

# Evaluating the Impact of E-Service Quality on E-Loyalty: The Mediating Role of E-Satisfaction in the Context of TikTok Shop E-Commerce in Indonesia

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## Abstract:

The rapid development of information technology has significantly influenced consumer behavior in Indonesia, particularly in shifting from traditional shopping to online shopping. One platform that has gained remarkable popularity is TikTok Shop, which integrates social media features with e-commerce. While it offers convenience and innovation, TikTok Shop still faces several challenges, especially in terms of service quality (E-Service Quality). This study aims to analyze the relationship between E-Service Quality, E-Satisfaction, and E-Loyalty among TikTok Shop users in Indonesia. The respondents in this study were TikTok Shop users aged over 17 years and residing in Indonesia. Total sample for this study was 270 respondents. The data were analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS version 24. The findings indicate that efficiency, fulfillment, system availability, and privacy exert both direct and indirect significant effects on e-loyalty, mediated by e-satisfaction. Moreover, e-satisfaction was found to have a significant positive influence on e-loyalty.

**Key Word:** E-Service Quality; E-Loyalty; E-Satisfaction; E-Commerce

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Date of Submission: 07-06-2025

Date of Acceptance: 18-06-2025

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## I. Introduction

The rapid advancement of digital technology has transformed consumer behavior in Indonesia, particularly with the shift from conventional to online shopping. Platforms like TikTok Shop have gained traction by integrating e-commerce with social media features, offering convenience and accessibility. However, service quality remains a major concern, with users reporting issues in areas such as payment systems, live streaming, and order fulfillment. In this context, electronic service quality (e-servqual), comprising efficiency, fulfillment, system availability, and privacy, plays a critical role in influencing customer satisfaction (e-satisfaction) and loyalty (e-loyalty). Despite growing interest, studies focusing specifically on TikTok Shop in Indonesia are still limited. This study seeks to fill that gap by examining how these dimensions of e-servqual impact user satisfaction and loyalty on the platform. The advancement of digital technology has significantly influenced consumer behavior in Indonesia, shifting traditional shopping habits toward online platforms. E-commerce offers convenience, time efficiency, and broader accessibility, making it increasingly popular across various demographic segments. Among emerging platforms, TikTok Shop stands out by integrating social media engagement with online transactions, allowing users to shop directly through interactive content. However, despite its growing popularity, TikTok Shop still faces several challenges related to service quality, including technical issues in payment systems, shopping carts, and live streaming features.

In the e-commerce context, service quality especially electronic service quality (e-servqual) is a key determinant of customer satisfaction (e-satisfaction) and loyalty (e-loyalty). Prior studies highlight four primary dimensions of e-servqual: efficiency, fulfillment, system availability, and privacy, all of which influence user experiences and purchasing intentions. While these relationships have been examined in platforms such as Shopee or Lazada, specific research on TikTok Shop remains scarce. Therefore, this study aims to investigate the impact of e-service quality on e-satisfaction and e-loyalty among TikTok Shop users in Indonesia, providing insights to help improve customer retention strategies in a highly competitive digital market.

## II. Literature Review

Consumer behavior refers to the actions taken by individuals, groups, or organizations related to the decision-making process in acquiring economic goods or services, which are influenced by the surrounding environment [1]. E-service quality is a broader form of service quality delivered through the internet, connecting

sellers and buyers to support shopping activities in an effective and efficient manner. Based on this definition, the author concludes that e-service quality refers to services provided through websites to consumers in order to facilitate purchasing and distribution activities effectively and efficiently [2]. [3] stated that e-service quality is divided into four core dimensions that serve as key scales for measuring consumers' perceptions of their experiences: efficiency, fulfillment, system availability, and privacy. According to [4] consumer loyalty can be defined as long-term purchasing behavior by consumers, which reflects a strong commitment to a particular brand, store, or supplier based on highly positive attributes. This statement implies that loyalty toward a product is the result of a combination of customer satisfaction and complaint management. Consumer satisfaction itself arises from the extent of a company's efforts to create that satisfaction by minimizing complaints, ultimately leading to long-term purchasing behavior by the consumer. Consumer loyalty can be measured using the following indicators Positive word of mouth, retention, willingness to pay more [5]. According to [6] satisfaction is the feeling of pleasure or disappointment experienced by customers, which results from comparing the perceived performance of a product or service with their expectations. If the performance does not meet expectations, the customer will be dissatisfied. The indicators of customer satisfaction consist of overall satisfaction, product or service quality, ease of use, responsiveness, and conformity to expectations [7].

### III. Conceptual Mode

This study uses three exogenous variables including efficiency (X1), fulfillment (X2), and system availability (X3), privacy (X4). The intervening variable used is e-Satisfaction (Y1). The endogenous variable in this study is e-loyalty (Y2). The conceptual framework is described as follows:

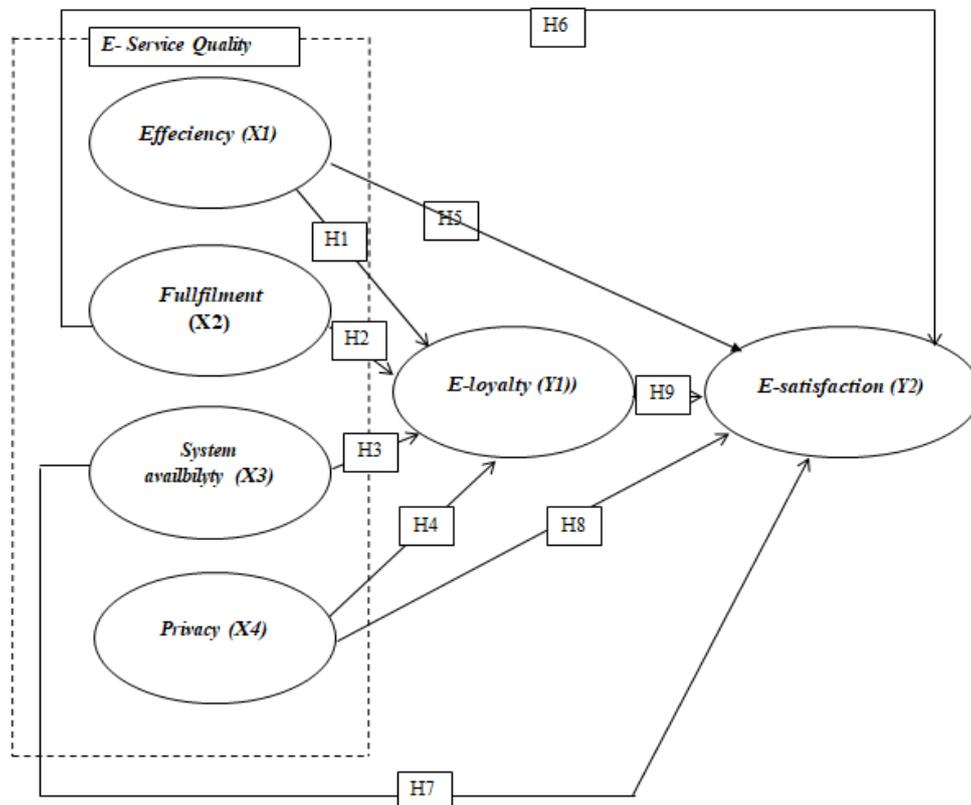


Figure 1. Conceptual Framework

#### Hypothesis:

- H1: Efficiency has a significant effect on e-loyalty
- H2: Fulfillment has a significant effect on e-loyalty
- H3: System Availability has a significant effect on e-loyalty
- H4: Privacy has a significant effect on e-loyalty
- H5: Efficiency has a significant effect on customer satisfaction
- H6: Fulfillment has a significant effect on customer satisfaction
- H7: System availability has a significant effect on customer satisfaction
- H8: Privacy has a significant effect on customer satisfaction
- H9: E loyalty has a significant effect on e satisfaction

#### IV. Material and Methods

This research is an explanatory research. The research was conducted in East Java, Indonesia. The research was conducted from February 2025 to April 2025. The number of samples used was 270 respondents. Determination of sample size using the Cochran formula. Respondents in this study were TiktokShop users. Data analysis in this study uses a Structural Equation Model using Analysis of Moment Structure (AMOS) software.

#### V. Result and Discussion

Table 1 shows that of the 8 criteria used to check the fitness of the model. 7 criteria meet Good Fit and 1 criteria meets Marginal Fit. Therefore, the equations concluded by the SEM model can be said to be in agreement with the data.

**Table 1. Result of Goodness of Fit**

Model Fit Criteria	Model Fit Value	Standart	Result
<i>X<sub>2</sub>-chi-square</i>	395,956	≤ 79,081	Good Fit
<i>SignificanceProbability</i>	0,000	≥ 0,05	Good Fit
RMSEA	0,043	≤ 0,08	Good Fit
GFI	0,905	≥ 0,90	Good Fit
AGFI	0,863	≥ 0,90	Marginal
CMIN/DF	1,500	≤ 2	Good Fit
TLI	0,939	≥ 0,90	Good Fit
CFI	0,954	≥ 0,90	Good Fit

Source: Primary Data

Hypothesis testing in this research uses SEM amos and a significance level  $\alpha = 0.05$ . The results of hypothesis testing can be as follows.

**Table 2. Result of Causality Test**

Hypothesis	Path Coefficient	C.R.	P-Value	Keterangan
Y1 – X1	0.404	2.508	0.012	Significant
Y1 – X2	0.529	3.776	***	Significant
Y1 – X3	0.648	2.916	0.004	Significant
Y1 – X4	0.279	2.326	0.020	Significant
Y2 – X1	0.316	2.422	0.015	Significant
Y2 – X2	0.243	2.027	0.043	Significant
Y2 – X3	0.363	2.116	0.034	Significant
Y2 - X4	0.343	3.372	***	Significant
Y2 - Y1	0.265	2.489	0.013	Significant

Source: Primary Data

#### VI. Discussion

Based on Table 2, the causal test results show that the hypothesis stating that Efficiency significantly affects E-Satisfaction is accepted. Which means this results support the first hypothesis (H1). This study also shows similar results to research by [8] showed that the efficiency variable has a significant effect on e-satisfaction.

The influence of the fulfillment variable on e-satisfaction among TikTok Shop users in Indonesia shows a positive path coefficient and significance. This indicates that fulfillment has a significant effect on e-satisfaction. Therefore, the hypothesis stating that the fulfillment variable significantly affects e-satisfaction is accepted (H2). [9] also demonstrated that the fulfillment variable has a significant effect on e-satisfaction. Based on this research, customers feel satisfied with the fulfillment and accuracy of the promises made by the company in relation to the features and services provided on the website.

The results of this research shows that system availability has a significant effect on E-satisfaction. Therefore, the hypothesis stating that the system availability variable significantly affects E-satisfaction is accepted (H3). The relationship between system availability and customer satisfaction is supported by a study conducted by [10] which found that the system availability variable has a significant effect on e-satisfaction. This suggests that a reliable and accessible system plays a crucial role in enhancing user satisfaction in online shopping platforms.

Next, The results of this research shows that that privacy has a significant effect on E-satisfaction. Which means this results support the fourth hypothesis (H4). This finding is also supported by the study conducted by [11] the increasing concern among customers regarding privacy has led shopping websites to place greater emphasis on providing clear and reliable privacy policies for their users. This heightened awareness encourages e-commerce platforms to ensure transparency in data handling and reinforce customer trust.

Efficiency has a significant effect on e-loyalty. Thus, the hypothesis stating that the efficiency variable has a significant effect on e-loyalty can be accepted (H5). This finding is supported by a study conducted [12] which examined the influence of website efficiency on customer loyalty. Their research confirms that higher efficiency in website performance positively affects consumers' loyalty, aligning with the results of this study.

Table 2 also shown that fulfillment has a significant effect on e-loyalty. Therefore, the hypothesis stating that the fulfillment variable significantly influences e-loyalty is accepted (H6). Similarly, system availability has a significant influence on e-loyalty. The hypothesis stating that the system availability variable significantly affects e-loyalty is therefore accepted (H7). The research findings indicating that system availability has a significant influence on e-loyalty among TikTok Shop users in Indonesia are supported by the theory proposed by Wu (2009:201). According [13] system availability refers to the proper technical functioning of a website. In the E-S-Qual model, availability ensures that customers can consistently access the online services offered by a company, which in turn helps shape a positive image of the online business in the minds of customers.

The hypothesis stating that the privacy variable has a significant effect on e-loyalty is accepted (H8 accepted). The relationship between privacy and loyalty can be explained through various literature sources. Based on research findings, privacy has a significant influence on e-loyalty. This is supported by studies conducted by [14] of which concluded that privacy positively affects e-loyalty.

E-satisfaction has a significant influence on e-loyalty. Therefore, the hypothesis stating that the e-satisfaction variable significantly affects e-loyalty is accepted (H9). Similarly, [15] stated that there is a positive relationship between e-satisfaction and e-loyalty. This means that as e-satisfaction increases, e-loyalty also increases; however, when e-satisfaction decreases, e-loyalty will also decline.

## **VII. Conclusion**

Efficiency significantly influences e-satisfaction among TikTok Shop users in Indonesia is accepted. A fast, easy, and responsive shopping process enhances user comfort, ultimately leading to satisfaction and potential repeat purchases. Fulfillment affects e-satisfaction among TikTok Shop users in Indonesia is accepted. Accuracy and reliability in order fulfillment make users feel satisfied and trust the platform. System availability affects e-satisfaction among TikTok Shop users in Indonesia is accepted. When the system is consistently available and reliable, users feel more comfortable and satisfied while shopping. Privacy affects e-satisfaction among e-commerce users in Indonesia is accepted. When users feel that their data is secure, their trust increases, ultimately strengthening satisfaction in online shopping. Efficiency affects e-loyalty among TikTok Shop users in Indonesia is accepted. A smooth and practical shopping experience encourages users to remain loyal and make repeat purchases on the platform. Fulfillment affects e-loyalty among TikTok Shop users in Indonesia is accepted. Satisfaction with order fulfillment builds trust and encourages users to return and shop again. System availability affects e-loyalty among TikTok Shop users in Indonesia is accepted. A reliable system makes users feel comfortable and confident, encouraging continued use of the platform. Privacy affects e-loyalty among TikTok Shop users in Indonesia is accepted. When users feel their data is safe, trust in the platform increases, leading to greater loyalty and ongoing use. E-loyalty acts as an intervening variable in the results of this research. E-loyalty has a significant positive influence on e-satisfaction among TikTok Shop users in Indonesia. E-loyalty reflects a user's commitment and willingness to continue engaging with the platform. The stronger the loyalty users feel toward TikTok Shop due to consistent service, trustworthy privacy policies, and a reliable system the higher their satisfaction with the overall shopping experience. The findings of this study indicate that users who develop e-loyalty tend to evaluate the platform more positively, leading to increased levels of satisfaction. Thus, e-loyalty strengthens the relationship between service quality and e-satisfaction.

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