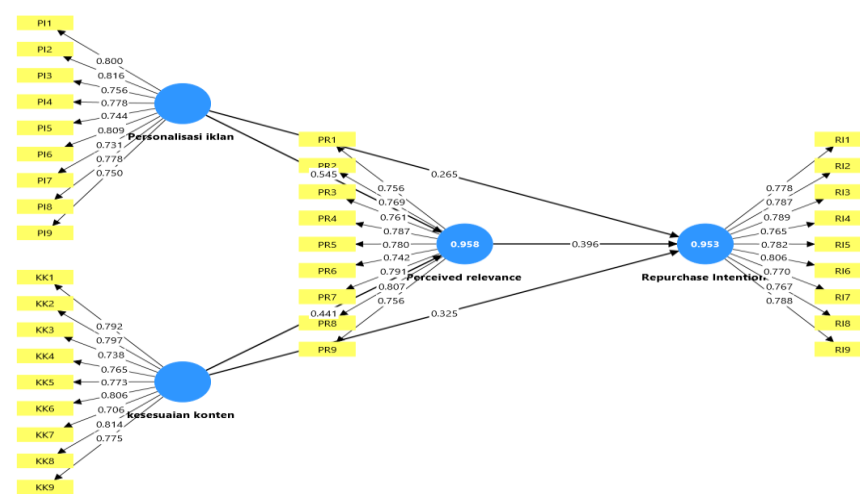
Category Questions	Answer Options	Number of Respondents	Percentage %
gender	man	37	37%
	Woman	63	63%
	Total	100	100%
Age	17-21 years	23	23%
	22-25 Years	41	41%
	26-29 Years	31	31%
	30-35 Years	5	5%
	Total	100	100%
Type of work	Students	30	30%
	Businessman	23	23%
	civil servant	16	16%
	Private Employee	31	31%

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	Total	100	100%
Tiktok User Frequency	Every day	41	41%
	1-2 times a week	38	38%
	3-4 times a week	21	21%
	Total	100	100%

Source:Primary Data (2025).



Source:SEM-PLS (2025).

Figure 2:Outer Loading

Graphic output testing was conducted to determine the relationship between latent variables and their indicators, including validity, reliability, and multicollinearity tests. Figure 2 shows the external load values of the advertising personalization (X1), content suitability (X2), perceived relevance (M), and repurchase intention (Y) variables.

Convergent Validity Test (Outer Loading)

Table 2.Convergent Validity Test

Personalize ads	Content suitability	Perceived relevance	Repurchase intention
PI2 (0.816)	KK8 (0.814)	PR8 (0.807)	RI6 (0.806)
PI6 (0.809)	KK6 (0.806)	PR7 (0.791)	RI3 (0.789)
PI1 (0.800)	KK2 (0.797)	PR4 (0.787)	RI9 (0.788)
PI4 (0.778)	KK1 (0.792)	PR5 (0.780)	RI2 (0.787)
PI8 (0.778)	KK9 (0.775)	PR2 (0.769)	RI5 (0.782)
PI3 (0.756)	KK5 (0.773)	PR3 (0.761)	RI1 (0.778)
PI9 (0.750)	KK4 (0.765)	PR1 (0.756)	RI7 (0.770)
PI5 (0.744)	KK3 (0.738)	PR9 (0.756)	RI8 (0.767)
PI7 (0.731)	KK7 (0.706)	PR6 (0.742)	RI4 (0.765)

Source:SEM-PLS (2025).

Convergent validity testing was conducted to determine the extent to which the indicators in each construct are able to represent their respective variables. Based on the results of the SmartPLS analysis, all indicators in the four variables—ad personalization, content suitability, perceived relevance, and repurchase intention—showed outer loading values above 0.70, with most even approaching 0.80. This indicates that each statement in the questionnaire is considered valid and able to measure the variables well. Thus, no indicators need to be eliminated, as all meet the convergence criteria. This good convergent validity confirms that each construct has a strong relationship between the indicators and their variables.

Discriminant Validity Test

Table 3.Discriminant Validity Test Results (Fornell-Lacker Criteria)

	<i>Perceived relevance</i>	<i>Personalize ads</i>	<i>Repurchase intention</i>	<i>Content suitability</i>
Perceived relevance	0.772			
Personalize ads	0.973	0.774		
Repurchase Intention	0.969	0.965	0.781	
content suitability	0.969	0.968	0.966	0.775

Source:SEM-PLS (2025).

The results in Table 3 show that each latent variable has a square root mean AVE value that exceeds the correlation value between the other variables. This condition indicates that each construct in the research model can be statistically distinguished, thus meeting the Fornell-Larcker discriminant validity criteria.

Reliability Test

The results of the reliability test show that all variables have excellent internal consistency, with Cronbach's Alpha and Composite Reliability values above 0.70. This indicates that the research instrument is declared reliable. In detail, the variables perceived relevance ($\alpha = 0.915$; CR = 0.930), advertising personalization ($\alpha = 0.916$; CR = 0.931), content suitability ($\alpha = 0.916$; CR = 0.931), and repurchase intention ($\alpha = 0.920$; CR = 0.934) all meet strong reliability criteria, so the indicators used are consistent in measuring the intention to repurchase Glad2Glow products. In addition, the Average Variance Extracted (AVE) value for each construct also exceeds 0.50, namely 0.596 for perceived relevance, 0.599 for advertising personalization, 0.600 for content suitability, and 0.611 for repurchase intention, which indicates that more than half of the indicator variance can be explained by their respective constructs.

Inner model

R Square

Table 4.R-square Test Results

	R-square	R-square adjusted
<i>Perceived relevance</i>	0.958	0.957
<i>Repurchase Intention</i>	0.953	0.952

Source:SEM-PLS (2025).

The R-Square test results show that the Perceived relevance variable has an R-Square value of 0.958, which means that Perceived relevance is able to explain 95.8% of the variation in the Perceived relevance variable, so it can be concluded that the model is considered strong. While Repurchase Intention shows an R-Square value of 0.953, which means that Repurchase Intention is able to explain 95.3% of the variation in the Repurchase Intention variable, so it can be concluded that the model is considered strong.

Hypothesis Testing

Table 5.Hypothesis Test Results

	Original sample (O)	T statistics (O/STDEV)	P values
Content relevance → Perceived relevance	0.441	4.143	0.000
Content suitability → Repurchase intention	0.325	2,818	0.005
<i>Perceived relevance</i> → Repurchase intention	0.396	3,291	0.001
Ad personalization → Perceived relevance	0.545	5,240	0.000
Ad personalization → Repurchase intention	0.265	2,456	0.014
Ad personalization → Perceived relevance → Repurchase intention	0.216	3,100	0.002
Content relevance → Perceived relevance → Repurchase intention	0.175	2,523	0.012

Source:SEM-PLS (2025).

The results of the hypothesis test in this study show that all relationships between variables are stated valid, as each showed a positive and significant influence. Advertising personalization was shown to have a positive effect on perceived relevance, meaning the higher the level of message tailoring to user interests and behavior, the stronger the consumer's perception of relevance to the advertisement. This is in line with the finding that content suitability also has a positive effect on perceived relevance, indicating that content that aligns with user needs and preferences can increase message relevance in the eyes of consumers. Furthermore, advertising personalization and content suitability were shown to have a positive effect on repurchase intention, indicating that relevant and personally delivered advertising messages can foster repurchase interest for Glad2Glow products on TikTok Shop. Furthermore, perceived relevance had a positive effect on repurchase intention, so the more relevant the message consumers received, the greater their tendency to make a repeat purchase. The test results also showed that perceived relevance acts as a mediating variable that strengthens the relationship between advertising personalization and content suitability on repurchase intention. Thus, all hypotheses in this study were proven valid, confirming that message personalization and relevant content suitability can build trust, strengthen emotional connections, and increase loyalty and repurchase intention for Glad2Glow products on TikTok Shop.

Discussion

The results of this study provide in-depth empirical insights into how ad personalization and content relevance influence perceived relevance, ultimately leading to increased repurchase intention among Glad2Glow product users on TikTok Shop. These findings confirm that data-driven digital communication strategies and content relevance have the potential to create more meaningful consumer experiences, build brand trust, and foster long-term repeat purchase loyalty. The results of this study indicate that ad personalization significantly increases perceived relevance and repurchase intention among Glad2Glow product users on TikTok Shop. Through personalization strategies, companies can tailor promotional messages based on user behavior, interests, and digital activity data. This way, consumers perceive the messages they receive as relevant to their needs, fostering a sense of attention and appreciation from the brand. These findings align with research findings. Chu et al., (2024) which revealed that personalized advertising on social media can strengthen the perception of creativity and emotional closeness between consumers and brands, which ultimately leads to increased repurchase intentions.

This view is supported by Sakalauskas & Kriksciuniene, (2024) which emphasizes that the use of digital behavioral data can increase advertising effectiveness because messages can be tailored in real-time to user characteristics. In addition, Prihatiningsih et al., (2025) stated that the application of artificial intelligence (AI) technology in advertising personalization has the potential to increase message relevance and the overall effectiveness of digital communications. Similar results were found by Elrizal & Astuti, (2024) which explains that personalized ads on Instagram strengthen the emotional attachment of young people to brands and encourage repurchase decisions. In the context of Glad2Glow on TikTok Shop, the implementation of personalized ads tailored to user characteristics such as a relaxed communication style, the use of short videos, and relevant product recommendations makes messages feel more natural and less pushy. This approach helps create an emotional connection between the brand and consumers and increases the likelihood of repurchasing the same product.

This study also found that content relevance plays a significant role in shaping perceived relevance and driving repurchase intention. Content designed to align with the audience's values, lifestyle, and needs is more readily accepted and trusted by consumers. Armstrong, & Kotler, (2023:452), the effectiveness of a marketing message lies in its ability to be social, interactive, and appropriate to the characteristics of the media used. This is reinforced by Widodo & Kurniawati, (2020) which shows that the relevance of digital content can reduce users' tendency to avoid advertising and simultaneously increase their engagement with promotional messages. Wibowo et al., (2025) stated that the appropriateness of the platform format, such as the use of creative and interactive short videos on TikTok, significantly influences user interest in making purchases.

A similar view was expressed by Cahyani & Nurtjahjadi, (2024) emphasizes that message congruence and content credibility are crucial elements in building consumer trust and driving repeat purchase intentions. In the context of Glad2Glow, visually appealing, informative, and authentic content, such as beauty tutorials, user reviews, and short testimonials, has been shown to strengthen perceived relevance and foster repeat purchase intentions. Thus, content congruence serves not only to convey information but also to build relevant digital experiences and foster trust in the brand. The results of the study indicate that perceived relevance has an important mediating role in the relationship between advertising personalization and content suitability on repurchase intention. Ponirin et al., (2015) When consumers feel that advertising messages are relevant to their needs and interests, trust in the brand increases, thus encouraging repeat purchase loyalty. Wijaya & Susilawaty, (2023), the perception of relevance is the

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main basis for the formation of positive emotional involvement which can trigger repurchase intentions. This theory is supported by Kotler, & Armstrong, (2023:175) which explains that the consumer perception process occurs through selective attention and selective retention, where individuals only pay attention to and remember messages that are considered relevant to them. Study Putri et al., (2023) also emphasized that the relevance of digital messages significantly influences the younger generation's repurchase decisions for local products on e-commerce platforms. Abror, (2025) states that trust formed from perceived relevance is a reinforcing factor in the relationship between digital communication strategies and repurchase intentions. In line with this, Bahri & Mutadho, (2025) Research shows that growing customer trust through digital marketing strategies can increase repeat purchase decisions, especially among active social media users. Thus, perceived relevance serves not only as a cognitive assessment but also as an emotional bridge connecting digital communication stimuli with consumer loyalty responses to a brand.

Overall, this study supports the theoretical framework Stimulus Organism Response (SOR), where ad personalization and content relevance act as stimuli, perceived relevance as an organism that mediates consumers' psychological reactions, and repurchase intention as the final response of the process. These findings indicate that repeat purchase behavior is not only determined by rational aspects such as price or product quality, but also by emotional factors and perceived relevance of the message received. Thus, a digital communication strategy based on personalization and relevance is an important approach to creating a strong brand experience, increasing consumer trust, and building long-term repeat purchase loyalty.

CONCLUSION

Based on the analysis, this study proves that ad personalization and content relevance have a positive effect on perceived relevance and repurchase intention of Glad2Glow product users on TikTok Shop. The higher the level of personalization and message relevance, the greater the consumer's perceived relevance, which ultimately increases repurchase intention. Perceived relevance is also proven to act as a mediating variable that strengthens the influence of ad personalization and content relevance on repurchase intention. Thus, perceived relevance is a crucial factor in bridging digital communication strategies with repurchase behavior. Overall, the results of this study emphasize the importance of implementing personalization-based marketing strategies and relevant content to increase consumer engagement and loyalty on social commerce platforms.

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