

Behavioral of Customer Loyalty on E-Commerce: The Mediating Effect of E-Satisfaction in Tiktok Shop

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ABSTRACT

This study aims to find out and explain how the effect of e-service quality and e-recovery service quality on e-customer loyalty when online shopping is mediated by e-customer satisfaction at Tiktok shop, both directly and indirectly. this research is quantitative. The sampling method used was purposive sampling with a research instrument in the form of a questionnaire which was distributed to 280 respondents who had used the Tiktok shop service. The results showed that the e-services quality and recovery services quality had a direct effect on e-customer satisfaction and e-customer loyalty. E-satisfaction has an important role in mediating the relationship between e-service quality and recovery service quality on e-customer loyalty. Therefore, an e-commerce must be able to make customers satisfied by providing good e-service quality and recovery service quality in the event of a service failure by the company, learning from these findings we must maintain customer satisfaction in terms of customer service so that these customers remain loyal and do not switch to competitors.

Keywords: e-Commerce, e-Loyalty, e-Satisfaction, e-Service Quality, e-Recovery Service Quality

INTRODUCTION

Current technological developments are very influential on human life, this is what makes people increasingly have to follow existing technologies so they are not left behind. Data shows that internet users have grown by 192 million (+4.0 percent) over the last year, but ongoing restrictions on research and reporting due to COVID-19 mean that the actual growth trend may be much higher than the numbers suggest. There were 4.62 billion social media users worldwide as of January 2022. This is equivalent to 58.4 percent of the world's total population, although it should be noted that social media "users" may not represent unique individuals (learn why). Global social media users have grown by more than 10 percent over the past 12 months (Worldometers, 2022). This technological development

has also changed many human activities, especially in the trading process, in commerce the term e-commerce has been changed, where e-commerce is the distribution, sale, purchase and marketing of goods and services based on electronic systems, such as the internet, television or computer networks. Social media is also not spared from these changes, social media according to Kaplan and Haenlein (2022) is a group of internet-based applications that use Web 2.0 technology which enables the creation and exchange of user-generated content. Social media that connects people in cyberspace, both for personal and work needs.

Many social media, one of which is Tiktok which developed Tiktok shop as its social commerce, Tiktok shop is increasingly popular because it is seen as a new option for shopping online while exploring social networks. In terms of sales, social commerce allows them to reach more potential customers. Therefore, it's no wonder that Tiktok is the choice of Indonesian people to make purchases through a social networking platform. Data taken from worldmeter in quarter 1 of 2022 for the mobile application category, that Tiktok ranks second after Instagram with the most downloads. However, Tiktok is a boon to consumer shopping. Tiktok has introduced in-app badges and giveaways that people can buy to support their favorite content creators which are proving hugely successful. Tiktok is also ranked in the top five global applications according to monthly active users in Q1 2022, from the data above it can be concluded that Social Media like Tiktok with electronic marketing is more convincing than conventional marketing, the role of a social media can be said to be effective and efficient for consumers looking for information and transactions in terms of online shopping, social media that has the best service and a good image is able to create satisfaction so that this can be an indicator of customer loyalty when shopping online or e-loyalty. The success of Tiktok shop as social commerce needs to be studied as an indicator in business development in the future, this study aims to further examine how an e-commerce is able to maintain customer loyalty

E-loyalty is an effort made by manufacturers to retain existing customers. The problem of e-loyalty is a hot topic of discussion among digital marketing experts, many previous studies have found that e-satisfaction has a significant effect on increasing e-customer loyalty (Pereira, et al, 2016; Kaya et al, 2019; Giao et al, 2020). From research Kaya et al (2019) the role of e-service quality is very important in customer satisfaction and loyalty, this can be seen from the research findings Kaya et al (2019) that e-service quality has a direct and indirect influence by satisfaction in increasing loyalty. E-service quality in digital marketing is a must that companies must do in order to be able to survive and still gain customer trust. Consumption patterns and customer lifestyles require companies to be able to provide quality service, good service quality in digital marketing if an e-commerce platform is able to facilitate efficient and effective shopping, purchasing and shipping (Zeithaml et al, 2017).

Apart from quality service, companies' reactions to service failures to alleviate dissatisfaction in retaining customers need to be considered. Although companies strive to create long-term relationships with their customers, service failures and subsequent

attempts to improve deficiencies can greatly affect customer satisfaction and loyalty in online commerce. Electronic recovery service quality (E-Recs-Qual) Troubleshooting and returns such as the extent to which the site compensates the customer for the problem, the availability of assistance by phone or online service (Shafiee and Bazargan, 2018).

E-Service Quality

E-service quality as "the degree to which the website facilitates shopping, purchasing, and shipping in an efficient and effective manner while E-recovery service quality is the company's response in alleviating customer dissatisfaction due to failure in serving customers with the aim of maintaining customer relationships. A previous study by Zeithaml et al (2018) reveals the four dimensions that customers use to assess e-service quality such as efficiency, fulfillment system availability and privacy.

E-service quality in upgrading customer satisfaction is a consequence of the customer experience during the buying process, and plays an important role in influencing future customer behavior, such as repurchasing and online loyalty (Pereira et al, 2016). Satisfaction is closely related to customer attitudes and intentions, which are part of customer behavior and directly influence customer positive behavioral intentions. Previous literature has confirmed the opinion that e-service quality has a positive effect on satisfaction (Gounaris et al, 2010; Udo et al, 2010; Blut et al, 2015; Thaichon and Quach, 2015; and Rita et al, 2019; Lova, 2021)

Loyal customers provide higher revenue than "regular" customers (Fang et al, 2016). Quality customer service will create opportunities for customers to be loyal. Satisfied customers will be happy to recommend the business to others, and are more likely to want to return to the Company can invest in the quality of service provided by e-commerce, High quality of electronic services can persuade customers to return to e-commerce and provide retention rates higher, this is supported by the results of research conducted by Kaya et al (2019) and Lova (2021) which states that e-service quality is significant for loyalty to online retailers in Turkey.

Considering the large impact of e-service quality on e-customer satisfaction and e-customer loyalty from online purchases, we propose:

H1a, H1b: E-service quality has a positive effect on e-customer satisfaction and e-customer loyalty.

E-Recovery Service Quality

E-recovery service quality is the company's response in alleviating customer dissatisfaction due to failure in serving customers with the aim of maintaining customer relationships. Study from Zeithaml et al (2018) also reveals the three dimensions that customers use to rate electronic recovery service quality (E-RecS-Qual) like Responsiveness, Compensation and Contact. E-recovery refers to the company's reaction to service failures to allay dissatisfaction and ultimately retain customers Companies need to find ways to make dissatisfied customers happy (Shafiee and Bazargan, 2018). Small and ineffective fixes

only lead to repeated dissatisfaction among customers (Mashaqi et al, 2020). Therefore, e-recovery service quality can be claimed to significantly affect e-customer satisfaction.

Service failure is a major factor for customers to decide whether to buy products from online stores or not (Fortes et al, 2017). According to Wu et al (2018) loyalty can be seen as a belief, trust, sentiment, or expectation about a buyer's intention or possible behavior. E-recovery is an alternative for companies to maintain loyalty for customer disappointment in service failures, companies need to find ways to make disappointed customers happy. Moreover, such incidents caused customers to share negative word of mouth (Shafiee and Bazargan, 2018). Previous studies have shown that e-recovery service quality has a positive effect on customer loyalty (Mashaqi et al 2020; Shafiee and Bazargan, 2018), from these findings the authors observe that e-recovery service quality has a positive direct effect on e-customer loyalty.

Considering the large impact of e-recovery service quality on e-customer satisfaction and e-customer loyalty from online purchases, we propose:

H2a, H2b: E-recovery service quality has a positive effect on e-customer satisfaction and e-customer loyalty.

E-Customer Satisfaction

E-satisfaction is defined as a person's feelings of pleasure or disappointment about previous online experiences (including browsing experiences and buying experiences) with e-commerce websites resulting from comparing the perceived performance (or outcome) of a product or service with expectations

In the e-commerce context, there is significant empirical support for a positive relationship between satisfaction and constructs related to electronic loyalty, such as site stickiness, repurchase intention, and continuity intention. Tandon et al (2017) It is also theorized that because the Internet provides a simple mechanism for accessing other e-commerce vendors, the act of switching e-commerce partners requires little effort. Lack of strong customer satisfaction, consumers will not be loyal to service providers. Digital marketing experts believe that e-satisfaction is one of the factors that influence customer loyalty using e-services. (Lova, 2021; Pereira et al, 2016; Tandon et al, 2017; Kaya et al, 2019; and Giao et al, 2020).

H3: E-customer satisfaction has a positive effect on e-customer loyalty.

E-Customer Loyalty

E-loyalty is the positive attitude of customers to repurchase, revisit online retail or company websites and recommend products or services to friends and associates. E-loyalty can be influenced by the customer satisfaction factor which is a measure of the gap between expectations and reality received or felt by customers. Experience and habits, consumers will feel comfortable with the quality of the product and brand while providing convenience (Pereira et al, 2016). Part of loyalty like buying products regularly can be based on experience accumulated over time. There are six reasons why companies must protect and retain their customers: First, existing customers have greater prospects to provide

benefits for the company. Second, the costs incurred by the company in retaining and retaining existing customers are far less than finding new customers. Third, customers who trust an institution in a business dealing tend to also trust in other business dealings. Fourth, if the old company has many existing customers, the company will benefit due to efficiency. Of course, old customers will definitely not have more requests, the company will only take care of them. New employees can be used to serve them to train them, so that service costs are lower. Fifth, old customers certainly have a lot of positive experiences related to the company, thereby reducing psychological costs and socialization. Sixth, previous customers will try to defend the company, and refer the company or business to friends and neighborhood (Lova, 2021). There are seven direct effect research hypotheses presented in the diagram from Figure 1.

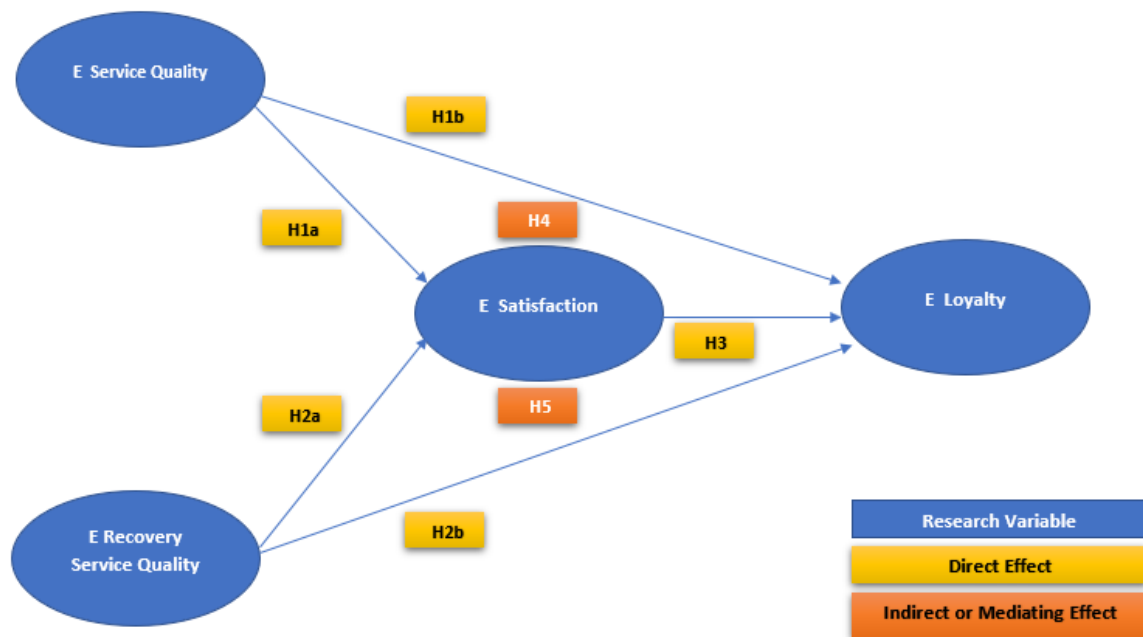


Figure 1: Conceptual Framework Model

Online buying factors such as e-service quality and e-recovery service quality important in the relationship between online purchases and online loyalty and e-satisfaction has played a mediating role between a number of these online purchase factors. Electronic consumer satisfaction contributes to e-commerce loyalty. In the online shopping setting, satisfaction is the main sub-construction of quality online shopping (Pereira *et al*, 2016). Previous studies argue that good relationships are built only when buyers are satisfied and trust their relationship with online merchants (Lova, 2021), overall consumer satisfaction with the online purchasing experience has a positive impact on consumer loyalty when purchasing online, therefore, in the current study, we postulate:

H4a,H4b: E-customer satisfaction plays a role in mediation e-service quality and e-recovery service quality towards e-customer loyalty.

METHODS

In the context of rapidly growing e-commerce currently dominating global markets such as the emergence of market places, social commerce etc. Tiktok shop has the ability to generate interest, enabling internet users to use online shopping services with various types of products in the form of goods and services offered by it. Therefore the authors make this Tiktok shop a reference and reference object and research population. The sample for this study consisted of online shoppers (Tiktok store customers use the service to buy goods and services repeatedly at least twice).

The sampling used in this study was a purposive sampling technique, namely determining the sample with certain considerations (selection of sample units). Questions items x 20 (Hair et al, 2019). For this reason, the sample in this study was 14 question items x 20, so that the sample in this study was 280 respondents who were distributed via questionnaires to Tiktok shop consumers voluntarily within one month to support this research data. This study was analyzed using a structural equation model (SEM) using Amos 22. Measurements from previous studies were adopted. Table 1 describes the source of the adopted measures.

The standard procedure for developing measures to be applied whenever needed involves the use of multi-item reliability and unidirectionality indices e-service quality measured by 4 items developed by (Al-dweeri et al, 2019). E-recovery service quality it is measured from 3 items developed by (Shafiee and Bazargan, 2018). Electronic satisfaction was assessed using 3 items developed by (Shin et al, 2013). and e customer loyalty is assessed using 4 items developed by (Madariaga et al, 2019), which can be seen in Table 1.

The psychometric properties of the measures were assessed using confirmatory factor analysis (CFA). The scoring model is classified by Amos 25 with the highest probability. As a step to perfect the scale, an estimation of the standard CFA loading is carried out, if the factor loading value exceeds 0.50 then the accuracy of the measurement can be verified (Ghozali, 2016).

Table 1: Validity and reliability statistics of convergent dimensionality

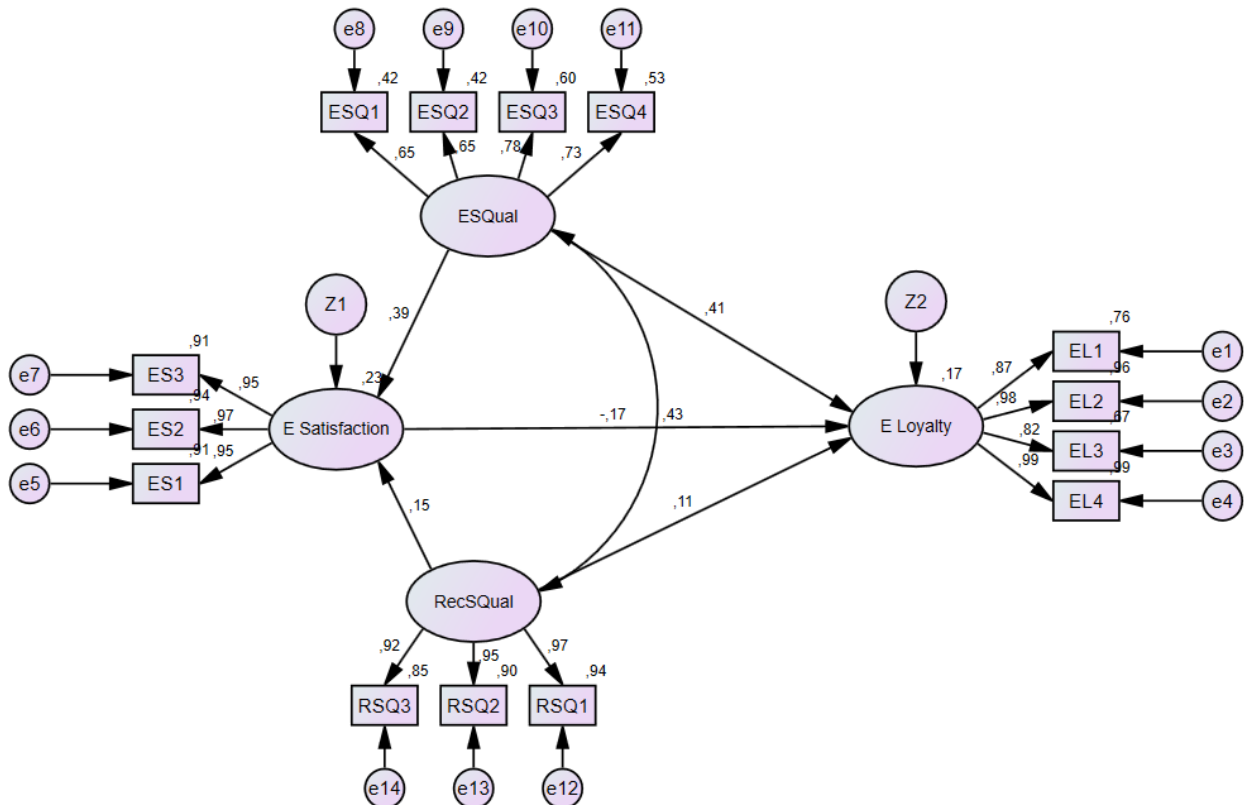
Constructs and items	CR (Skew)	Standard. Factor Loading)	AVE	CR	Sources (The previous research)
E-Service Quality					
This Tiktok shop enables me to complete a transaction quickly	0,83	0,65	0.62	0,80	Al-dweeri et al (2019)
This Tiktok shop does not share my personal information with other sites	0,19	0,65			
This Tiktok shop quickly delivers what I order	-0,04	0,78			
This website is ready and willing to respond to customer needs	-1,07	0,73			
E-Recovery Service Quality					
Providing acceptable information on how unsuccessful transactions are handled.	-1,47	0,97	0.90	0,96	Shafiee and Bazargan (2018)
Providing compensation in case the ordered items do not match and are not delivered on time.	-1,78	0,95			
Having customer service representatives available online.	-0,99	0,92			
E-Customer Satisfaction					
Stated with the offerings at this Tiktok Shop	-1,79	0,95	0.92	0,97	Shin et al (2013)
Satisfied with the purchases at this Tiktok Shop	-1,78	0,97			
Satisfied with the products at this Tiktok Shop	-1,86	0,95			
E-Customer Loyalty					
Encourage friends to visit Tiktok Shop	-1,64	0.87	0.85	0.96	Madariaga et al (2019)
Say positive things about Tiktok Shop	-1,09	0.99			
Visit this Tiktok shop in the next few times	-1,23	0.82			
Recommend this Tiktok shop to someone else	-1,14	0.99			

Notes: X2 /df: 214.00, P: 0.060, RMSEA: 0.072, GFI: 0.901, AGFI: 0.899, TLI: 0.955, CFI: 0.965

Source: Amos 25.

FINDING AND DISCUSSION

Table 1 describes each indicator or aspect that makes up each latent variable showing good results, especially with a high standardized loading factor where each indicator is greater than 0.50, so the indicators for each variable are considered valid (Ghozali, 2016) Each variable has an average variance extracted (AVE) above 0.50 and construct reliability (CR) above 0.70, so the measurement indicators for each variable are considered reliable (Ghozali, 2016). After completing the measurements, the path relationships in the research model are analyzed using a structural equation model. AMOS 25 is used for data analysis because the proposed research model includes a simultaneous system of equations with several indices. the goodness of fit index shows a good match with the data Chi-Square: 214.00, P: 0.060, RMSEA: 0.072, GFI: 0.901, AGFI: 0.899, TLI: 0.955, CFI: 0.965. With these results it can be said that the construct indicator is latent variable construct variable latent has shown good results, In addition, the normality test results in Table 1 show that most of the critical ratio (CR) values for skewness are in the range of ± 2.58 (Ghozali, 2016), with these results. In this case it can be emphasized that the data used in this study are normally distributed.



Source: Amos 25

Figure 2: Structural Equation Model (SEM)

Table 2: Hypothesis Test

Variable		Estimates	SE	CR	P	
E-Service Quality	--->	E-Customer Satisfaction	,532	,104	5,113	***
E-Recovery Service Quality	--->	E-Customer Satisfaction	,144	.060	2,393	,017
E-Customer Satisfaction	--->	E-Customer Loyalty	-,163	.066	-2,470	,014
E-Service Quality	--->	E-Customer Loyalty	,538	,113	4,739	***
E-Recovery Service Quality	--->	E-Customer Loyalty	,172	.060	2,571	,013

Source: Amos 25

From table 2, it can be concluded that e-service quality has a direct significant effect on e-customer satisfaction, the results of testing the relationship of each of these variables directly show a CR value 5,113 greater than 1.96 ($5,113 > 1.96$) with a probability smaller than 0.05 ($0.00 < 0.05$), so that the better the service provided by the Tiktok shop, the customer tends to be satisfied. The results of this research are in line with the results of research by Lova (2021), Rita et al (2019), Blut et al (2015), Kaya et al (2019), Çelik (2021) and Kitapci et al (2014), indicating that e-service quality can affect e-customer satisfaction. While recovery service quality has a direct significant effect on e-customer satisfaction, the results of testing the relationship of each of these variables directly show a CR value of 2.393 greater than 1.96 ($2.393 > 1.96$) with a probability smaller than 0.05 ($0.017 < 0.05$) so that the better the quality of the Tiktok shop recovery service, the customers tend to be satisfied. The results of this research are in line with the results of research by Shafiee & Bazargan (2018), Çelik (2021) and Mashaqi et al (2022), indicating that e-recovery service quality can affect e-customer satisfaction Thus, research H1a and H2a are supported.

In addition, from table 2 also concludes that e-service quality has a direct significant effect on e-customer loyalty, the results of testing the relationship of each of these variables directly show a CR value of 4.739 greater than 1.96 ($4.739 > 1.96$) with a probability smaller than 0.05 ($0.00 < 0.05$), so that the higher the Tiktok shop service, the customers tend to be loyal. The results of this study are in line with research results (Lova, 2021; Oliveira et al, 2017; Kaya et al, 2019) which shows that e-service quality can affect e-loyalty. While E-recovery service quality has a direct significant effect on e-customer loyalty, the results of testing the relationship of each of these variables directly show a CR value of 2.393 greater than 1.96 ($2.393 > 1.96$) with a probability smaller than 0.05 ($0.013 < 0.05$), so that the better

the quality of the Tiktok shop recovery service, the customers tend to be loyal. The results of this study are in line with the results of research by Shafiee & Bazargan (2018), and Mashaqi et al (2022) which shows that e-recovery service quality can also affect e-customer loyalty. Thus, research H1b and H2b are supported.

From table 2 also concludes that e-customer satisfaction has a direct significant effect on e-customer loyalty, the results of testing the relationship of each of these variables directly show a CR value -2.470g farer than -1.96 (-2.470 > -1.96) with a probability smaller than 0.05 (0.014 <0.05), so that customers who are increasingly dissatisfied with what is provided by the Tiktok shop will make customers tend to be disloyal. The results of this study are in line with the results of research by (Pereira et al, 2016; Tandon et al, 2017; Kaya et al, 2019 and Giao et al, 2020) which shows that e-customer satisfaction can affect e-customer loyalty. Thus, research H3 is supported.

Table 4: E-customer satisfaction as a mediator of e-customer loyalty

	Standardized	Direct Effects	Indirect Effect E-customer Satisfaction As Mediation	Results
E Service Quality	--> E-Customer Loyalty	0.111	-0.026	Partial mediation
E Recovery Service Quality	--> E-Customer Loyalty	0.411	-0.066	Partial mediation

Source: Amos 25

From table 4,the estimation parameter on standardized direct effects shows that there is a direct effect of e-service quality on e-customer loyalty of 0.111. greater than the standardized indirect effects of e-service quality on e-customer loyalty indirectly through e-customer satisfaction of -0.026. So it can be concluded that e-service quality has a partial effect (partial mediation) on e-customer loyalty through e-satisfaction. This is also evidenced by e-service quality having an effect on e-customer satisfaction and e-customer loyalty in hypotheses H1a and H1b. Thus, research H4 is supported.

In addition, From table 4 the estimation parameter on standardized direct effects also shows that there is a direct effect recovery service quality on e-customer loyalty of 0.411. greater than the standardized indirect effects of recovery service quality on e-customer loyalty indirectly through e-customer satisfaction of -0.066. So it can be said that recovery service quality has a partial effect (partial mediation) on e-customer loyalty through e-customer satisfaction, this is also proven by recovery service quality having an effect on e-customer satisfaction and e-customer loyalty in hypotheses H2a and H2b. Thus, research H5 is supported.

CONCLUSION

These findings prove that e-customer loyalty and e-satisfaction are determined by e-service quality. The better the e-service quality of the Tiktok shop can increase satisfaction which can affect the loyalty of Tiktok shop customers as measured by how efficiency, fulfillment, system availability privacy and security respond to customer needs and desires.

Loyalty when shopping online is determined by recovery service quality. The better recovery service quality can minimize dissatisfaction with service failures in maintaining customer loyalty to the Tiktok shop as measured by responsiveness, compensation and contact. This in turn increases online repurchase intentions, ultimately leading to long term gains. Service failure arises when a business fails to meet customer expectations, whereas a recovery strategy is described as the actions a company uses to overcome those problems.

Satisfaction always stems from a person's feelings of happiness or disappointment as a result of comparing the performance or results received from a product or service with their expectations. This finding contributes to research because it provides a new perspective on the characteristics of e-commerce and consumer behavior in achieving customer loyalty. We have to think that e-service quality, recovery service quality and e-satisfaction are two things that are very closely related in an online context, namely the perception of e-service quality and recovery service quality have an influence on customer satisfaction and loyalty in shopping online.

This study also plays an important role to better understand the role of e-satisfaction as a mediator in the relationship between different online contexts. Therefore, the contribution of this research is to build a deeper understanding of online consumer behavior in maintaining customer loyalty in a digital context, related to the importance of e-satisfaction as a mediation of e-service quality and service quality recovery whose aim is to increase in e-commerce purchases. continuously while still providing a perception of service quality and good service recovery in the event of a service failure in building e-satisfaction which has an impact on electronic loyalty.

Therefore, an e-commerce engaged in online retail and market place services must be able to make customers satisfied by providing good e-service quality and recovery service quality as reinforced by these findings because e-satisfaction has an important role in mediating e-service quality and recovery service quality on e-loyalty.

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