

THE RELATIONSHIP BETWEEN ELECTRONIC SERVICE QUALITY AND ELECTRONIC TRUST WITH CUSTOMER LOYALTY IN TIKTOK SHOP USERS THROUGH CUSTOMER SATISFACTION IN JABODETABEK

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ABSTRACT

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The purpose of this study was to determine the effect of electronic service quality, electronic trust, and customer satisfaction on customer loyalty of TikTok shop users in Jabodetabek. This quantitative research method collects data through questionnaires. A total of 250 respondents were sampled using purposive sampling techniques. The objects taken in this study were respondents who had used TikTok shop, aged 17-30 years and domiciled in Jabodetabek. This study uses AMOS software version 24 and SEM (Structural Equation Model) to analyze and process research data. The study's findings suggest that customer happiness is positively impacted by electronic service quality and electronic trust. Customer loyalty is also positively impacted by the quality of electronic services and customer happiness. Customer loyalty is positively impacted by electronic service quality and electronic trust established through customer satisfaction. Customer loyalty is unaffected by electronic trust, though.

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INTRODUCTION

Currently, the era of globalization is developing rapidly, as is technology. As time goes by, technology is getting more advanced and making all human activities easier. This increase is driven by the use of the internet which has become a necessity for the community, especially during Covid-19 (Muhyidin, 2020). The habit of using gadgets has been formed since Covid. Even though Covid is over, the habit of doing activities online such as online classes, online meetings is still carried out today because these activities are considered practical and flexible (Muhyidin, 2020). Of course, when talking about gadgets, it cannot be separated from social media. Tiktok is an audio-visual media that can spread various creativity and uniqueness from its users. It can be said that Tiktok has succeeded in adding 14.3 million active users by the end of June 2020 worldwide (Naharul et al., 2022). Tiktok is a unique application that combines its features starting from social media which can be used as a marketing medium, then there is Tiktok Shop for purchasing goods and also making transactions at the same time.

According to (Siregar, 2021), Regular purchases based on decision-making are a sign of client loyalty. Customer loyalty can be influenced by several factors including the quality of electronic services and electronic trust.

How well a service can satisfy customers and meet their expectations is a measure of its quality. If the quality of service cannot meet public expectations, then it will definitely not achieve

customer satisfaction (Aisyah et al., 2022).

(N. Putri & Siregar, 2023) who said that electronic trust is an important factor and can be built by ensuring the security of transactions and products so that they can reach customers properly. Trust in online stores is the trust of online buyers in the products sold by the online seller. Trust will make buyers feel safer and reduce the possibility of risk in the exchange (Siregar, 2021).

When clients compare the performance of the product results they anticipated with the performance of the expected results, they can feel either satisfied or disappointed (Sasongko, 2021). If customers are satisfied with the products they buy, they will give positive comments and invite their friends to buy products at the store, so that the store will get good reviews from customers who have shopped, not only getting good reviews, but also getting loyalty from customers (Aisyah et al., 2022).

Based on the background above, the researcher intends to conduct research on Tiktok Shop because Tiktok Shop is a unique application that combines social media and e-commerce features in one application. Consequently, the researcher will carry out the study under the title "The Effect of Electronic Service Quality and Electronic Trust on Customer Loyalty in Tiktok Shop users with Customer Satisfaction as a mediating variable".

LITERATURE REVIEW

Customer Loyalty

Customer loyalty is a customer's commitment to a product or service,

which is reflected in a very positive consumer or customer attitude and repeat purchasing behavior (Azizah, 2023). Customer loyalty is the loyalty and attachment of customers to a brand, product, or service. This refers to the extent to which customers tend to choose and remain involved with a company or brand rather than looking for alternatives in the market (Sudirjo et al., 2023). A strong commitment to repurchase or repeat a pattern of preference for a product or service in the future that results in recurrent brand purchases is another definition of customer loyalty (Suwarsito et al., 2020). It can be concluded that customer loyalty means being willing to be loyal and work with the company so as to gain mutual benefits in the long term. According to the hypotheses, the study's elements of customer loyalty include making frequent repeat purchases, buying from a variety of product and service lines, referring others, and exhibiting an immunity to the full extent of competition, as suggested by Griffin.

E-Service Quality

Ermida et al., (2022) claimed that the enhancement of a website's functioning to enable successful and efficient shopping, buying, and selling is known as electronic service quality. According to Heryanti, (2023) Electronic service quality refers to all types of activities carried out by companies to meet consumer expectations. Meanwhile, according to Christina et al., (2023), service quality is defined as a form of consumer evaluation of the level of service quality received relative to the expected level of service. It can be concluded that electronic service quality is how well the level of service

can meet customer expectations. Based on the theories above, the dimensions of service quality in this study are reliability, responsiveness, assurance, empathy, and tangibles proposed by Parasuraman.

E-Trust

Wahyono & Ardiansyah, (2021), stated that trust is a fundamental element in building the foundation of a company. Business transactions between two or more parties occur when both parties trust each other. Christina et al., (2023), stated that trust is where a certain party to another party in carrying out a transactional relationship is based on trust. Meanwhile, Gultom et al., (2020), stated that trust is a group of beliefs held by customers regarding certain characteristics of a provider. It can be concluded that electronic trust is a person's belief that other people will behave in a way that is expected and beneficial to them during online interactions. Based on the theories above, the dimensions of electronic trust in this study are trusting belief and trusting intention proposed by McKnight.

Customer Satisfaction

Customer satisfaction is a feeling of pleasure that results from a person so that their needs or desires can be fulfilled, even though it requires effort and sacrifice to get it (Erica & Al Rasyid, 2018). Dharmawati et al., (2022), states that a company's customer satisfaction is a measure or indicator of how satisfied consumers or users are with the goods or services they have received. Sahid et al., (2023), states that consumer satisfaction is a customer's reaction to the assessment of the customer's perceived discrepancy between expectations and actual service performance. Pangesti et al., (2024),

states that customer satisfaction is the result that appears when an individual has compared the perception and performance of a product that is in accordance with their expectations, and the feelings that arise from these results can be feelings of pleasure or disappointment. Customer satisfaction can be defined as the degree of satisfaction or dissatisfaction that a person experiences when comparing their perception of a product's performance (results) to their expectations. Based on the theories above, the dimensions of customer satisfaction in this study are attributes related to product, attributes related to service and attributes related to purchase.

E-Service Quality and Customer Satisfaction

Electronic service quality refers to the quality of electronic services desired by users. According to Humairoh, (2023) electronic service quality has a positive effect on customer satisfaction. Permana & Djatmiko, (2018) showed that there is a significant influence between each dimension of electronic service quality simultaneously on customer satisfaction. This is also supported by research conducted by (Setiawan et al., 2019)

H1: Electronic service quality has a positive and significant effect on Tiktok Shop customer satisfaction in Jabodetabek.

E-Trust and Customer Satisfaction

Electronic trust is customer trust in the quality of service and consistency of goods and services provided through digital media. Saidani & Wijayanti, (2021) said that there is a positive and significant

influence on customer satisfaction. According to Kasinem, (2020), trust has a positive and significant influence on customer satisfaction. This statement is supported by research conducted by (Cahya et al., 2020)

H2: Electronic trust has a positive and significant influence on Tiktok Shop customer satisfaction in the Jabodetabek community

E-Service Quality and Customer Loyalty

The quality of electronic services plays an important role in customer loyalty. According to Chaniago, (2020), the quality of electronic services has a positive effect on customer loyalty. Alya & Nina, (2020) said that the quality of electronic services has a positive effect on customer loyalty and this is supported by other studies, namely (Akhmadi & Martini, 2020).

H3: The quality of electronic services has a positive and significant effect on customer loyalty of Tiktok Shop in the community in Jabodetabek

E-Trust and Customer Loyalty

Trust is defined as a person's ability to accept the risks associated with the actions of others based on the belief that those actions will produce positive results. According to Murhadi and Werner Reski, (2022), electronic trust has a positive effect on customer loyalty. Supertini et al., (2020) claimed that customer loyalty is positively and significantly impacted by trust, a finding corroborated by research by (Bagus et al., 2021)

H4: Electronic trust has a positive and significant effect on Tiktok Shop customer loyalty in the Jabodetabek community

Customer Satisfaction and Customer Loyalty

Customer loyalty is significantly shaped by customer pleasure. Customer satisfaction refers to how well a product or service meets or exceeds customer expectations. Samara Aldi & Susanti Metta, (2023) said that customer satisfaction has a positive effect on customer loyalty. Putri et al (2021) argue that customer loyalty has a positive and substantial influence on customer satisfaction, which occurs simultaneously with partial. This is supported by research by Wandoko et al., (2023) which states that customer satisfaction has a positive effect on customer loyalty

H5: Customer satisfaction has a positive and significant effect on Tiktok Shop customer loyalty in the Jabodetabek community

E-Service Quality and Customer Loyalty through Customer Satisfaction

Electronic service quality plays an important role in shaping customer loyalty through customer satisfaction. Electronic service quality is defined as the ability of a company to provide services that meet or exceed customer expectations through electronic means. Maha Putra et al., (2021) showed that electronic service quality affects customer loyalty through customer satisfaction. Hansopaheluwakan (2021) proved the positive effect of electronic service quality on customer loyalty through customer satisfaction. This is supported by Budiono (2021) which states that there is a positive effect of electronic service quality on customer loyalty through customer satisfaction.

H6: Electronic service quality has a positive and significant effect on customer loyalty through Tiktok Shop customer satisfaction in the Jabodetabek community.

E-Trust and Customer Loyalty through Customer Satisfaction

To ensure customer satisfaction, it is important to consider the quality of e-services and customer trust in online transactions (Handayani, 2023). Gusfei & Pradana (2022) this study shows that e-trust has a positive and significant effect on customer loyalty through customer satisfaction. Aprileny et al., (2022) said that e-trust has a positive effect on customer loyalty through customer satisfaction. This statement is also supported by research by Cindy et al., (2021) which says the same thing.

H7: E-trust has a positive and significant effect on customer loyalty through customer satisfaction Tiktok Shop in the Jabodetabek community

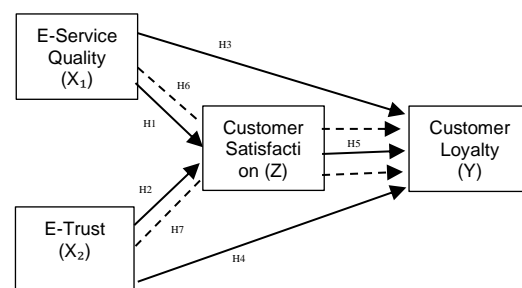


Figure 1. Research Fraework

Source: Data processed by author (2024)

RESEARCH METHODS

Research Approach

In this study, researchers will use quantitative methods to collect data systematically and use statistical analysis to find patterns and relationships between variables. This

study was conducted for six months, starting in March 2024 to September 2024 by distributing questionnaires using Google forms.

Data and Sample

The model that will be used in this study is purposive sampling, because researchers need special criteria that are in accordance with the objectives of this study. Therefore, the sample selected in this study has special criteria that can provide support for this study, such as:

- a. Domiciled in Jabodetabek
- b. Aged 17-30 years
- c. Ever used tiktok shop

The number of samples calculated in this study will use the formula suggested by Hair et al., (2010) The sample size to be used is a minimum of 196 respondents. However, in order to get optimal results, the researcher increased the number of respondents to 250 respondents.

Data Collection Techniques

The data collection technique in this study used primary data obtained from the results of a survey by distributing questionnaires to 250 Tiktok shop users domiciled in Jabodetabek aged 17-30 years. The measurement scale that will be used by the researcher is the Likert scale, the answers to each item using the Likert scale have a gradation from very positive to very negative (Sugiyono, 2017). The reason researchers use a 5-point Likert scale is because it is able to accommodate respondents' answers who answer hesitantly or neutrally (Paensi et al., 2023).

Data Analysis Techniques

The data analysis technique that will be used by researchers to process and analyze data in this study is AMOS version 24. Researchers will conduct validity testing using CFA (confirmatory factor analysis), reliability, and hypothesis testing.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Characteristics

Age	Amount	Percentage
17-25	228	91,2 %
26-30	22	8,8 %
Gender	Amount	Percentage
Woman	190	76 %
Man	60	24 %
Total	250	100 %

Domisili	Amount	Persentase
Jakarta	159	63,6%
Bogor	21	8,4%
Depok	22	8,8%
Tangerang	13	5,2%
Bekasi	35	14%
Total	250	100%

Source: Data processed by author (2024)

According to the researcher's statistics, women made up the majority of the study's respondents, with as many as 190 respondents or 76% and men as many as 60 respondents or 24%. Based on Nurfitri et al., (2024) claimed that women make up the majority of Tiktok shop users. The study's findings show consistency with this investigation. Subsequently, the attributes of participants in this research within the age group were dominated by respondents aged 17-25 years as many as 228 respondents or 91.2% and respondents aged 26-30 years as many as 22 respondents or 8.8%. Based on Putri et al., (2023) stated

that the majority of Tiktok shop users were aged 17-25 years. The results of this study indicate continuity with this study. Characteristics of respondents in the category based on domicile, respondents in this study were dominated by respondents from Jakarta as many as 159 respondents or 63.6%, from Bogor as many as 21 respondents or

8.4%, from Depok as many as 22 respondents or 8.8%, from Tangerang as many as 13 respondents or 5.2% and from Bekasi as many as 29 respondents or 14.5%. Based on Valencia et al (2023) stated that the majority of Tiktok shop users live in Jakarta. The results of this study indicate continuity with this study.

Validity and Reliability Test

Validity and reliability tests were conducted on each question indicator distributed through the Google Form questionnaire. The data collected for this validity test

included 250 respondents. The data will be said to be valid if the results of the loading standard ≥ 0.5 . The results of the analysis show that all variables are declared reliable because all variables show construct reliability > 0.7 .

Reference Source	Name	Variabels and Indicator	Factor Loading	Construct Reliability
Customer Loyalty				0,862
(Eka Tama & Widyastuti, 2023) (Sumiyati & Purwanto, 2009)	CL 1	I make purchases at Tiktok Shop regularly (once a month)	0,747	
	CL 2	I make purchases 2-3 times a week at Tiktok Shop	0,687	
	CL 3	I will purchase a similar product at the Tiktok Shop	0,743	
	CL 4	I will make a purchase at Tiktok Shop, even if there is no promo or free shipping	0,668	
	CL 5	I would recommend Tiktok Shop to others	0,828	
	CL 6	I will say something nice about Tiktok Shop	0,802	
	CL 7	I will still choose Tiktok Shop	0,811	
	CL 8	I am not interested in offers or discounts on other platforms.	0,617	
E Service Quality				0,964
(Rizka & Widji, 2013)	ESQ 1	Tiktok Shop provides good service	0,916	
	ESQ 2	Tiktok Shop has good display features	0,855	
	ESQ 3	The calculation of shopping bills at Tiktok Shop is correct	0,794	
	ESQ 4	Tiktok Shop provides timely operating hours	0,834	
	ESQ 5	Tiktok Shop provides useful information	0,878	
	ESQ 6	Tiktok Shop responded well to my complaint	0,83	
	ESQ 7	Transactions at Tiktok Shop are safe	0,875	
	ESQ 8	Tiktok Shop provides a guarantee according to what is written	0,895	
	ESQ 9	The service at Tiktok Shop is comfortable	0,932	
	ESQ 10	Tiktok Shop provides a good relationship between customers and sellers	0,886	
E Trust				0,885
(Rao et al., 2021)	ET 1	I am sure Tiktok Shop does not make false claims	0,846	
	ET 2	I believe Tiktok Shop is open to receiving suggestions from its customers.	0,916	

Reference Source	Name	Variabels and Indicator	Factor Loading	Construct Reliability
(Akhtar et al., 2022)	ET 3	To receive individualized service from Tiktok Shop, I will supply some extra details (such as my ethnicity, product preferences, and date of birth).	0,737	
	ET 4	I will write a good review about Tiktok Shop on Google playstore/ appstore	0,85	
Customer Satisfaction				0,939
(Pei et al., 2020)	CS 1	I'm happy with products I purchased at Tiktok Shop	0,904	
	CS 2	My needs are fully met by Tiktok Shop	0,798	
	CS 3	I am satisfied with the services provided by Tiktok Shop	0,925	
	CS 4	I'm happy with the delivery speed at Tiktok Shop	0,872	
	CS 5	I am satisfied with the discounts given by Tiktok Shop	0,88	
	CS 6	I am happy with the many payment methods on TikTok Shop	0,828	

Source: Data processed using AMOS 24 (2024)

Confirmatory Factor Analysis (CFA) Test

Results of the Confirmatory Factor Analysis (CFA) test, all index values comply with the suitability requirements and are declared fit.

Goodness of Fit Index	Cut of Value	Result	Model Evaluation
<i>Chi-Square</i>	expected to be small	27,327	Fitted
<i>Significant Probability</i>	≥ 0.05	0,160	Fitted
RMSEA	≤ 0.08	0,035	Fitted
GFI	≥ 0.90	0,975	Fitted
AGFI	≥ 0.90	0,947	Fitted
CMIN/DF	≤ 2.00	1,301	Fitted
TLI	≥ 0.95	0,994	Fitted
CFI	≥ 0.95	0,997	Fitted

Source: Data processed using AMOS (2024)

Hypothesis Test

AMOS 24 software was used to test the hypotheses. Hypothesis testing was carried out to determine whether

each variable tested had a significant effect or vice versa. A significant decision was obtained if the p value ≤ 0.05 and CR ≥ 1.96 (Himawati & Firdaus, 2021).

Hypothesis	Influence of Variables	CR	P	Result
H1	E-Service Quality → Customer Satisfaction	4,691	***	Accepted
H2	E-Trust → Customer Satisfaction	4,035	***	Accepted
H3	E-Service Quality → Customer Loyalty	5,013	***	Accepted
H4	E-Trust → Customer Loyalty	-1,867	0,062	Rejected
H5	Customer Satisfaction → Customer Loyalty	2,373	0,018	Accepted
H6	E-Service Quality → Customer Satisfaction → Customer Loyalty	2,120	0,033	Accepted
H7	E-Trust → Customer Satisfaction → Customer Loyalty	2,047	0,040	Accepted

Source: Data processed using AMOS (2024)

The Relationship Between E-service quality and Customer Satisfaction

The quality of electronic services and the satisfaction of Tiktok Shop users in Jabodetabek are positively correlated, according to the results previously described. This is evident from the Critical Ratio (CR) value of $4.691 \geq 1.96$. In addition, the probability value (p) of *** indicates that this value is ≤ 0.05 . These findings suggest a strong correlation between the quality of electronic services and customer satisfaction, which means that good quality of electronic services can increase customer satisfaction. These results are relevant to the findings of previous research by Humairoh (2023) which showed a positive relationship between the quality of electronic services and customer satisfaction. These findings are also supported by other studies such as Setiawan et al., (2019) and Permana & Djatmiko, (2018) which confirmed that the quality of electronic services has a positive impact on customer satisfaction. The quality of electronic services has a positive effect on customer satisfaction because Tiktok Shop provides a pleasant shopping experience, such as providing a good service system, responding quickly to complaints, and providing

warranties in accordance with the provisions listed.

The Relationship Between E Trust and Customer Satisfaction

Based on the results explained previously, it can be concluded that it can be inferred from the previously described data that Tiktok Shop users in Jabodetabek are positively impacted by electronic trust and customer satisfaction. This is evident from the Critical Ratio (CR) value of $4.035 \geq 1.96$. In addition, the probability value (p) of *** indicates that this value is ≤ 0.05 . These results indicate that electronic trust is directly related to customer satisfaction, which means that good electronic trust can increase customer satisfaction. These results are relevant to the findings of previous research by Saidani & Wijayanti, (2021) which showed a positive relationship between electronic trust and customer satisfaction. This finding is also supported by other studies such as Kasinem, (2020) and Cahya et al., (2020) which confirmed that electronic trust has a positive impact on customer satisfaction. E-trust increases customer satisfaction in Tiktok shop because when customers feel safe and confident when making online transactions, such as personal data security, clear

product information, and seller honesty, they will be more comfortable and satisfied shopping. This sense of security is important for the digital shopping experience, which ultimately makes customers feel safer and more valued, thus increasing their satisfaction.

The Relationship Between E Service Quality and Customer Loyalty

Based on the results explained previously, it can be concluded that there is a positive influence between the quality of electronic services and customer loyalty of Tiktok shop users in Jabodetabek. This is evident from the Critical Ratio (CR) value of $5.013 \geq 1.96$. In addition, the probability value (p) of *** indicates that this value is ≤ 0.05 . According to these findings, consumer loyalty and the quality of electronic services are directly correlated, meaning that high-quality electronic services can boost client loyalty. These results are relevant to the findings of previous research by Alya & Nina (2020) which showed a positive relationship between the quality of electronic services and customer loyalty. This finding is also supported by other studies such as Chaniago, (2020) and Akhmadi & Martini, (2020) It demonstrated that customer loyalty is positively impacted by the caliber of electronic services. The quality of electronic services has a positive effect on customer loyalty in tiktok shop because responsive, fast, and easily accessible services make customers feel cared for. When customers get a satisfying experience, such as good customer support and a smooth transaction process, they tend to shop again and be loyal to the platform.

The Relationship Between E Trust and Customer Loyalty

Based on the results explained previously, it can be concluded that there is no positive influence between electronic trust and customer loyalty among Tiktok Shop users in Jabodetabek. This is evident from the Critical Ratio (CR) value of $-1.867 \leq 1.96$. In addition, the probability value (p) of 0.062 indicates that this value is ≥ 0.05 . These results indicate that electronic trust has no effect on customer loyalty. Based on research Dewi et al., (2024) that TikTok shop users do not really care about electronic trust, because customers are more interested in promos and pleasant shopping experiences. This is what allows for increased customer loyalty. These results are not in line with the findings of researchers Bagus et al., (2021) who stated that electronic trust has a positive effect on customer loyalty. However, the results of this study are consistent with the findings of researchers Berlianto (2017) and Berliana (2022) who emphasized that electronic trust has no effect on customer loyalty. Electronic trust may not have a direct effect on customer loyalty in tiktok shop because loyalty is often influenced by other factors such as price, product variety, or customer experience. This is because the tiktok shop platform pays less attention to important aspects of electronic trust such as the circulation of counterfeit products, not being open to suggestions, and product quality that is not appropriate. The existence of these problems results in customer loyalty not being maintained, thus creating a negative impact on electronic trust on customer loyalty.

The Relationship Between Customer Satisfaction and Customer Loyalty

It may be inferred from the previously described data that Tiktok Shop users in Jabodetabek are positively impacted by both customer satisfaction and customer loyalty. This is evident from the Critical Ratio (CR) value of $2.373 \geq 1.96$. In addition, the probability value (p) of 0.018 indicates that this value is ≤ 0.05 . These results indicate that customer satisfaction is directly related to customer loyalty, which means that good customer satisfaction can increase customer loyalty. These results are relevant to the findings of previous research by Samara Aldi & Susanti Metta (2023) which showed a positive relationship between customer satisfaction and customer loyalty. These findings are also supported by other studies such as Putri et al (2021) and Wandoko et al (2023) It demonstrated that customer loyalty is positively impacted by customer pleasure. Customer satisfaction has a positive effect on customer loyalty in Tiktok shop because when consumers are satisfied with their shopping experience in Tiktok shop, such as quality products sold, easy payment process, and good service, consumers tend to make purchases more often and build positive emotional relationships that encourage consumers to remain loyal to the platform.

The Relationship between E Service Quality and Customer Loyalty through Customer Satisfaction

The quality of electronic services and customer loyalty are positively correlated, as mediated by customer

satisfaction among Tiktok Shop users in Jabodetabek, according to the results previously described. This is evident from the Critical Ratio (CR) value of $2.120 \geq 1.96$. In addition, the probability value (p) of 0.03 indicates that this value is ≤ 0.05 . These results indicate that the quality of electronic services can affect customer loyalty, with customer satisfaction acting as a mediator in the relationship. These results are relevant to the findings of previous studies which confirm that customer satisfaction acts as a mediator between the quality of electronic services and customer loyalty. These findings support the research results conducted by Maha Putra et al., (2021) and are reinforced by the research results of Hansopaheluwakan et al (2020) and Budiono (2021) which demonstrate how customer happiness acts as a mediator between the quality of electronic services and client loyalty. The quality of electronic services has a positive effect on customer loyalty through customer satisfaction at TikTok Shop because good electronic services, such as fast response, secure transactions, and good customer support, increase customer satisfaction, customers are more likely to return and shop at TikTok Shop if they are satisfied, thus building loyalty.

The Relationship between E Trust and Customer Loyalty through Customer Satisfaction

According to the previously described data, Tiktok Shop users in Jabodetabek are positively impacted by electronic trust and customer loyalty, which are mediated by customer satisfaction. This is evident from the Critical Ratio (CR) value of

$2.047 \geq 1.96$. In addition, the probability value (p) of 0.04 indicates that this value is ≤ 0.05 . These results indicate that electronic trust can affect customer loyalty, with customer satisfaction acting as a mediator in the relationship. These results are relevant to previous research findings that emphasize that customer satisfaction acts as a mediator between electronic trust and customer loyalty. These findings support the research results conducted by Gusfei & Pradana, (2022) and are reinforced by the research results of Aprileny et al (2022) and Cindy et al (2021) which show that electronic trust has a positive effect on customer loyalty through customer satisfaction intermediaries. E-trust has a positive effect on customer loyalty through customer satisfaction at tiktok shop because tiktok shop does not make false claims and is open to suggestions, which is what increases customer satisfaction. When customers feel satisfied shopping at tiktok shop, customers will be loyal to tiktok shop.

CONCLUSION

Based on the results of the study on "the influence of Electronic Service Quality and Electronic Trust on Customer Loyalty of Tiktok Shop users in Jabodetabek with Customer Satisfaction as a mediating variable" it can be concluded that:

The consumer satisfaction of Tiktok shop users in Jabodetabek is positively and significantly impacted by the quality of e-service. Therefore, higher customer satisfaction will be encouraged by better electronic service quality.

E-trust significantly and favorably affects Tiktok shop consumers' customer happiness in Jabodetabek. So the more positive the electronic trust, the more it will encourage an increase in customer satisfaction.

The quality of electronic services has a positive and significant influence on customer loyalty of Tiktok Shop users in Jabodetabek. So the more positive the quality of electronic services, the more it will encourage an increase in customer loyalty.

E trust has no significant influence on customer loyalty of Tiktok Shop users in Jabodetabek. It can be said that electronic trust does not affect customer loyalty.

Customer satisfaction has a positive and significant influence on customer loyalty of Tiktok Shop users in Jabodetabek. So the more positive customer satisfaction, the more it will encourage increased customer loyalty.

The customer satisfaction of Tiktok Shop users in Jabodetabek indicates that e-service quality has a favorable and significant impact on customer loyalty. Customer satisfaction will therefore be higher and customer loyalty will rise in tandem with the quality of the electronic service.

E-trust significantly and favorably affects consumer happiness among Tiktok Shop users in Jabodetabek, which in turn affects customer loyalty. So the more positive the electronic trust, the more it will produce positive customer satisfaction and the result will increase customer loyalty.

The results of this study explain that the quality of electronic services and electronic trust have the potential to influence customer loyalty through customer satisfaction. When the

quality of electronic services and electronic trust are well managed, it will be a good strategy for the company. This study also proves that the quality of electronic services affects customer loyalty, while electronic trust does not affect customer loyalty.

Further research is suggested to

examine other factors that influence customer loyalty. Not only the quality of electronic services, electronic trust and customer satisfaction. There are also other factors that can be used as references for product quality, price and brand image. Further research can be expanded to cover areas so that it can represent TikTok shop users.

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APPENDIX

Research Questionnaire

Dear Respondents,

Let me introduce myself, Ayu Febriana, a student of the Business Education Study Program, Faculty of Economics, Jakarta State University. I am currently conducting a research to fulfill my final assignment entitled "The Influence of Electronic Service Quality and Electronic Trust on Customer Loyalty of TikTok Shop Users in Jabodetabek with Customer Satisfaction as a Mediating Variable"

The respondent criteria required for this study are as follows:

1. People domiciled in Jabodetabek
2. Aged 17 - 30 years
3. Have used Tiktok Shop

If you meet these criteria, I request your time to provide information according to what you have felt or experienced. All data

information you provide will be kept confidential, because the data should only be used for research purposes.

Thank you for your attention and cooperation!

Warm regards,

Ayu Febriana

SCREENING QUESTIONS

1. Do you live in Jabodetabek
 - a. Yes
 - b. No (STOP FILLING IN)
2. Are you 17-30 years old?
 - a. Yes
 - b. No (STOP FILLING IN)
3. Have you ever used Tiktok Shop?
 - a. Yes
 - b. No (STOP FILLING IN)

RESPONDENT DEMOGRAPHICS

1. Full Name:
2. Gender
 - a. Female
 - b. Male
3. Age
 - a. 17 - 25 Years
 - b. 26 - 30 Years
4. Last Education
 - a. Junior High School
 - b. Senior High School

- c. Diploma/S1
- d. Masters/S3

5. Domicile

- a. Jakarta
- b. Bogor
- c. Depok
- d. Tangerang
- e. Bekasi

QUESTIONNAIRE STATEMENT

Code	Statement	Alternative Answers				
		STS	TS	RR	S	ST
Customer Loyalty (CL)						
CL 1	I make purchases at Tiktok Shop regularly (once a month)					
CL 2	I make purchases 2-3 times a week at Tiktok Shop					
LC 3	I will purchase a similar product at the Tiktok Shop					
CL 4	I will make a purchase at Tiktok Shop, even if there is no promo or free shipping					
CL 5	I would recommend Tiktok Shop to others					
CL 6	I will say something nice about Tiktok Shop					
CL 7	I will still choose Tiktok Shop					
CL 8	I am not interested in offers or discounts on other platforms.					
E Service Quality (ESQ)						
ESQ 1	Tiktok Shop provides good service					
ESQ 2	Tiktok Shop has good display features					
ESQ 3	The calculation of shopping bills at Tiktok Shop is correct					
ESQ 4	Tiktok Shop provides timely operating hours					
ESQ 5	Tiktok Shop provides useful information					
ESQ 6	Tiktok Shop responded well to my complaint					
ESQ 7	Transactions at Tiktok Shop are safe					
ESQ 8	Tiktok Shop provides a guarantee according to what is written					
ESQ 9	The service at Tiktok Shop is comfortable					

ESQ 10	Tiktok Shop provides a good relationship between customers and sellers					
E Trust (ET)						
ET 1	I am sure Tiktok Shop does not make false claims					
ET 2	I believe Tiktok Shop is open to receiving suggestions from its customers.					
ET 3	To receive individualized service from Tiktok Shop, I will supply some extra details (such as my ethnicity, product preferences, and date of birth).					
ET 4	I will write a good review about Tiktok Shop on Google playstore/ appstore					
Customer Satisfaction (CS)						
CS 1	I am happy with products I purchased at Tiktok Shop					
CS 2	My needs are fully met by Tiktok Shop					
CS 3	I am happy with services provided by Tiktok Shop					
CS 4	I am happy with delivery speed at Tiktok Shop					
CS 5	I am happy with discounts given by Tiktok Shop					
CS 6	I am happy with many payment methods on TikTok Shop					