

ANTECEDENTS OF ELECTRONIC CUSTOMER LOYALTY IN TIKTOK SHOP CONSUMERS

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A B S T R A C T

This study aims to identify the extent to which electronic service quality, digital consumer reviews, and brand perceptions affect electronic customer loyalty on the TikTok Shop platform. This study uses a quantitative approach with the Partial Least Squares – Structural Equation Modeling (PLS-SEM) method and involves 235 TikTok Shop user respondents domiciled in Jakarta.

The results of the study indicate that Electronic Service Quality and Electronic Customer Experience have an influence on customer loyalty. On the other hand, Electronic Word of Mouth and Electronic Customer Satisfaction have no influence on electronic customer loyalty. In addition, Brand Image does not moderate the relationship between Electronic Customer Satisfaction and Electronic Word of Mouth on Electronic Customer Loyalty. However, the Electronic Service Quality variable is proven to have an effect on customer satisfaction, and Electronic Customer Experience has an effect on increasing Electronic Word of Mouth.

These findings emphasize the importance of improving digital service quality and customer experience in shaping loyalty on social media-based shopping platforms. The implications of this study provide strategic input for companies in designing optimal shopping experiences to encourage sustainable customer loyalty.

Keywords: *TikTok Shop, Customer Loyalty, Electronic Service Quality, Customer Experience, Customer Satisfaction, Electronic Word of Mouth, Brand Image.*

ANTESEDEN *ELECTRONIC CUSTOMER LOYALTY* PADA KONSUMEN TIKTOK SHOP

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ABSTRAK

Studi ini bertujuan mengidentifikasi sejauh mana kualitas layanan elektronik, ulasan konsumen secara digital, dan persepsi merek memengaruhi loyalitas pelanggan elektronik di platform TikTok Shop. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *Partial Least Squares – Structural Equation Modeling* (PLS-SEM) dan melibatkan 235 responden pengguna TikTok Shop yang berdomisili di Jakarta.

Hasil penelitian menunjukkan bahwa *Electronic Service Quality* dan *Electronic Customer Experience* memiliki pengaruh terhadap loyalitas pelanggan. Di sisi lain, *Electronic Word of Mouth* dan *Electronic Customer Satisfaction* tidak memiliki pengaruh terhadap loyalitas pelanggan elektronik. Selain itu, *Brand Image* tidak memoderasi hubungan antara *Electronic Customer Satisfaction* dan *Electronic Word of Mouth* terhadap *Electronic Customer Loyalty*. Namun demikian, variabel *Electronic Service Quality* terbukti berpengaruh terhadap kepuasan pelanggan, dan *Electronic Customer Experience* berpengaruh terhadap peningkatan *Electronic Word of Mouth*.

Temuan ini menegaskan pentingnya peningkatan kualitas layanan digital dan pengalaman pelanggan dalam membentuk loyalitas di platform belanja berbasis media sosial. Implikasi dari penelitian ini memberikan masukan strategis bagi perusahaan dalam merancang pengalaman belanja yang optimal untuk mendorong loyalitas pelanggan secara berkelanjutan.

Kata kunci: Tiktok Shop, Loyalitas Pelanggan, Kualitas Layanan Elektronik, Pengalaman Pelanggan, Kepuasan Pelanggan, EWOM, *Brand Image*.