

Factors Influencing Customer Satisfaction And Customer Loyalty Toward Social Commerce In Jabodetabek (Focus On Tiktok Shop)

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Abstract: *In this context, it is important for companies operating in the field of social e-commerce to understand the factors affecting customer satisfaction and e-loyalty, among others sales promotion, perceived security, e-service quality and trust. Through this research, is expected to provide valuable insights for social e - commerce companies in developing effective customer marketing and management strategies to increase customer satisfaction and e - loyalty, especially in this study directed at the phenomenon of TikTok Shop which is a trend among the public especially during the COVID-19 pandemic a few years back. The results are expected to provide valuable input for TikTok and other social-commerce platforms in improving customer satisfaction and customer loyalty. Keywords: sales promotion, perceived security, e-service quality, trust, customer satisfaction.*

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I. INTRODUCTION

In the ever-evolving digital era, internet technology has changed the way consumers conduct business transactions. One of the biggest changes is the emergence of social e-commerce platforms, where consumers can purchase products and interact with manufacturers and other users through social media. Social e-commerce is a form of electronic commerce that utilizes social features such as reviews, friend recommendations, and community discussions to influence purchasing decisions. One of the most popular social e-commerce platforms today is TikTok, which has become a global phenomenon with millions of active users.

In this context, it is important for companies operating in social e-commerce to understand the factors that influence customer satisfaction and e-loyalty. Customer satisfaction is the level of customer satisfaction with the products, services, and experiences provided by the company. Meanwhile, e-loyalty is the level of customer loyalty to the social e-commerce platform as measured by the intention to return to using the platform in the long term.

In an increasingly competitive environment, it is important for social e-commerce platforms like TikTok to understand the factors that influence customer satisfaction and customer loyalty. Customer satisfaction refers to the degree to which customers are satisfied with their experience using

the platform, while customer loyalty refers to the tendency of customers to keep using the platform and recommend it to others.

II. LITERATURE REVIEW

2.1. Sales Promotion

Sales Promotion is a collection of various incentive tools designed to stimulate faster and more significant purchases of products or services by consumers or trade. (Kotler & Keller, 2016). The main difference between advertising and sales promotion is - advertising offers a reason to buy, sales promotion offers an incentive to buy.

Both advertising and sales promotion are instruments in the marketing communications mix. This mix also includes personal selling, direct marketing tools, public relations, and publicity. In addition, sales promotions are short-term incentives to encourage the purchase or sale of a product or service. (Kotler & Armstrong, 2014).

Research on promotion with customer satisfaction was tested by Suastini and Mandala (2019) that the better the sales promotion carried out, the higher the customer satisfaction because the respondents were satisfied with the suitability of the promotion carried out. The strategy used is to utilize social media to attract new buyers. Other research by Faradina (2016) found that promotion is significant to customer satisfaction.

H1 : Sales Promotion affects Customer Satisfaction.

2.2. Perceived Security

Perceived security can be defined as a key factor that concerns people using the internet to buy. (Raman, 2011). According to Arpaci et al., (2015) explain perceived security, namely the degree of a person's belief that the technology used to transmit sensitive information such as consumer data and financial data is guaranteed security. Perceived security also can be defined or understood as a consumer's assessment or perception of whether it is safe enough for consumers to make transactions using the system or services offered by a company. (Ha, 2017).

Previous research says that consumers consider system security as an important factor in online shopping. (Larasetiati & Ali, 2019). This is supported by Kahar et al., (2019) which states that an e-commerce must be able to maintain and guarantee the security of its consumers for convenience when transacting online. According to Resmanasari et al., (2020) there are two indicators that can be used as a reference for measuring security perceptions, namely guaranteed transactions and easy transactions.

H2 : Perceived Security affects Customer Satisfaction

2.3. E-Service Quality

The definition of service as an action or performance that can be offered from one individual or organization to another individual or organization that is basically intangible and does not result in any ownership. (Kotler & Keller, 2016). The quality of online services in companies engaged in e-commerce is significant in determining the success of a company.

Meanwhile, according to Tjiptono (2018) service quality reflects the comparison between the level of service delivered by the company and customer expectations. Service quality is realized through fulfilling customer needs and desires and the accuracy of their delivery in balancing or exceeding customer expectations.

Several studies show that e-service quality is known to have a positive and significant effect on customer satisfaction by Rita et al., (2019) This study found that e-service quality has an effect on customer satisfaction. In the study M. A. Khan et al., (2019) the case of online shopping in Pakistan resulted in a positive influence between e-service quality and customer satisfaction.

H3 : E-Service Quality affects Customer Satisfaction.

2.4. Trust

According to Sangadji and Sopiah (2013) defines consumer confidence as all the knowledge possessed by consumers, and all the conclusions made by consumers about objects, attributes, and benefits.

Meanwhile, according to Siagian & Cahyono (2014) trust is a belief from one party regarding the intentions and behavior aimed at the other party, thus consumer trust can be defined as a consumer expectation that service providers can be trusted or relied on in fulfilling their promises.

Based on previous research conducted, it shows that trust can have a significant effect on customer satisfaction. In line with the results obtained by (Kassim & Abdullah, 2010) and (Novita & Budiarti, 2022). Trust is considered as an impetus in various transactions between sellers and buyers so that consumer satisfaction can occur as desired.

H4 : Trust affects Customer Satisfaction.

2.5. Customer Satisfaction

According to (Tjiptono, 2014)(Tjiptono, 2014), customer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and are well met. Customer satisfaction is an important factor in generating customer loyalty (Pham & Ahammad, 2017). According to Rita et al., (2019)(2019), states that customer satisfaction is a key where purchases in the future.

Customer satisfaction can be increased by offering quality services. In his research, Asadpoor and Abolfazli (2017) examined the relationship between customer satisfaction and customer loyalty at Saderat bank in Urmia and found that customer satisfaction directly affects customer loyalty.

Then, there are research results from Fernandes and Solimun (2018) shows that customer satisfaction has a mediating relationship between service quality and customer loyalty. Research results from Soliha et al., (2021) and Estikowati et al., (2020) state that customer satisfaction is positive for loyalty, and mediates trust with customer loyalty.

H5 : Customer Satisfaction affects Customer Loyalty

III. RESEARCH METHODS

The design of this research uses quantitative methods. Quantitative research is an approach to testing objective theories by examining the relationship between variables. These variables can be measured with instruments, so numerical data can be analyzed using statistical procedures (Creswell, 2014). (Creswell, 2014). Quantitative research relies on numerical or measured data, and leads to statistical analysis.

The population used in this study are men and women with an age range of 17 to 59 years who have the TikTok Shop application and have shopped through the application and live around the Jabodetabek area. Then, the sampling technique for this research is using nonprobability sampling. This research method uses the SEM-PLS (Structural Equation Modeling - Partial Least Squares) analysis model.

PLS-SEM analysis is useful because it can simultaneously test several relationships that are relatively difficult to measure. In theory, the sample size for Structural Equation Modeling ranges from 200 to 400 for models that have indicators between 10 and 15 indicators (Sarwono, 2008). (Sarwono, 2008). Then, the number of samples used in this study was around 235 people.

The research conducted is a development of research conducted by Hapsari et al., (2021; Octaviani et al., (2021); Rahman & Salim, (2020); Rizan et al., (2020); Sadeghi et al., (2021).. The modification results in the following model:

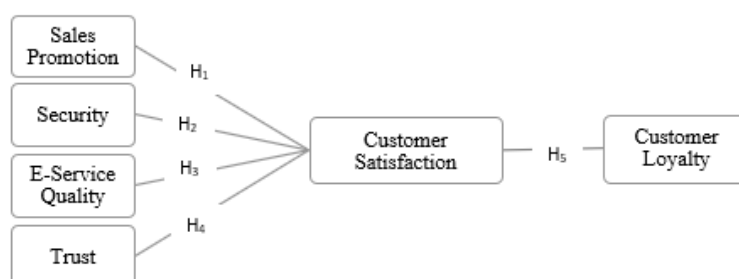


Figure 2.1 Research Model

IV. RESEARCH RESULTS AND DISCUSSION

4.1. Description of Respondents

Based on the validity, reliability and hypothesis testing offered by SEM (Structural Equation Modeling), PLS (Partial Least Square) regression was used in this study. In this study, data collection used a questionnaire, which was given to 235 respondents with various characteristics such as gender, age, income and domicile.

The results of the respondent description test are presented in table 4.1 below.

Table 4.1 Description of Respondents

Classification	Indicator	Value	(%)
Gender	Male	99	42%
	Female	136	58%
Age	17 - 30 yo	173	74%
	31 - 50 yo	62	26%
Average Income (mo.)	< IDR 1.000.000,-	14	6%
	IDR 1.000.001 - IDR 5.000.000	127	54%
	IDR 5.000.001 - IDR 10.000.000	81	34%
	> IDR 10.000.001,-	13	6%
Domicile	Jakarta	42	18%
	Bogor	54	23%
	Depok	52	22%
	Tangerang	51	22%
	Bekasi	36	15%

Based on the results of distributing questionnaires in table 4.1 above, the identity of the respondents can be described as follows:

1. The gender classification shows that the majority of respondents are female as many as 136 people (58%) and the remaining male respondents are 99 people (42%).
2. The age classification shows that the majority of respondents are aged 17-30 years as many as 173 people (74%) and the remaining 31-50 years as many as 62 people (26%).
3. The income classification shows that the majority of respondents earn as much as 1,000,001-5,000,000 as many as 127 people (54%) and the remaining 5,000,001-10,000,000 as many as 81 people (34%), <1,000,000 as many as 14 people (6%), and >10,000,000 as many as 13 people (6%).
4. The domicile classification shows that the majority of respondents are Bogor as many as 54 people (23%) and the rest are Depok, Tangerang, Jakarta and Bekasi.

4.2. Data Analysis of Research Results

In this study, data collection used a questionnaire, which was given to 235 respondents, and tested using SmartPLS 4.0. Then the requirement that must be considered is that if the high yield will correlate with the loading factor value which is ≥ 0.5 . (Wiyono, 2011).

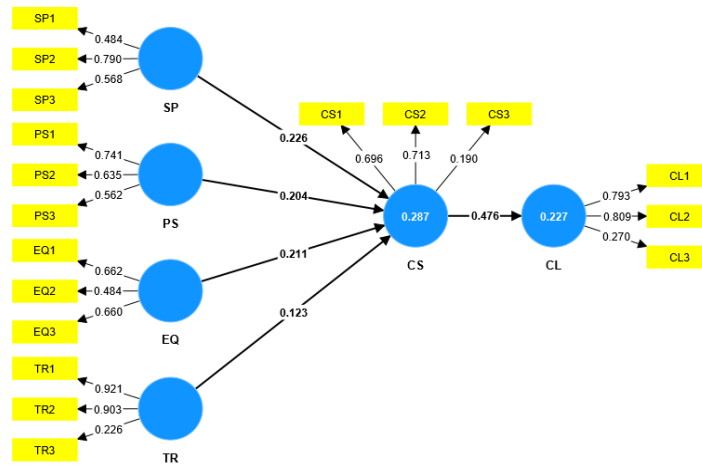


Figure 4.1 Results of Stage 1 Data Processing

Table 4.2 Loading Factor Processed Data Stage 1

Indicator	Loading Factor	Conclusion
SP1 <- SP	0.484	Invalid
SP2 <- SP	0.790	Valid
SP3 <- SP	0.568	Valid
PS1 <- PS	0.741	Valid
PS2 <- PS	0.635	Valid
PS3 <- PS	0.562	Valid
EQ1 <- EQ	0.662	Valid
EQ2 <- EQ	0.484	Invalid
EQ3 <- EQ	0.660	Valid
TR1 <- TR	0.921	Valid
TR2 <- TR	0.903	Valid
TR3 <- TR	0.226	Invalid
CS1 <- CS	0.696	Valid
CS2 <- CS	0.713	Valid
CS3 <- CS	0.190	Invalid
CL1 <- CL	0.793	Valid
CL2 <- CL	0.809	Valid
CL3 <- CL	0.270	Invalid

Based on Table 4.2 on the results of stage 1 data processing, the authors decided to carry out stage 2 data processing, namely outlining each 1 indicator on the variables studied where it has the lowest value.

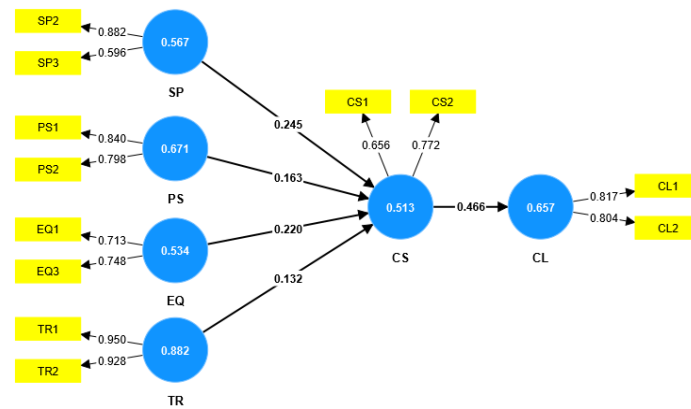


Figure 4.2 Results of Stage 2 Data Processing

Table 4.3 Loading Factor Processed Data Stage 2

Indicator	Loading Factor	Conclusion
SP2 <- SP	0.882	Valid
SP3 <- SP	0.596	Valid
PS1 <- PS	0.840	Valid
PS2 <- PS	0.798	Valid
EQ1 <- EQ	0.713	Valid
EQ3 <- EQ	0.748	Valid
TR1 <- TR	0.950	Valid
TR2 <- TR	0.928	Valid
CS1 <- CS	0.656	Valid
CS2 <- CS	0.772	Valid
CL1 <- CL	0.817	Valid
CL2 <- CL	0.804	Valid

Based on Table 4.3 on the results of stage 2 data processing, each indicator has a loading factor value as required and it can be concluded that all of them are valid. So that other tests can be carried out.

Based on the results of data analysis and loading factor testing, it is necessary to process outliers from a total of all 18 indicators tested, after processing, a total of 12 indicators are obtained which will be continued in this test.

4.3. Validity Test

The validity test is carried out on each question item available on each variable (indicator). This test has stages that must be carried out, namely by testing convergent validity and average variance extracted (AVE).

Convergent Validity test, the requirement that must be considered is that if the high acquisition result will correlate with the loading factor value which is ≥ 0.5 . (Wiyono, 2011). The results can be seen that the value of each indicator or outer loading is ≥ 0.5 , so that all

indicators can be said to be valid because they have met the requirements of the convergent validity test and can be analyzed further.

AVE (Average Variance Extracted) test, in a good test measurement, the AVE test has a value of each indicator of > 0.5 , then this value can be said to be valid. The following are the results of the AVE value in this study. AVE Test (Average Variance Extracted) In a good test measurement, the AVE test has a value of each indicator of > 0.5 , so this value can be said to be valid.

Table 4.4 AVE Test

Indicator	AVE (Average Variance Extracted)	Result
CL	0.657	Valid
CS	0.513	Valid
EQ	0.534	Valid
PS	0.671	Valid
SP	0.567	Valid
TR	0.882	Valid

Based on table 4.4 above, it shows that the value of all variables in reliability testing using AVE (Average Variance Extracted) is > 0.50 . Therefore, it can be concluded that the variables tested are valid.

4.4. Reliability Test

Reliability test is carried out to prove the accuracy, consistency, and accuracy of the instrument in measuring constructs. In measuring the reliability of a construct with reflexive indicators, it can be done by calculating the composite reliability value. The requirement that is usually used to assess construct reliability is that composite reliability must be greater than 0.7 for confirmatory research and a value of 0.6 - 0.7 is still acceptable for exploratory research. (Ghozali, 2021).

Table 4.5 Reliability Test

Indicator	Composite Reliability	Result
CL	0.793	Reliable
CS	0.677	Reliable
EQ	0.696	Reliable
PS	0.803	Reliable
SP	0.716	Reliable
TR	0.937	Reliable

Based on table 4.5 above, it shows that the value of composite reliability in each variable has a value $> 0,6$. This value proves that each variable has fulfilled composite

reliability well and it can be concluded that the variables tested are reliable and can be continued to test the structural model.

4.5. Structural Inner Model Test

In the inner model analysis or also known as structural model analysis, which is carried out to ensure that the structural built is robust and accurate. the inner model test can be seen from several indicators.

Model Fit Test, a requirement that must be considered is the NFI index. NFI values ranging from 0 - 1 are derived from the comparison between the hypothesized model and a particular independent model. The model has a high fit if the value is close to 1 (Ghozali, 2021). the NFI value is at 0.050, which means that it has a model fit that can be declared good.

Q-Square test If the Q-Square value is > 0 , the model has predictive relevance, and the Q-Square value is < 0 , the model mode has less predictive relevance. Based on the calculated results of the Q-Square is 0.174 and 0.193 which states that this value > 0 . Then the model in this study can show a research model that has predictive relevance.

4.6. Hypothesis Testing

Based on the results of figure 4.3 below. The hypothesis for the statistical value for alpha is 5% and the t-statistic value used is 1.96. So, the criteria for accepting or rejecting the hypothesis is if the t-statistic > 1.96 and the P-Values have a value of < 0.05 .

Based on the results below in table 4.6, only perceived security has no effect on customer satisfaction. This is because the t value $< t$ table ($1.759 < 1.96$) or P Values > 0.05 ($0.079 > 0.05$), so H_0 is accepted and H_a is rejected. While other variables have a significant effect on customer satisfaction.

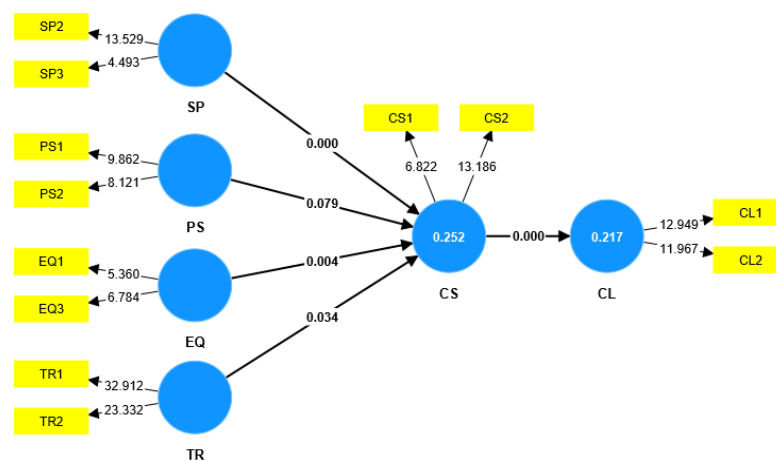


Figure 4.3 Research Model Result

Table 4.6 Hypothesis Testing

Hypothesis	Original (O)	mean (M)	(STDEV)	T statistics	P values	Results
SP -> CS	0.245	0.246	0.068	3.610	0.000	Significant
PS -> CS	0.163	0.170	0.093	1.759	0.079	Insignificant
EQ -> CS	0.220	0.228	0.076	2.886	0.004	Significant
TR -> CS	0.132	0.127	0.062	2.122	0.034	Significant
CS -> CL	0.466	0.469	0.064	7.296	0.000	Significant

4.6. Test of the Effect of Mediating Variables

Testing through mediation to dig deeper into whether the mediating variable has successfully mediated the effect of the independent variable on the dependent or not, can be described in the Indirect Effect or Total Effect output displayed, if the P value is less than 0.05, the independent variable affects the dependent variable through the mediating variable.

Tabel 4.7 Total Effect

Hipotesis	Original (O)	mean (M)	(STDEV)	T statistics	P values	Result
SP -> CS	0.245	0.246	0.068	3.610	0.000	Significant
SP -> CS -> CL	0.114	0.115	0.036	3.164	0.002	Significant
PS -> CS	0.163	0.170	0.093	1.759	0.079	Insignificant
PS -> CS -> CL	0.076	0.081	0.047	1.618	0.106	Insignificant t
EQ -> CS	0.220	0.228	0.076	2.886	0.004	Significant
EQ -> CS -> CL	0.103	0.108	0.042	2.470	0.014	Significant
TR -> CS	0.132	0.127	0.062	2.122	0.034	Significant
TR -> CS -> CL	0.061	0.060	0.030	2.016	0.044	Significant
CS -> CL	0.466	0.469	0.064	7.296	0.000	Significant

Based on the results above, only perceived security has no effect on customer loyalty through customer satisfaction. This is because the P Value value is greater than 0.05 (0.106 > 0.05). Meanwhile, other variables have a significant effect on customer loyalty through customer satisfaction as a mediator.

V. CONCLUSIONS AND SUGGESTIONS

This study aims to analyze the effect of customer satisfaction, perceived security, eservice quality, trust on customer satisfaction and customer loyalty through a case study of TikTok Shop social commerce users in the Jabodetabek area. The study used a non-probability sampling method with 18 measurement items (indicators) which after being processed resulted in 12 indicators and a sample size of 235 respondents.

In this study it can be concluded that the majority of TikTok Shop users in the Jabodetabek area, based on the results of the questionnaire, are women aged 17-30 years and

have an average monthly income of Rp 1,000,000 - Rp 5,000,000. The majority are also domiciled in Bogor with the majority reason for using TikTok Shop is to buy the desired product, rather than just watching videos on the TikTok application or just out of curiosity.

Hypothesis testing has the following results:

1. Sales Promotion has a significant positive effect on Customer Satisfaction
2. Perceived Security has no effect on Customer Satisfaction
3. E-Service Quality has a significant positive effect on Customer Satisfaction
4. Trust has a significant positive influence on Customer Satisfaction
5. Customer Satisfaction has a significant positive effect on Customer Loyalty

Then in the test of the influence of mediating variables, it can be concluded that sales promotion affects customer loyalty through customer satisfaction as a mediator, perceived security has no effect on customer loyalty through customer satisfaction, e-service quality affects customer loyalty through customer satisfaction as a mediator, and trust affects customer loyalty through customer satisfaction as a mediator.

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