
The Influence of TikTok Shop Service Quality on Consumer Loyalty Regarding Customer Satisfaction, Customer Trust, and Behavioral Intention

Helina Ananda Putri¹, Albari²

Universitas Islam Indonesia, DI. Yogyakarta, Indonesia

hap091201@gmail.com¹, albari@uii.ac.id²

Keywords

TikTok Shop, Service Quality, Customer Loyalty, Behavioral Intention, E-commerce

Abstract

Technological advancements and Internet penetration have fundamentally changed the way consumers conduct purchasing activities. This phenomenon marks a significant shift from conventional shopping in physical stores to online shopping. This study aims to explore how TikTok Shop's service quality affects customer loyalty and behavioral intentions, specifically in the Yogyakarta and Central Kalimantan regions. Using a linear regression approach and the coefficient of determination, this study shows that TikTok Shop's service quality has a positive and significant impact on customer loyalty, with a contribution of 74.6%. Factors such as reliability, responsiveness, and accessibility are critical in shaping positive consumer perceptions. In addition, customer trust, which is based on consistent and transparent service quality, plays an important role, with a contribution of 65.4% to customer satisfaction. In addition, this study also found that TikTok Shop's service quality influenced customers' behavioral intentions, including intentions to repurchase, recommend the platform to others, and engage further. These findings emphasize the importance of TikTok Shop to continuously improve its service quality to strengthen relationships with customers and ensure sustainable business growth amid fierce e-commerce competition. By understanding and responding to customer needs, TikTok Shop has the potential to strengthen its position as an important player in the dynamic e-commerce industry.

Corresponding Author: Helina Ananda Putri

Email: hap091201@gmail.com



INTRODUCTION

In the last few decades, technological advances and Internet penetration have fundamentally changed the way consumers carry out purchasing activities (Febriyanto & Arisandi, 2018). This phenomenon marks a significant shift from conventional shopping in physical stores to online shopping (Laipaka, 2021). This growth is driven by increased internet connectivity and advances in information technology, which enable faster and broader accessibility for consumers (Aulia et al., 2023). Researchers describe that this transformation creates a new paradigm in the business environment, creating a dynamic that allows consumers to easily access, evaluate, and compare products and services from various brands without having to leave the comfort of their homes (Lesmana, 2023).

The increasing growth of technology presents a new style of purchasing products. The presence of social e-commerce as a place to shop that is directly connected to social media provides a shopping experience as well as social interaction. Social E-commerce is becoming a trend, and all sellers are individuals who are connected to social media (Stephen & Toubia, 2011). According to Liang and Turban (2011), in general, the difference between e-commerce and social e-commerce is only the activities and transactions via social media.

Accessibility via the Internet allows consumers to conduct detailed searches, read product reviews, and compare prices from multiple sellers quickly and efficiently. This gives consumers greater control over their shopping experience as expectations for convenience and efficiency increase. This paradigm shift also reflects the adoption of an increasingly

digitally connected lifestyle (Astuti & Muhafifah, 2023). With increasing reliance on digital devices and internet connectivity, consumers are looking for shopping experiences that are integrated with technology. This creates a massive opportunity for social ecommerce platforms and online businesses to understand and meet the needs of modern, increasingly connected consumers. Social e-commerce platforms are the main pillars that support fundamental changes in the way consumers shop.

Therefore, social ecommerce platforms not only simplify the purchasing process but also empower consumers with more excellent knowledge, increasing transparency and trust in the trading environment. TikTok Shop has emerged as one of the e-commerce platforms that has stolen the spotlight in recent years. The uniqueness of TikTok Shop lies in its integration with the prevalent social media application TikTok. This concept creates a new paradigm in the world of e-commerce, and this perspective is supported by research conducted by researchers (Fathoni, 2018).

TikTok Shop's integration with TikTok creates a more dynamic and socially connected shopping experience. TikTok, as a short video-based social media platform, is known for its elements of creativity and high social interaction. According to researchers, this integration takes advantage of TikTok's unique characteristics to bring users to a more unique and participating shopping experience (Erwin et al., 2023).

In line with the rapid growth of TikTok Shop, this research's main objective is to investigate and understand in more depth the influence of the quality of service provided by the platform on consumer loyalty (Aisyah et al., 2022). Service quality, in the context of this research, refers to various aspects such as ease of use, quick response, and satisfactory interaction. This concept is based on the understanding that these factors are vital in shaping consumer perceptions of the quality of an e-commerce platform, as explained by researchers (Wulandari, 2023).

According to previous researchers, service quality has a central role in shaping consumer perceptions of an online shopping platform (Brusch et al., 2019). In this framework, the concept of service quality includes elements such as ease of navigation, platform responsiveness, and quality of interactions with customers. Classical theories in the field of service, as put forward by researchers, state that service quality can influence consumer loyalty or trust (Hidayatullah et al., 2022). According to researchers, customer trust is all knowledge and conclusions made by customers about an attribute, object, or its benefits (Bahrudin & Zuhro, 2016). Where the object can be a company with all the attributes it has, the attributes here can be in the form of service features offered by a marketplace. Trust in shopping can be formed from good perceptions about something, learning, and experience in the form of reviews from previous customers.

When customers have trusted a place to shop, they are more likely to come back. According to researchers, revisit activity or revisit intention is a description of the customer's behavior or desire to come back, then provide positive word of mouth (WOM), stay for a longer time, and carry out more activities than before (Wisandiko & Indarwati, 2021). When customers receive performance services in the form of ease of use of features, attractive appearance, and efficient use of time, customers can provide good reviews regarding their shopping experience on the marketplace.

Currently, there has been a shift in the behavior of e-commerce service users, such as in the Yogyakarta and Central Kalimantan areas, in carrying out their shopping activities. Many customers have changed their shopping style from in-person shopping to online shopping. This change in attitude requires a sense of security and trust when carrying out transactions, not face-to-face. Therefore, this research was conducted to analyze what service quality should be required by customers to produce behavioral intention in an online business. According to researchers, behavioral intention is a description of customer behavior, such as making positive word-of-mouth about a service or product to other people so that they have the intention to make repeat purchases and form an attitude of loyalty towards the service or product provider (Syafaruddin, 2016).

By paying attention to these conditions, this research analyzes the quality of service required by users in Yogyakarta and Central Kalimantan to meet their needs and desires. Next, how can a business form a behavioral intention, repurchase intention, site revisit, and word-of-mouth when customers use a service by considering its quality?

This research has significant theoretical benefits with the potential to provide empirical evidence that strengthens the relationship between service quality, loyalty, satisfaction, and customer trust in shaping consumer behavior. These findings will support previous research and add to existing literature regarding repurchase intention, site revisit, and word-of-mouth. Apart from that, the practical benefit of this research is that it provides guidance for e-commerce owners in designing appropriate marketing strategies to increase consumer loyalty and trust, as well as influencing consumer behavior among online service users (Indrasari, 2019).

This research aims to explain several things related to the quality of TikTok Shop services and their impact on customers. First, this research will reveal the positive influence of TikTok Shop service quality on customer satisfaction. Next, we will also discuss the positive influence of service quality on customer trust. Apart from that, this research will explain the positive impact of TikTok Shop service quality on customer behavioral intentions. Furthermore, we will also discuss the positive impact of service quality, customer satisfaction, and customer trust on behavioral intention. Finally, this research will explore the contribution of services from the TikTok Shop platform to customer behavioral intentions, such as repurchase intention, site revisit, and word-of-mouth. Thus, this research seeks to provide a comprehensive understanding of the relationship between TikTok Shop service quality and customer response.

RESEARCH METHODS

The literature review study method used in this data analysis involved identifying various data sources such as PubMed, Google Scholar, ScienceDirect, and ResearchGate, with the selection of the keywords "Artificial Intelligence", "Deep learning", and "epidural hematoma". The inclusion criteria applied included full-text articles published within the last ten years and related to the research topic. After data collection, articles that fit the criteria were selected, followed by content analysis to identify trends, patterns, and key findings from previous studies. The analyzed data were then processed and interpreted to be presented in a literature review report, which includes information on data sources, methodology, analysis results, and interpretation of findings, providing valuable insights into the research topic.

RESULTS AND DISCUSSION

The development of TikTok Shop as e-commerce has increased in recent years. Various types of sales, ranging from clothing and food to equipment, are also promoted on this platform. Based on the exposure previously explained and data that has been collected from consumers, the following research results were obtained:

Hypothesis 1:

"Service Quality Has a Positive Influence on Customer Satisfaction"

Simple Linear Regression Analysis

Table 1 Simple Linear Regression Test Results Hypothesis 1

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	7,522	3,138			2,397	.017
Quality of Service	,733	,029	,864		25,442	,000

a. Dependent Variable: Customer Satisfaction

$$Y = 7.522 + 0.733X + \epsilon$$

Based on the regression equation above, it can be explained as follows:

1. A constant value of 7.522 indicates that if the independent variable, namely Service Quality (X), has a constant value or zero, then the Customer Satisfaction Variable (Y) is 7.522.
2. The regression coefficient for the Service Quality (X) variable is positive at 0.733, which means there is a unidirectional relationship between the two variables, thus indicating that for every 1 unit increase in Service Quality (X), assuming the other variables are constant, the Customer Satisfaction variable (Y) increases by 0.733.

Hypothesis test

a. Partial Test (t-Test)

The following results from the t-test are presented in the table below:

Significant value

H₀: no effect

H_{a1}: influential

- Prob < 0.05 then H₀ is rejected, and H₁ is accepted
- **Prob > 0.05, H₀ is accepted, H₁ is rejected**

T value

- T count > t table, H₀ is rejected
- **T count < t table, H₀ is accepted**

Table 2 Hypothesis 1 T-Test Results Coefficients^a

Model	t	Sig.
1 (Constant)	2,397	.017
Quality of Service	25,442	,000

a. Dependent Variable: Customer Satisfaction

Based on the table above, it can be explained as follows:

N: 222

K: 1

Df : nk = 222-1= 221

Table = 1 .9707

The Service Quality variable (X) has a probability value of 0.000 < 0.05 and a t count of 25.442 > 1.9707, meaning that H₀ is rejected and H₁ is accepted. Namely, the Service Quality variable (X) has a partially significant effect on Customer Satisfaction (Y).

b. Coefficient of Determination

Table 2 Test Results for the Determination Coefficient of Hypothesis 1 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,864 ^a	,746	,745	2.89951	2,060

a. Predictors: (Constant), Quality of Service

b. Dependent Variable: Customer Satisfaction

R-squared value of 0.746 or 74.6 %. This indicates that the independent variable in this research, namely Service Quality (X), contributes to a significant influence on Customer Satisfaction (Y) of 74.6%, and other variables explain the remaining 25.4%.

Hypothesis 2:

Service Quality Has a Positive Influence on Customer Trust

Simple Linear Regression Analysis

Table 3 Simple Linear Regression Test Results Hypothesis 2
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,690	2,148		,321	,748
Quality of Service	,596	,020	,898	30,224	,000

a. Dependent Variable: Customer Trust

$$Y = 0.690 + 0.596X + \varepsilon$$

Based on the regression equation above, it can be explained as follows:

1. A constant value of 0.690 indicates that if the independent variable, namely Service Quality (X), is constant or zero, then the Customer Trust Variable (Y) is 0.690.
2. The regression coefficient for the Service Quality (X) variable is positive at 0.596, which means there is a unidirectional relationship between the two variables, so shows that for every 1 unit increase in Service Quality (X), assuming other variables are constant, the Customer Trust variable (Y) increases by 0.596.

Hypothesis test

a. Partial Test (t-Test)

Table 4 Hypothesis 2 T-Test Results
Coefficients^a

Model	t	Sig.
1 (Constant)	,321	,748
Quality of Service	30,224	,000

a. Dependent Variable: Customer Trust

Based on the table above, it can be explained as follows:

N: 222

K: 1

Df : nk = 222-1= 221

Table = 1 .9707

The Service Quality variable (X) has a probability value of 0.000 < 0.05 and a t count of 30.224 > 1.9707, meaning that H₀ is rejected and H₂ is accepted. Namely, the Service Quality variable (X) has a partially significant effect on Customer Trust (Y).

b. Coefficient of Determination

Table 5 Test Results for the Determination Coefficient of Hypothesis 2
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,898 ^a	,806	,805	1.98437	1,908

a. Predictors: (Constant), Quality of Service

b. Dependent Variable: Customer Trust

Based on the obtained R-squared value of 0.806 or 80.6 %. This indicates that the independent variable in this research, namely Service Quality (X), contributes to a significant influence on Customer Trust (Y) of 80.6%, and other variables explain the remaining 19.4%.

Hypothesis 3

"Trust Has a Positive Influence on Customer Satisfaction"

Simple Linear Regression Analysis

Table 6 Simple Linear Regression Test Results Hypothesis 3
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19,513	3,325		5,868	,000
Customer trust	1,034	,051	,809	20,409	,000

a. Dependent Variable: Customer Satisfaction

$$Y = 19.513 + 1.034X + \varepsilon$$

Based on the regression equation above, it can be explained as follows:

1. A constant value of 19.513 indicates that if the independent variable, namely Customer Trust (X), is constant or zero, then the Customer Satisfaction Variable (Y) is 19.513.
2. The regression coefficient for the Customer Trust (X) variable is positive at 1.034, which means there is a unidirectional relationship between the two variables, so shows that for every 1 unit increase in Customer Trust (X), assuming other variables are constant, the Customer Satisfaction variable (Y) increases by 1.034.

Hypothesis test

a. Partial Test (t-Test)

Table 7 Hypothesis 3 T-Test Results
Coefficients^a

Model	t	Sig.
1 (Constant)	5,868	,000
Customer trust	20,409	,000

a. Dependent Variable: Customer Satisfaction

Based on the table above, it can be explained as follows:

N: 222

K: 1

Df : nk = 222-1= 221

Table = 1 .9707

The Customer Trust variable (X) has a probability value of $0.000 < 0.05$ and t count of $20.409 > 1.9707$, meaning that H_0 is rejected and H_3 is accepted, namely the Customer Trust variable (X) has a partially significant effect on Customer Satisfaction (Y).

b. Coefficient of Determination

Table 8 Test Results for the Determination Coefficient of Hypothesis 3
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,809 ^a	,654	,653	3.38458	2,229

a. Predictors: (Constant), Customer Trust

b. Dependent Variable: Customer Satisfaction

Based on the obtained R-squared value of 0.654 or 65.4 %. This indicates that the independent variable in this research, namely Customer Trust (X), contributes to a significant influence on Customer Satisfaction (Y) of 65.4%, and other variables explain the remaining 34.6%.

Hypothesis 4

"Service Quality Has a Positive Influence on Behavioral Intention"

Simple Linear Regression Analysis

Table 9 Simple Linear Regression Test Results Hypothesis 4 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,445	1,536		2,243	.026
Quality of Service	,169	.014	,628	11,981	,000

a. Dependent Variable: Behavioral Intention

$$Y = 3.445 + 0.169X + \varepsilon$$

Based on the regression equation above, it can be explained as follows:

1. A constant value of 3.445 indicates that if the independent variable, namely Service Quality (X), is constant or zero, then the Behavioral Intention Variable (Y) is 3.445.
2. The regression coefficient for the Service Quality variable (X) is positive at 0.169, which means there is a unidirectional relationship between the two variables, so shows that for every 1 unit increase in Service Quality (X), assuming other variables are constant, the Behavioral Intention (Y) variable increases by 0.169.

Hypothesis test

a. Partial Test (t-Test)

Table 10 Hypothesis 4 T-Test Results Coefficients^a

Model	t	Sig.
1 (Constant)	2,243	.026
Quality of Service	11,981	,000

a. Dependent Variable: Behavioral Intention

Based on the table above, it can be explained as follows:

N: 222

K: 1

Df : nk = 222-1= 221

Table = 1.9707

The Service Quality variable (X) has a probability value of 0.000 < 0.05 and a t count of 11.981 > 1.9707, meaning that H₀ is rejected and H₄ is accepted. Namely, the Service Quality variable (X) has a partially significant effect on Behavioral Intention (Y).

b. Coefficient of Determination

Table 11 Test Results for the Determination Coefficient of Hypothesis 4 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.628 ^a	.395	.392	1.41906	2,321

a. Predictors: (Constant), Quality of Service

b. Dependent Variable: Behavioral Intention

Based on the obtained R-squared value of 0.395 or 39.5 %. This indicates that the independent variable in this research, namely Service Quality (X), contributes to a significant influence on Behavioral Intention (Y) of 39.5%, and other variables explain the remaining 60.5%.

Hypothesis 5

"Customer Satisfaction Has a Positive Influence on *Behavioral Intention*"

Simple Linear Regression Analysis

Table 12 Simple Linear Regression Test Results Hypothesis 5
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,138	1,376		2,280	.024
Customer satisfaction	,214	.016	,676	13,595	,000

a. Dependent Variable: Behavioral Intention

$$Y = 3.138 + 0.214X + \varepsilon$$

Based on the regression equation above, it can be explained as follows:

1. A constant value of 3.138 indicates that if the independent variable, namely Customer Satisfaction (X), has a constant value or zero, then the Behavioral Intention Variable (Y) is 3.138.
2. The regression coefficient for the Customer Satisfaction variable (X) is positive at 3.138, which means there is a unidirectional relationship between the two variables, so shows that every time there is an increase in Customer Satisfaction (X), 1 unit assuming other variables are constant the Behavioral Intention variable (Y) increases by 3.138

Hypothesis test

a. Partial Test (t-Test)

N: 222

K: 1

Df : nk = 222-1= 221

Table = 1 .9707

Table 13 Hypothesis 5 T-Test Results
Coefficients^a

Model	t	Sig.
1 (Constant)	2,280	.024
Customer satisfaction	13,595	,000

a. Dependent Variable: Behavioral Intention

The Customer Satisfaction variable (X) has a probability value of $0.000 < 0.05$ and a t count of $13.595 > 1.9707$, meaning that H_0 is rejected and H_5 is accepted. Namely, the Customer Satisfaction variable (X) has a partially significant effect on Behavioral Intention (Y).

b. Coefficient of Determination

Table 14 Test Results for the Determination Coefficient of Hypothesis 5
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.676 ^a	.457	.454	1.34475	2,045

a. Predictors: (Constant) Customer Satisfaction

b. Dependent Variable: Behavioral Intention

Based on the obtained R-squared value of 0.457 or 45.7%. This indicates that the independent variable in this research, namely Customer Satisfaction (X), contributes to a significant influence on Behavioral Intention (Y) of 45.7%, and other variables explain the remaining 54.3%.

Hypothesis 6

"Customer Trust Has a Positive Influence on Behavioral Intention"

Simple Linear Regression Analysis

Table 15 Simple Linear Regression Test Results Hypothesis 6 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,550	1,466		4,469	,000
Customer trust	,233	,022	,575	10,437	,000

a. Dependent Variable: Behavioral Intention

$$Y = 6.550 + 0.233X + \varepsilon$$

Based on the regression equation above, it can be explained as follows:

1. A constant value of 6.550 indicates that if the independent variable, namely Customer Trust (X), is constant or zero, then the Behavioral Intention Variable (Y) is 6.550.
2. The regression coefficient for the Customer Trust (X) variable is positive at 0.233, which means there is a unidirectional relationship between the two variables, so shows that for every 1 unit increase in Customer Trust (X), assuming other variables are constant, the Behavioral Intention variable (Y) increases by 0.233.

Hypothesis test

a. Partial Test (t-Test)

N: 222

K: 1

Df : nk = 222-1= 221

Table = 1 .9707

Table 16 Hypothesis 6 T-Test Results Coefficients^a

Model	t	Sig.
1 (Constant)	4,469	,000
Customer trust	10,437	,000

a. Dependent Variable: Behavioral Intention

The Customer Trust variable (X) has a probability value of $0.000 < 0.05$ and a t count of $10.437 > 1.9707$, meaning that H_0 is rejected and H_6 is accepted. Namely, the Customer Trust variable (X) has a partially significant effect on Behavioral Intention (Y).

a. Coefficient of Determination

Table 17 Test Results for the Determination Coefficient of Hypothesis 6 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,575 ^a	,331	,328	1.49182	2,266

a. Predictors: (Constant), Customer Trust

b. Dependent Variable: Behavioral Intention

Based on the obtained R-squared value of 0.331 or 33.1 %. This indicates that the independent variable in this research, namely Customer Trust (X), contributes to a significant influence on Behavioral Intention (Y) of 33.1%, and other variables explain the remaining 66.9%.

Discussion

Based on the results of this research, TikTok service quality has a positive and significant effect on consumer loyalty. This is supported by the results of the hypothesis test, which shows that the p-value for the relationship between service quality and consumer loyalty is smaller than the significance value ($\alpha = 0.05$). TikTok service quality contributes 74.6 % to consumer satisfaction. This is in line with previous research, which states that the

services provided to customers will provide *customer satisfaction* (Salsabila & Saidani, 2022). This finding is also in line with customer satisfaction theory and customer trust theory, which states that consumers who are satisfied with service quality tend to be more loyal to the company (Tjiptono, 2022).

Furthermore, the service quality that has the most influence on consumer loyalty is reliability, followed by responsiveness, completeness, knowledge, and accessibility. This shows that it is essential for TikTok to ensure that its services are reliable, responsive, complete, easy to access, and supported by existing knowledge and skills.

Service quality also has a significant influence on customer trust, with an influence contribution of 80.6 %. This shows that customers will have more trust and confidence in a company or platform if they feel that the service provided is of high quality. This reflects the importance of integrity, transparency, and consistency in providing services to customers.

The research results also reveal that customer trust has a significant influence on customer satisfaction, with an influence contribution of 65.4 %. This confirms that to achieve high levels of satisfaction, and companies need to not only offer quality products or services but also build and maintain customer trust. This trust can be built through consistent service quality, responsiveness to problems, and effective communication.

Apart from directly influencing consumer loyalty, TikTok service quality also contributes to the formation of customer behavioral intentions, especially repurchase intention, site revisit, and word-of-mouth. Consumers who are satisfied with the quality of TikTok's services tend to make repeat purchases, revisit the TikTok website, and recommend TikTok to others. Service quality has a positive influence on Behavioral Intention (Y), and this influence is statistically significant. The influence contribution of 39.5% shows that almost 40% of the variations or changes in behavioral intention can be explained by variations or changes in service quality. This is in line with Zeithaml (2006), who stated that service influences behavioral intention. That is, when the quality of services offered by a company or platform improves, this encourages or motivates customers or users to have stronger intentions to interact or behave further with the company or platform. This could be a desire to continue using the service, recommend it to others, or take other positive actions that are profitable for the company.

Not only that, when customer satisfaction levels increase, this will encourage or influence customers to have a stronger intention to behave in a way that supports the company or platform. In other words, the more satisfied a customer is with a product or service, the more likely they are to have positive intentions to take certain actions, such as repurchasing the product, recommending it to others, or interacting further with the company (Canny, 2014).

The 45.7 % influence contribution shows that almost half of the variation or change in behavioral intention can be explained by the level of customer satisfaction. This is a strong indication that customer satisfaction plays a vital role in shaping their behavioral intentions. Therefore, to achieve higher business goals, companies must focus on efforts to increase customer satisfaction. By ensuring that customers are satisfied, companies not only maintain positive relationships with them but also encourage them to behave in a positive manner, which can ultimately result in business growth and sustainability.

Next is the existence of a positive relationship between customer trust and behavioral intention. The influence contribution of 33.1 % indicates that around one-third of the variation or change in behavioral intention can be explained by the level of customer trust. Although this contribution is slightly lower compared to customer satisfaction, it still shows the importance of building and maintaining customer trust in creating positive behavioral intentions (Ovidani & Hidayat, 2020).

Thus, it is essential to pay attention to various service indicators that will be provided to customers, which will have a positive and good impact on sellers. In this case, the quality of service provided by TikTok Shop is considered reasonable by respondents (consumers). Hence, the current quality needs to be maintained and highly allows it to be improved.

CONCLUSION

Based on the results of research on the quality of TikTok Shop services, several important conclusions can be drawn. First, research shows that service quality has a significant influence on consumer loyalty, with a contribution reaching 74.6 %. Aspects such as reliability, responsiveness, completeness, knowledge, and accessibility stand out as the main factors influencing consumer loyalty. Second, customer trust is proven to have a strong influence on customer satisfaction, with a contribution of 65.4 %. This is based on consistent, transparent, and responsive service quality. Third, service quality also influences customer behavioral intentions, such as the intention to make repeat purchases, recommend to others, and interact further with the platform. Taking these findings into account, TikTok Shop must continue to prioritize improving the quality of its services to ensure customer satisfaction and trust. In doing so, platforms can build stronger relationships, increase loyalty, and achieve long-term success in a competitive market.

REFERENCES

- Aisyah, Ananda Putri, Nurhaepi, Harum Dwi, Khaerani, Nurlatifah, & Kusumadinata, Ali Alamsyah. (2022). The Influence of TikTok Shop E-Commerce Service Quality on Consumer Satisfaction. *Karimah Tauhid*, 1 (6), 890–902.
- Astuti, Aurelia Widya, & Muhafifah, Ratih. (2023). The Role Of Technology In Changing Modern Business Dynamics. *Interdisciplinary Journal of Advanced Research and Innovation*, 1 (2), 68–72.
- Aulia, Bisma Wirajovi, Rizki, Muhamad, Prindiyana, Priki, & Surgana, Surgana. (2023). The Crucial Role of Computer Networks and Databases in the Digital Era. *JUSTINFO| Journal of Information Systems and Information Technology*, 1 (1), 9–20.
- Bahrudin, M., & Zuhro, Siti. (2016). The influence of customer trust and satisfaction on customer loyalty. *BUSINESS: Journal of Islamic Business and Management*, 3 (1), 1–17.
- Brusch, Ines, Schwarz, Benjamin, & Schmitt, Rebecca. (2019). David versus goliath-service quality factors for niche providers in online retailing. *Journal of Retailing and Consumer Services*, 50, 266–276.
- Canny, I. U. (2014). Measuring the mediating role of dining experience attributes on customer satisfaction and its impact on behavioral intentions of casual dining restaurants in Jakarta. *International Journal of Innovation, Management and Technology*, 5 (1), 25–29.
- Erwin, Erwin, Subagja, Agus Dedi, Masliardi, Adi, Hansopaheluwakan, Scherly, Kurniawan, Safar Dwi, Darmanto, Erlambang Budi, & Muksin, Nani Nurani. (2023). *Digital Business: Latest Marketing Strategies and Techniques*. PT. Green Indonesian Library.
- Fathoni, M. A. (2018). Marketing concepts from an Islamic legal perspective. *Jurisdiction*, 9 (1), 440526.
- Febriyantoro, Mohamad Trio, & Arisandi, Debby. (2018). Utilization of digital marketing for micro, small, and medium enterprises in the era of the ASEAN economic community. *JMD: Dewantara Management & Business Research Journal*, 1 (2), 61–76.
- Hidayatullah, Ahmad, Ediyanto, Ediyanto, & Praja, Yudha. (2022). The Influence of Service Quality and Trust on Customer Loyalty with Satisfaction as an Intervening Variable (Study at BANK BSI Basuki Rahmat Situbondo Area). *Journal of Student Entrepreneurship (JME)*, 1 (8), 1539–1549.

- Indrasari, Meithiana. (2019). *Marketing And Customer Satisfaction: Marketing and customer satisfaction*. Sumitomo press.
- Laipaka, R. (2021). Mobile Retailing: Using Mobile Apps for Online Shopping. *VOI (Voice Of Informatics) Journal*, 10 (1), 31–42.
- Lesmana, T. (2023). Analysis of Millennial Generation Consumer Behavior in Online Shopping. *EBI Journal*, 5 (2), 46–56.
- Ovidani, Zunta, & Hidayat, Wahyu. (2020). The Influence of Service Quality, Price, and Trust on Customer Satisfaction at the Dafam Hotel Semarang. *Journal of Business Administration*, 9 (2), 167–174.
- Salsabila, Aura Nadhifa, & Saidani, Basrah. (2022). The Influence of Service Quality and Price on Repurchase Intention through Customer Satisfaction as an Intervening Variable: Case Study of Gen Z Beautyhaul Website Customers in Indonesia. *Journal of Business, Management, And Finance-JBMK*, 3 (1), 87–100.
- Syafaruddin, Z. (2016). The influence of electronic word of mouth communication on trust and purchase intention and its impact on purchasing decisions (Survey of online shopping consumers zafertech.com). *Journal of Business and Management*, 3 (1).
- Tjiptono, F. (2022). *Service Management: Creating Excellent Service Edition 4* . Andi Publisher.
- Wisandiko, Firman Adhar, & Indarwati, Tias Andarini. (2021). The Influence of Destination Social Responsibility and Destination Reputation on Revisit Intention with Perceived Trust as a Mediating Variable during the Covid-19 Pandemic. *Heritage: Journal of Tourism, Hospitality, Travel and Business Events*, 3 (2), 123–135.
- Wulandari, A. (2023). *The influence of service quality, price, and satisfaction on customer loyalty at the Pondok Sehat Lumajang pharmacy*.