



# E-service quality, e-trust, and e-wom toward repurchase intention: The mediating role of e-customer satisfaction among tiktok shop users in Semarang

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## ARTICLE INFO

### Article history:

Received Jun 12, 2025

Revised Jun 20, 2025

Accepted Jun 30, 2025

### Keywords:

E-Customer Satisfaction;  
E-Service Quality;  
E-Trust;  
E-Word of Mouth;  
Repurchase Intention.

## ABSTRACT

The rapid expansion of e-commerce in Indonesia has been marked by the emergence of TikTok Shop, a platform that combines entertainment and commerce, particularly attracting Generation Z users. This study aims to analyze the influence of e-service quality, e-trust, and electronic word of mouth (e-WOM) on repurchase intention, with e-customer satisfaction as a mediating variable. A quantitative method was applied, involving 100 respondents selected through purposive sampling. Data were analyzed using Structural Equation Modeling with SmartPLS 4.0. The results show that e-customer satisfaction does not significantly affect repurchase intention ( $t = 1.907$ ;  $p = 0.057$ ), and it does not mediate the relationship between the exogenous variables and repurchase intention. E-service quality and e-trust also show no significant effect on e-customer satisfaction or repurchase intention ( $p > 0.05$ ). However, e-WOM has a positive and significant influence on e-customer satisfaction ( $t = 2.887$ ;  $p = 0.004$ ). These findings indicate that Gen Z purchasing behavior on social commerce platforms tends to be influenced more by peer communication and digital trends rather than by traditional service quality and trust factors. This study enriches the theoretical discourse on digital consumer behavior in Indonesia and provides practical recommendations for e-commerce platforms to enhance repurchase intention strategies through social engagement, influencer collaboration, and optimized e-WOM mechanisms.

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## 1. INTRODUCTION

In recent years, the global e-commerce industry has experienced rapid growth, driven by digital transformation and increased internet penetration. According to the Global eCommerce Market 2024 report by eCBD, Indonesia ranks first with a projected growth rate of 30.5%, nearly three times the global average. This growth reflects a significant shift in consumer behavior from conventional to online shopping, aligned with the advancement of technology and service digitalization (Rita et al., 2019).

One platform that has evolved amid this shift is TikTok Shop, a social commerce platform integrated with TikTok. It is particularly popular among Generation Z (born 1997–2012), known for

high digital literacy (Tempo, 2024). Kompasiana (2024) reports that 87% of Gen Z shop online, and 65% do so weekly, making them a driving force behind e-commerce growth in Indonesia.

Despite its popularity, TikTok Shop experienced a 34.55% user decline between February 2024 and January 2025 (DataIndonesia.id, 2025). While this is partly due to regulatory changes such as Ministry of Trade Regulation No. 31/2023 internal factors like declining service quality and trust are likely contributors to reduced customer retention (Wilson et al., 2019).

Repurchase intention is crucial in e-commerce sustainability. It is more cost-effective to retain customers than acquire new ones, and digital variables like e-service quality, e-trust, and e-WOM have been shown to impact it, either directly or through e-customer satisfaction (Zia et al., 2023; Pambudi et al., 2025).

E-service quality contributes to customer loyalty via fast, secure, and personalized service (Karim et al., 2023), especially relevant in mobile-first platforms like TikTok Shop. E-trust plays a critical role in purchase decisions in virtual environments (Al-dweeri et al., 2019). Similarly, e-WOM, especially on visual platforms like TikTok, can shape consumer perceptions and influence satisfaction (Zeqiri et al., 2023).

Indonesia's policy-driven merger between TikTok Shop and Tokopedia shows regulatory impact but also reveals consumer trust and satisfaction challenges. This collaboration offers a unique research opportunity in the evolving digital commerce ecosystem.

However, prior research on how these digital factors affect repurchase intention is mixed. Some studies confirm strong effects, while others do not. Moreover, the mediating role of e-customer satisfaction remains inconclusive (Ginting et al., 2023; Iffan et al., 2024).

Therefore, this study investigates the effects of e-service quality, e-trust, and e-WOM on repurchase intention, mediated by e-customer satisfaction, among Gen Z TikTok Shop users in Semarang City. Theoretically, it contributes to literature on digital consumer behavior in social commerce. Practically, it offers strategic insights for improving customer loyalty in Indonesia's dynamic market.

## 2. RESEARCH METHOD

This study employed a quantitative research approach. The quantitative method is a research method used to examine a specific population or sample, with data collection conducted using research instruments and data analysis performed statistically with the aim of testing predetermined hypotheses (Sugiyono, 2019, p.16). The purpose of this study is to examine the relationship between e-service quality, e-trust, and e-WOM on repurchase intention, with e-customer satisfaction as a mediating variable among TikTok Shop users.

The population in this study consists of Generation Z (aged 18–28 years, born between 1997 and 2007) who reside in Semarang City and have made a purchase on TikTok Shop. A sample is a subset of the population that possesses certain characteristics and size (Sugiyono, 2019, p.127). Since the exact population size is unknown, the sample size was determined using the Lemeshow formula, with a confidence level of 95% and a margin of error of 10%. The Lemeshow formula is as follows:

$$n = \frac{Z^2 \times P(1 - P)}{d^2}$$

Formula Explanation:

n = Sample size

Z = Confidence level, standard value = 1.96

P = Estimated proportion, maximum estimate = 50% = 0.5

d = Precision level/deviation, alpha (0.10) or sampling error = 10%

Based on the Lemeshow formula, the calculated sample size is 96.4. Therefore, the sample size for this study was rounded to 100 respondents to ensure better representation.

The demographic characteristics considered in this study include gender, age, occupation, and residence. The sampling technique used was non-probability sampling with a purposive sampling method. The researcher chose purposive sampling because not all members of the

population meet the criteria relevant to the studied phenomenon. Thus, purposive sampling was used to ensure that the selected respondents met specific predetermined criteria.

The method used to collect the data needed for analysis in this study was a closed questionnaire with a 5 point Likert scale. The data obtained were in numerical form and were analyzed using statistical methods. Statistical methods rely on systematic, accurate, and precise calculations, enabling the production of objective results.

Table 1. Operationalization of variables

Variable	Indicator(s)
E-Service Quality	Reliability, Responsiveness, Convenience, Security
E-Trust	Credibility, Benevolence, Integrity, Orientation to Resolve Problems
E-Word of Mouth	Reciprocity, Responsiveness, Nonverbal Information, Speed of Response
E-Customer Satisfaction	Convenience, Merchandising, Site design, Financial security
Repurchase Intention	Transactional interest, Continued Online Shopping Intention, Preference for Familiar Online Stores, Intention to Recommend Online Stores to Others

Source: data processing results, 2025

To ensure instrument validity and reliability, the questionnaire was subjected to expert validation (face and content validity) before distribution. Before the main data collection, a pilot test was conducted on a sample of 30 respondents who met the same inclusion criteria as the main study. This pilot testing aimed to assess the clarity, consistency, and reliability of the instrument. Statistical testing included construct validity (outer loading > 0.7), convergent validity (AVE > 0.5), internal consistency reliability (Cronbach's alpha and composite reliability > 0.7), direct hypothesis testing, and indirect hypothesis testing. The analytical tool used in this study was SmartPLS 4.0.

### 3. RESULTS AND DISCUSSIONS

In this chapter, an analysis will be carried out on primary data obtained through questions from questionnaire that distributed to consumers who have made purchases through the TikTok Shop platform.

The respondents in this study are Generation Z consumers who have made purchases through TikTok Shop in Semarang City. The demographic characteristics of the respondents are essential to support the relevance of the research findings in describing the online shopping behavior of the young generation. Detailed information is presented in Table 2.

Table 2. Respondent Characteristics

No	Characteristic	Category/Group	Respondent	Percentage
1	Gender	Female	71	71.0%
		Male	29	29.0%
2	Age	17-20 years	11	11.0%
		21-24 years	54	54.0%
		25-28 years	35	35.0%
3	Occupation	Student	46	46.0%
		Private Employee	12	12.0%
		Freelancer	10	10.0%
		Entrepreneur	10	10.0%
		Civil Servant (PNS)	10	10.0%
		Others	9	9.0%
		Unemployed	3	3.0%
4	Residence (Top 3)	Gunungpati	25	25.0%
		Tembalang	11	11.0%
		Banyumanik	10	10.0%
		Others	54	54.0%

Source: primary data, 2025

Table 2 presents the demographic characteristics of the respondents. In terms of gender, the majority were female (71 respondents or 71%), while male respondents accounted for 29%, which indicates that female respondents are more actively involved in online shopping activities

through TikTok Shop compared to male respondents. In terms of age, most respondents were aged 21–24 years (54%), followed by 25–28 years (35%), and 17–20 years (11%). This indicates that the majority of respondents are young adults from Generation Z, who are actively engaged in digital platforms such as TikTok Shop. Regarding occupation, the highest proportion of respondents were students (46%), followed by private employees (12%), freelancers (10%), entrepreneurs (10%), and civil servants (10%). The remaining respondents were categorized as others (9%) and unemployed (3%). In terms of residential area, most respondents lived in Gunungpati (25%), followed by Tembalang (11%), and Banyumanik (10%), while the rest were spread across other subdistricts in Semarang City (Others: 54%). The demographic majority—female (71%) and students (46%)—may influence perceptions of e-service quality, as female users tend to be more sensitive to responsiveness, convenience, and security (Ladhari, 2010), while students are more engaged with peer reviews and trends (Priporas et al., 2017).

Table 3. Result of SEM PLS 4.0

Variable	Item Measurement	Indicator	Outer Loading	Validity	Cronbach's alpha	Composite reliability (rho_c)	AVE	Reliability
e-service quality (x1)	X1.1	Reliability	0.905	Valid	0.857	0.902	0.699	Reliable
	X1.2	Responsiveness	0.929	Valid				
	X1.3	Convenience	0.949	Valid				
	X1.4	Security	0.885	Valid				
e-trust (x2)	X2.1	Credibility	0.722	Valid	0.939	0.955	0.842	Reliable
	X2.2	Benevolence	0.963	Valid				
	X2.3	Integrity	0.969	Valid				
	X2.4	Orientation to Resolve Problems	0.809	Valid				
e-wom (x3)	X3.1	Reciprocity	0.760	Valid	0.899	0.926	0.760	Reliable
	X3.2	Responsiveness	0.896	Valid				
	X3.3	Nonverbal Information Speed of Response	0.910	Valid				
	X3.4		0.825	Valid				
e-customer satisfaction (z)	Z.1	Convenience	0.824	Valid	0.871	0.912	0.722	Reliable
	Z.2	Merchandising	0.864	Valid				
	Z.3	Site design	0.888	Valid				
	Z.4	Financial security	0.762	Valid				
repurchase intention (y)	Y.1	Transactional interest	0.805	Valid	0.906	0.930	0.728	Reliable
	Y.2	Continued Online Shopping Intention	0.868	Valid				
	Y.3	Preference for Familiar Online Store Intention to Recommend Online Stores to Others	0.883	Valid				
	Y.4	Referential	0.871	Valid				
	Y.5		0.837	Valid				

Source: Processed data, 2024

Based on the data analysis using SEM PLS 4.0, all variables in this study—*e-service quality*, *e-trust*, *e-WOM*, *e-customer satisfaction*, and *repurchase intention*—are declared valid and reliable, as they meet the criteria of outer loading > 0.70, AVE > 0.50, and Cronbach's alpha and composite reliability values > 0.70. This indicates that all indicators accurately and consistently measure their respective constructs.

The Path Analysis model is shown in Fig.1, and the results of the hypothesis test are shown in Table 4.

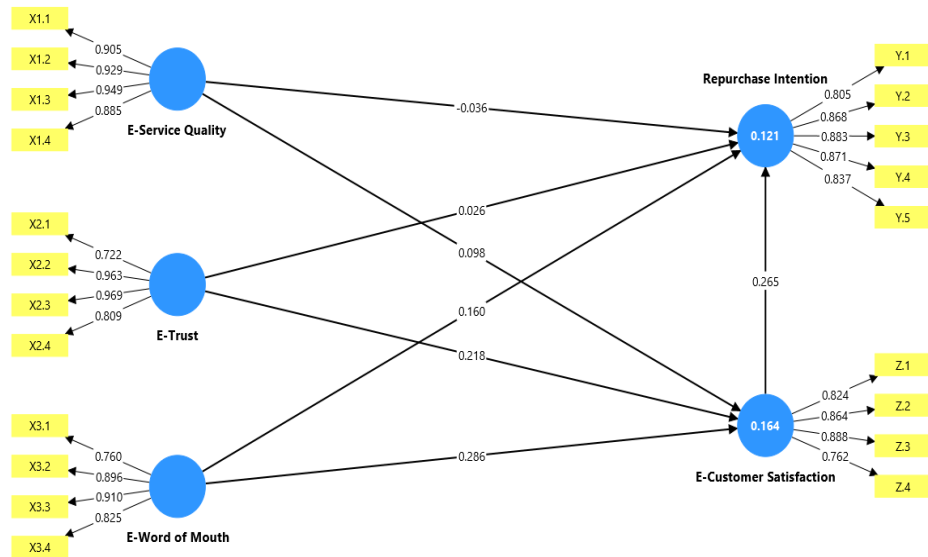


Figure 1. Smartpls path analysis model

Table 4. Hypothesis test results

Direct Effect							
		Path Coefficient	T statistics ( O/STDEV )	P value	95% Path coefficient confidence interval		F square
					Lower bound	Upper bound	
E-Customer Satisfaction	-> Repurchase Intention	0.265	1.907	0.057	-0.050	0.498	0.067
E-Service Quality	-> E-Customer Satisfaction	0.098	1.066	0.286	-0.082	0.285	0.010
E-Service Quality	-> Repurchase Intention	-0.036	0.383	0.702	-0.212	0.155	0.001
E-Trust	-> E-Customer Satisfaction	0.218	1.951	0.051	-0.061	0.406	0.056
E-Trust	-> Repurchase Intention	0.026	0.195	0.845	-0.243	0.276	0.001
E-Word of Mouth	-> E-Customer Satisfaction	0.286	2.887	0.004	0.090	0.477	0.091
E-Word of Mouth	-> Repurchase Intention	0.160	1.192	0.233	-0.122	0.393	0.025

Indirect Effect						
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	
E-Service Quality -> E-Customer Satisfaction -> Repurchase Intention	0.026	0.029	0.032	0.815	0.415	
E-Trust -> E-Customer Satisfaction -> Repurchase Intention	0.058	0.063	0.046	1.246	0.213	
E-Word of Mouth -> E-Customer Satisfaction -> Repurchase Intention	0.076	0.080	0.051	1.478	0.140	

Source: Processed data, 2024

Most of the proposed hypotheses were not supported. E-customer satisfaction did not significantly influence repurchase intention. This may be due to the fact that Gen Z users on TikTok Shop are more inclined toward entertainment, trends, and impulse-driven purchases rather than loyalty based on satisfaction (Montag & Hegelich, 2020; Priporas et al., 2017). As a content-centric platform, TikTok Shop may lack the structural features necessary to foster long-term consumer attachment, as observed in more traditional e-commerce environments.

The non-significant effects of e-service quality and e-trust on both satisfaction and repurchase intention indicate that Gen Z consumers might prioritize social influence, gamified

experiences, and peer interaction over formal service standards or platform reliability (Williams et al., 2010); Smith, 2011). In contrast, e-WOM was found to significantly impact satisfaction, emphasizing the critical role of peer communication and viral content in shaping brand perception—especially on interactive platforms such as TikTok (Cheung & Thadani, 2012).

These findings challenge conventional frameworks that posit a direct linear relationship between satisfaction and loyalty. Instead, the purchasing behavior of Gen Z appears to be predominantly shaped by emotional and social stimuli. Accordingly, this study contributes to the development of consumer behavior theory within the context of Indonesia's digital economy.

#### ***Effect of e-Customer Satisfaction on Repurchase Intention***

Based on the hypothesis testing results, it was found that e-customer satisfaction does not have a significant effect on consumers' repurchase intention on TikTok Shop in Semarang City. This means that an increase or decrease in e-customer satisfaction does not necessarily lead to an increase or decrease in repurchase intention. These findings support the results of a study conducted by Prahawan et al. (2021), which demonstrated that there is no significant relationship between e-customer satisfaction and repurchase intention. However, this result contradicts the findings of studies by Zulkifli et al. (2025), Miao et al. (2022), and Meilatinova (2021), which state that e-customer satisfaction has a positive and significant effect on repurchase intention.

#### ***Effect of e-Service Quality on e-Customer Satisfaction***

The results of the hypothesis testing indicate that there is no significant effect of e-service quality on e-customer satisfaction on TikTok Shop in Semarang City. This means that no matter how good the e-service quality provided by TikTok Shop is, it does not influence e-customer satisfaction. These findings are consistent with the study conducted by Juwaini et al. (2022), which demonstrated that there is no significant relationship between e-service quality and e-customer satisfaction. However, this result contradicts the findings of studies conducted by Sabat & Bhattacharyya (2024), Ginting et al. (2023), Ahmad et al. (2025), Karim et al. (2023), and Kaya et al. (2019), which suggest that e-service quality has a positive and significant effect on e-customer satisfaction.

#### ***Effect of e-Service Quality on Repurchase Intention***

The results of the hypothesis testing demonstrate that there is no significant effect of e-service quality on repurchase intention on TikTok Shop in Semarang City. This means that regardless of how good the e-service quality provided by TikTok Shop is, it does not influence consumers' repurchase intention. These findings are in line with the studies conducted by Iffan et al. (2024) and Ginting et al. (2023), which found no significant relationship between e-service quality and repurchase intention. However, the results do not support the findings of Kumar & Kashyap (2022) and Pambudi et al. (2025), who reported that e-service quality has a positive and significant effect on repurchase intention.

#### ***Effect of e-Trust on e-Customer Satisfaction***

The results of the hypothesis testing indicate that e-trust does not have a significant effect on e-customer satisfaction on TikTok Shop in Semarang City. This means that an increase or decrease in customer e-trust does not lead to an increase or decrease in e-customer satisfaction. These findings support the studies conducted by Ashiq & Hussain (2024) and Juwaini et al. (2022), which demonstrated that there is no significant effect of e-trust on e-customer satisfaction. However, this result contradicts the findings of Qatawneh et al. (2024), Al-dweeri et al. (2019), and Alnaim et al. (2022), who stated that e-trust has a positive and significant effect on e-customer satisfaction.

#### ***Effect of e-Trust on Repurchase Intention***

The results of the hypothesis testing indicate that e-trust does not have a significant effect on consumers' repurchase intention on TikTok Shop in Semarang City. This means that an increase or decrease in customer e-trust does not lead to an increase or decrease in repurchase intention. These findings support the study conducted by Teo et al. (2025), which demonstrated that there is no significant effect of e-trust on consumers' repurchase intention. However, this result

contradicts the findings of studies by Pambudi et al. (2025), Prahawan et al. (2021), and Miao et al. (2022), which state that e-trust has a positive and significant effect on repurchase intention.

#### ***Effect of e-WOM on e-Customer Satisfaction***

The results of the hypothesis testing indicate that e-WOM has a positive and significant effect on e-customer satisfaction among TikTok Shop customers in Semarang City. This means that the more positive the e-WOM, the higher the level of customer satisfaction. Conversely, negative e-WOM can lead to a decrease in customer satisfaction. These findings are consistent with the studies conducted by Salsabillah et al. (2024), Pambudi et al. (2025), and Ginting et al. (2023), which state that e-WOM has a positive and significant effect on e-customer satisfaction. However, these findings contradict the study conducted by Lavenia, (2018), which found no significant effect of e-WOM on e-customer satisfaction.

#### ***Effect of e-WOM on Repurchase Intention***

The results of the hypothesis testing show that e-WOM does not have a significant effect on consumers' repurchase intention on TikTok Shop in Semarang City. This means that no matter how positive the e-WOM received by TikTok Shop consumers is, it does not influence their repurchase intention. These findings support the study conducted by Prahawan et al. (2021), which demonstrated that there is no significant relationship between e-WOM and consumers' repurchase intention. However, this result contradicts the findings of Zeqiri et al. (2023) and Ginting et al. (2023), who stated that e-WOM has a positive and significant effect on repurchase intention.

#### ***Effect of e-Service Quality on Repurchase Intention through e-Customer Satisfaction***

The results of the hypothesis testing indicate that e-customer satisfaction does not mediate the relationship between e-service quality and repurchase intention among TikTok Shop customers in Semarang City. This means that e-service quality does not significantly influence repurchase intention, either directly or indirectly through customer satisfaction. These findings are consistent with the study conducted by Kusmita et al. (2024), which showed no significant mediating effect of e-customer satisfaction. However, these results contradict the findings of Pambudi et al. (2025) and Ginting et al. (2023), who found that e-service quality has a positive and significant effect on repurchase intention through e-customer satisfaction.

#### ***Effect of e-Trust on Repurchase Intention through e-Customer Satisfaction***

The results of the hypothesis testing indicate that e-customer satisfaction does not mediate the relationship between e-trust and repurchase intention among TikTok Shop customers in Semarang City. This means that e-trust does not significantly influence repurchase intention, either directly or indirectly through customer satisfaction. These findings are consistent with the studies conducted by (Miao et al. (2022) and Cahya Kusmita et al. (2024), which found no significant mediating effect of e-customer satisfaction. However, these results contradict the findings of Pambudi et al. (2025) and Merniawanda & Sfenrianto (2023), who reported that e-trust has a positive and significant effect on repurchase intention through e-customer satisfaction.

#### ***Effect of e-WOM on Repurchase Intention through e-Customer Satisfaction***

The results of the hypothesis testing indicate that e-customer satisfaction does not mediate the relationship between e-WOM and repurchase intention among TikTok Shop customers in Semarang City. This means that electronic word of mouth does not significantly influence repurchase intention either directly or indirectly through customer satisfaction. These findings are consistent with the study conducted by Ningtias et al. (2023), which found no significant mediating effect of e-customer satisfaction. However, these results contradict the findings of Ginting et al. (2023) and Pambudi et al. (2025), which revealed that e-WOM has a positive and significant effect on repurchase intention through e-customer satisfaction.

## **4. CONCLUSION**

This study concludes that among TikTok Shop users in Semarang City, e-service quality, e-trust, and e-WOM do not significantly affect repurchase intention, either directly or through e-customer satisfaction. While e-WOM positively influences satisfaction, overall satisfaction does not

significantly mediate repurchase behavior. These findings contribute conceptually by challenging the assumption that satisfaction consistently predicts repurchase in social commerce. They highlight how Gen Z behaviors on content-driven platforms are shaped more by social influence and impulsivity than by traditional service perceptions. Practically, the findings provide e-commerce practitioners with a more realistic understanding of Gen Z's behavior on social commerce platforms. The study advises e-commerce players to focus not only on service quality or trust, but also on optimizing e-WOM strategies, influencer engagement, and community-based content that resonate with Gen Z users. Future research should consider other mediators such as emotional value or trend conformity, and explore cross-platform comparisons to better understand evolving consumer patterns in Indonesia's digital landscape.

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