
Article

Analysist of The Influence of E-Trust and E-Satisfaction on E-Loyalty In Tiktok Shop (A Case Study of Alumni And Students of Universitas Pertamina Management Study Program Class of 2020)

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Abstract: This study aims to evaluate the impact of E-Trust and E-Satisfaction on E-Loyalty in TikTok Shop. A quantitative method was used, collecting data from 83 respondents, consisting of alumni and students of the Management Study Program, Universitas Pertamina, Class of 2020, who are TikTok Shop customers. The data were gathered through Google Forms. The measurement was conducted by analyzing the extent to which E-Trust and E-Satisfaction influence E-Loyalty in TikTok Shop. The t-test results show that the significance value for E-Trust (X1) is $0.39 > 0.05$, indicating that E-Trust does not significantly affect E-Loyalty. Meanwhile, for E-Satisfaction (X2), the significance value is $0.00 < 0.05$, meaning that E-Satisfaction significantly affects E-Loyalty. The F-test results indicate a significance value of $0.00 < 0.05$, suggesting that E-Trust and E-Satisfaction together significantly influence E-Loyalty in TikTok Shop. This study contributes to the understanding of the role of E-Trust and E-Satisfaction in shaping E-Loyalty in TikTok Shop. Therefore, TikTok can utilize this research to build consumer trust and satisfaction to enhance electronic loyalty.

Keywords: *E-Trust, E-Satisfaction, E-Loyalty.*

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1. Introduction

The economy in Indonesia has experienced growth and development, with the advancement of an increasingly modern era impacting both companies and consumers. According to Kotler and Keller (2016), customer loyalty is highly valuable as a form of

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strong commitment from customers to repurchase a product or service, despite situational influences and marketing efforts that may potentially lead to changes in consumer behavior. The shift in shopping culture, where people previously shopped in traditional markets but now prefer online shopping, has emerged. Consumers’ preference for shopping online aligns with the growing number of internet users in Indonesia.

Figure 1. Data Collected by GoodStats



Source: GoodStats (2024)

Based on data collected by GoodStats (2024), as of January 2024, the number of internet users in Indonesia has reached 185.3 million. This figure represents a 0.8% increase compared to the previous year. This upward trend has also been observed in the years leading up to 2024. It can be concluded that the number of internet users in Indonesia has consistently increased from 2018 to 2024.

One of the most widely used e-commerce platforms today is TikTok Shop. TikTok Shop is an e-commerce feature within the TikTok application. It allows users to directly purchase products while also enabling sellers to conduct business through the social media platform. This feature is designed to enhance the shopping experience by simplifying the process of exploration, comparison, and purchasing for TikTok users.

Tabel 1. The most widely used e-commerce platforms

Online Store Provider	Monthly Visitor (Million)	Ranking on Play Store
Shopee	144.8	3
Tiktok	125	1
Tokopedia	71.2	4
Lazada	45.8	2
Blibli	23	5

Based on data sourced from e-Dot and We Are Social, as summarized in the table, the monthly visitors of online store provider applications globally at the beginning of 2024 are as follows. TikTok is the application with the highest number of monthly visitors, reaching 1.56 billion, and ranks first in downloads on the Play Store.

Figure 2. Gross Merchandise Value (GMV) of E-Commerce in Indonesia 2023



Source: CNBC (2024)

Based on data compiled by CNBC (2024) in the table above, TikTok ranks fourth in GMV. Despite holding the highest position in Play Store downloads and having the most visitors, TikTok Shop only ranks fourth in GMV. This indicates that many TikTok users have yet to utilize the platform’s e-commerce feature, TikTok Shop. Several factors may influence potential TikTok Shop consumers to engage in transactions on the platform, such as electronic trust (E-Trust) and electronic satisfaction (E-Satisfaction).

Given this phenomenon—where TikTok has the highest monthly visitors and is the number one downloaded app on the Play Store, yet TikTok Shop’s GMV remains in fourth place—further research on TikTok Shop is necessary. In this study, E-Loyalty serves as the dependent variable, while E-Trust and E-Satisfaction act as independent variables, with most previous studies reporting a high Adjusted R-square. Research by Chandra and Chandra (2023) recorded an Adjusted R-square of 0.685. Customer loyalty is crucial to ensure that previous buyers continue making purchases, ultimately categorizing them as loyal consumers. Based on this discussion, the researcher will conduct a study titled: "Analysis of the Influence of E-Trust and E-Satisfaction on E-Loyalty in TikTok Shop (Case Study Alumni and Students of Universitas Pertamina, Management Study Program, Class of 2020)."

2. Literature

2.1 E-Trust

Electronic trust, referred to as E-Trust, pertains to a strong and convincing trust in online risk situations and involves the belief that vulnerabilities or weaknesses in such situations will not be exploited (Corritore et al., 2003). E-Trust can also enhance online customer loyalty; therefore, companies must offer a wider variety of product and service transactions (Girsa & Lahiza, 2017). Another perspective states that E-Trust is consumers' belief in a company, serving as the foundation for making online purchasing decisions (Hanifati & Samiono, 2018).

The parameters of E-Trust are based on Robbins' theory, including (Hansen and Jonsson, 2013):

- a. Integrity
The ability of a person to be honest and not conceal the truth.
- b. Competence
Understanding, expertise, and personal ethical standards.
- c. Consistency
Being reliable, predictable, and dependable in different situations.
- d. Loyalty
The willingness to maintain and nurture relationships in the best possible way.
- e. Openness
The willingness to freely share ideas and information.

2.2 E-Satisfaction

Satisfaction is an expression that arises from comparing perceived performance with expectations (Kotler & Keller, 2009). The responsiveness shown in addressing complaints and the ability to provide personalized services tailored to individual consumers can enhance customer satisfaction with e-commerce platforms (Sakinah & Heruwasto, 2022). If customers receive services that meet or even exceed their needs, it directly influences their decision to make repeat purchases through e-commerce while also recommending the platform to those around them (Sakinah & Heruwasto, 2022).

Electronic customer satisfaction (e-satisfaction) can be influenced by five dimensions, as follows (Ranjbarian et al., 2012):

- a. Convenience
According to Balasubramanian (1997), online shopping shortens the time required and also helps in finding products, sellers, and other offers.
- b. Merchandising
Consumers will make transaction decisions that provide better satisfaction (e-satisfaction) based on diverse and high-quality information.
- c. Site Design
According to Manes (2001), a well-designed website includes satisfactory management and easy navigation, including an organized layout, straightforward search paths, and fast presentation.
- d. Security
Online services that provide a safe and seamless shopping experience can foster consumer trust and confidence. Conversely, a lack of trust is often the main factor that discourages customers from shopping online.

e. Service Ability

Several factors influence the level of consumer satisfaction in online shopping experiences, including feedback on e-commerce design, competitive product prices, availability of goods and services, the condition of received items, on-schedule delivery, refund policies, customer support, email validation upon order arrival, and promotional activities.

2.3 E-Loyalty

Loyalty is a behavior of routine or continuous purchasing (Griffin, 2022). The concept of electronic loyalty, known as E-Loyalty, refers to customers' positive attitudes and support toward an online e-commerce platform, demonstrated through repeat purchases (Srinivasan et al., 2002). Another perspective defines E-Loyalty as an attitude or behavior exhibited by consumers that enables online sellers to achieve consistent profits (Wahyudi et al., 2020; Ramadhani et al., 2023).

The process of forming loyalty is divided into four stages as follows (Richard, 1999; Hur et al., 2011):

a. Cognitive

Refers to the behavior of using prominent information about a product to differentiate it from others.

b. Affective

Affective loyalty arises from strong experiences that generate a positive attitude, encouraging consumers to recommend the product to others.

c. Conative

Customers feel willing to return to the e-commerce site based on previous positive experiences, leading to a desire to relive the same experience.

d. Action

This is the final stage of loyalty, considered the highest level. It begins with the customer's intention to revisit the e-commerce platform for another online purchase.

3. Methods

This study employs a quantitative research approach, which typically utilizes questionnaires, surveys, and systematic measurements. Quantitative research methods present data in numerical form and conduct data analysis to test research hypotheses using a statistical approach (Sekaran & Bougie, 2017). This research focuses on examining the influence of E-Trust and E-Satisfaction on E-Loyalty. The study falls under the category of explanatory research, which is a research method that explains the relationships and influences between variables within a study (Sugiyono, 2017).

4. Results

The questionnaire responses generate data that is then analyzed using SPSS software version 21 to determine the direct influence. This study aims to analyze E-Trust and E-

Satisfaction, which affect E-Loyalty in the use of the online shopping feature on the TikTok application, known as TikTok Shop. The TikTok Shop users in this research are alumni and students of the Management Study Program, Class of 2020.

4.1 Descriptive Analysis of Variables

4.1.1 E-Trust

The total mean for this variable is 4.17. The statement with the highest mean, 4.36, is: "TikTok Shop is able to serve various types of products." Meanwhile, the lowest mean, 4.02, appears in two items with the statements: "Respondents believe that TikTok Shop products are of good quality" and "Respondents feel that TikTok Shop does not hide important information from its customers." The conclusion is that respondents tend to agree/satisfied with the E-Trust questionnaire statements. This indicates that customers trust TikTok Shop's shopping feature as a reliable platform for transactions with sellers to meet their needs.

4.1.2 E-Satisfaction

The total mean for the E-Satisfaction variable is 4.14, indicating that respondents tend to agree/satisfied with the statements related to this variable. The highest mean, 4.39, corresponds to the statement: "Respondents are satisfied with the ease of finding everything they need on TikTok Shop (e.g., product search, promotional offers, information assistance, etc.)." Meanwhile, the lowest mean, 3.71, appears in the statement: "The products available on TikTok Shop are of higher quality compared to those from other marketplaces." This suggests that customers feel satisfied when using the TikTok Shop shopping feature as a platform for transactions with sellers to meet their needs.

4.1.3 E-Loyalty

The total average obtained is 4.04, indicating that respondents tend to agree/satisfied with the questionnaire statements. The highest mean, 4.37, corresponds to the statement: "Respondents feel comfortable continuing to use TikTok Shop." Meanwhile, the lowest mean, 3.64, appears in the statement: "Respondents are not interested in buying from other online stores outside TikTok Shop, even if the prices are lower." This data suggests that customers are loyal to using the TikTok Shop online shopping feature to meet their needs.

4.2 Hypothesis Testing

4.2.1 T Test

Based on the T-Test results, the E-Trust variable has a significance value (sig) of $0.390 > 0.05$, indicating that E-Trust (X1) is statistically positive but does not have a significant effect on E-Loyalty (Y). Meanwhile, the E-Satisfaction variable has a significance value (sig) of $0.000 < 0.05$, meaning that E-Satisfaction (X2) has a statistically positive and significant effect on E-Loyalty (Y).

4.2.2 F Test

From the data test results, the F-test significance value is 0.000, which is less than 0.05. This indicates that E-Trust (X1) and E-Satisfaction (X2), as independent variables, simultaneously have a significant influence on E-Loyalty (Y) as the dependent variable.

5. Discussion

5.1 The Effect of E-Trust on E-Loyalty

Hypothesis 1 in this study is concluded to be not proven. This is evident from the T-test results, where the E-Trust variable has a significance value of 0.390, which is greater than 0.05. Therefore, it can be concluded that E-Trust does not have a significant effect on E-Loyalty in TikTok Shop.

5.2 The Effect of E-Satisfaction on E-Loyalty

Hypothesis 2 in this study is concluded to be proven. This is supported by the T-test results, where the E-Satisfaction variable has a significance value of 0.000, which is less than 0.05. Thus, it can be concluded that E-Satisfaction has a significant effect on E-Loyalty in TikTok Shop.

5.3 The Simultaneous Effect of E-Trust and E-Satisfaction on E-Loyalty

Hypothesis 3 in this study is concluded to be proven. This is supported by the F-test results, where the E-Trust and E-Satisfaction variables have a significance value of 0.000, which is less than 0.05. Therefore, it can be concluded that E-Trust and E-Satisfaction simultaneously have a significant effect on E-Loyalty in TikTok Shop.

6. Conclusion and Recommendations

6.1 Conclusion

This study has successfully addressed the research hypotheses, leading to the following conclusions:

- a. There is no partial and significant effect of E-Trust on E-Loyalty in TikTok Shop among alumni and students of the Management program, Universitas Pertamina, Class of 2020.
- b. There is a partial and significant effect of E-Satisfaction on E-Loyalty in TikTok Shop among alumni and students of the Management program, Universitas Pertamina, Class of 2020.
- c. There is a simultaneous and significant effect of E-Trust and E-Satisfaction on E-Loyalty in TikTok Shop among alumni and students of the Management program, Universitas Pertamina, Class of 2020.
- d. Based on the results, the Adjusted R-Square value is 0.543, meaning that the independent variables together explain 54.3% of the dependent variable. This implies that the remaining 45.7% is influenced by other factors beyond the variables examined in this study.

6.2 Theoretical Suggestions

Future research should explore additional variables beyond the three examined in this study, as 45.7% of factors influencing E-Loyalty remain unexplored. Additionally, future studies could be conducted on different populations and samples to observe variations in results and further investigate why E-Trust does not have a significant impact on E-Loyalty in this research.

6.3 Practical Suggestion

- a. Many customers still lack trust in the quality assurance of products offered on TikTok Shop. Additionally, some buyers feel that TikTok Shop does not provide detailed information about services, products, and security, leading to concerns about transparency. A solution is to implement a 100% original product filter, similar to other marketplaces, to increase buyer confidence in product authenticity and quality. TikTok should also require buyers to leave ratings, particularly regarding merchant quality, as testimonials for future buyers. To address transparency and data security concerns, TikTok Shop could launch an advertising campaign (both textual and video-based) that clearly communicates its commitment to information transparency and customer data protection.
- b. According to the E-Satisfaction questionnaire, respondents expressed concerns about whether TikTok Shop provides higher-quality products compared to other marketplaces. TikTok Shop can run an advertising campaign emphasizing its higher-quality product offerings. Additionally, it should encourage customers to rate product quality as testimonials to strengthen buyer confidence.
- c. Regarding E-Loyalty, the lowest mean score was observed in the statement: "Respondents will not buy from other online stores even if the price is lower." To address this, TikTok Shop should highlight its competitive pricing through targeted advertising campaigns and customer ratings that validate price competitiveness across merchants.

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