

## MAKING MONEY FROM TIKTOK: E-SERVICE QUALITY, ONLINE REPURCHASE INTENTION AND E-WOM

Edita Rachma Kamila<sup>1\*</sup>, Muhafidhah Novie<sup>2</sup>, Laily Muzdalifah<sup>3</sup>

Universitas Nahdlatul Ulama Sidoarjo  
[edita402.mnj@unusida.ac.id](mailto:edita402.mnj@unusida.ac.id)

### ABSTRACT

**Purpose:** This research is to analyzes service quality mediated by satisfaction with online repurchase intention and e-WOM in the TikTok Shop. TikTok Shop is one of the features on social media TikTok that aims to make it easier for creators and users to promote and sell products and shopping activities. **Methods:** This research is a quantitative research which has 80 respondents who were collected using a questionnaire. Respondents are who had shopped for skincare at Skintific Indonesia through the TikTok Shop. **Analysis data:** This research using SEM PLS for analysis data. **Results and discussions:** The results of this research support all hypotheses, e-service quality has an effect on satisfaction, and satisfaction has an effect on online repurchase intention and e-WOM. **Conclusion:** For further research, it can focus more on maintaining customer satisfaction in e-commerce

**Keyword:** e-service quality, satisfaction, online repurchase intention, e-WOM

### INTRODUCTION

Almost all human activities are connected to digitalization, as well as business activities. The rapid growth of e-commerce shows that competition is getting tougher and can lead to market saturation (Das et al., 2019) Increased competition is also supported by internet access which makes sellers not only compete with competitors in e-commerce but also compete with competitors who have offline stores (Rosário & Raimundo, 2021). The amount of competition is of course a duty for sellers in e-commerce to pay attention to the quality of their services. The quality of e-service is important for customers and sellers in e-commerce, because the type of service provided is of course different when customers and sellers make transactions at offline stores. The quality of this e-service is the provision of mutual information between buyers and sellers in e-commerce with the aim of providing benefits and efficiency (Shafiee & Bazargan, 2018). The existence of service quality can also encourage the creation of satisfaction for customers and this satisfaction is accompanied by repurchase (Meesala & Paul, 2018). Apart from having an impact on repurchase, satisfaction can also create eWOM, that is, when a customer is satisfied, he will share this experience with others, including in electronic form (Pang, 2021).

In Indonesia, various e-commerce options can be used by customers, such as Shopee, Tokopedia, Lazada, BliBli, and most recently, the TikTok Shop. TikTok provides online or online shopping features that allow anyone to make money through the features provided. Is TikTok Shop, an online shopping feature offered by the TikTok platform. This research discusses the

service quality of one of the stores in the TikTok Shop, namely Skintific Indonesia. Skintific is a skincare product originating from Canada that is in demand by Indonesian customers. This study discusses how service quality affects satisfaction and has an impact on online repurchase intention and e-WOM.

## **THEORITICAL BASIS**

### **E-Service Quality**

Providing online services is an essential thing for sellers to pay attention to in order to retain customers. Maintain customer loyalty so that they return to the website in the future (Shafiee & Bazargan, 2018). By providing high-quality electronic services, companies gain a competitive advantage (Oliveira et al., 2002). Good service quality can affect customer satisfaction (Al-Hawari, 2014).

### **Satisfaction**

Satisfaction is created when the expectations that the customer has a match or exceed the performance received by the customer (Kim, 2018). Consumer satisfaction refers to emotional, pleasant feelings, and subjective evaluations that come from psychological states related to customer buying behavior (Jung & Seock, 2017). Satisfaction is part of consumer behavior and has a direct effect on positive behavior such as repurchase and loyalty as well as positive WOM interactions (Gee et al., 2008).

### **Online Repurchase Intention**

Online repurchase intention is a customer's decision to buy a product or service from the same company (Shafiee & Bazargan, 2018). It can also refer to buying a new service from that company. Repeat business leads to success and increased profitability for online vendors. Recently, customer retention has attracted significant attention as it is a competitive advantage (Shafiee & Bazargan, 2018).

### **e-WOM**

Traditionally, word-of-mouth (WOM) has been conceptualized as dynamic and continuous information that is passed from person to person. direct interaction regarding the ownership, impression, or recommendation of certain products, services, and sellers (Pang, 2021). The rapid development of the internet has made e-commerce in the spotlight of business people, especially consumer interest which has caused a shift in WOM to electronic Word of Mouth (eWOM) due to recommendations made to other people via the internet (Fu et al., 2015).

## **HYPOTHESIS**

The Effect between E-Service Quality and Satisfaction

High-quality electronic services can provide many advantages and provide efficiency and benefits (Shafiee & Bazargan, 2018). The sense of loyalty formed by the quality of the service the company provides entices customers to return to the website. By providing high-quality electronic services, companies can gain a competitive advantage (Oliveira et al., 2002). High service quality can affect customer satisfaction (Al-Hawari, 2014). So, the quality of the e-service provided by Skintific Indonesia at the TikTok Shop has an effect on customer satisfaction

H1: E-service quality has an effect on satisfaction

The Effect between Satisfaction and Online Repurchase Intention

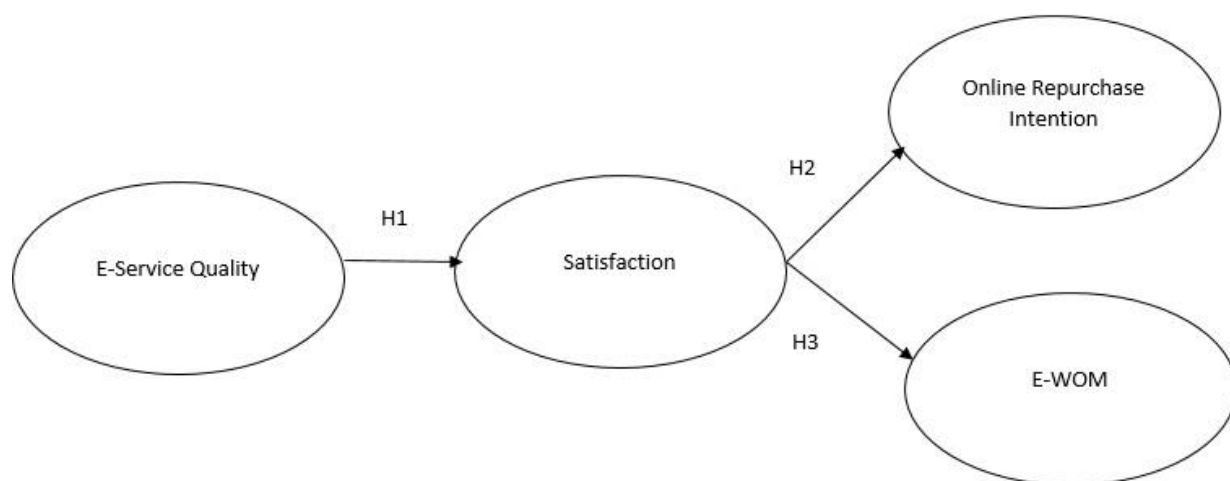
Consumer satisfaction refers to emotional, pleasant feelings, and subjective evaluations that come from psychological states related to customer buying behavior (Jung & Seock, 2017). Satisfied customers can encourage behavior to buy products or services from the same company. So, the satisfaction experienced by Skintific Indonesia's customers at the TikTok Shop has an effect on online repurchase intention

H2: Satisfaction has an effect on Online repurchase intention

The Effect between Satisfaction and eWOM

Satisfaction is part of consumer behavior and has a direct effect on positive behavior such as repeat purchases and loyalty as well as positive WOM interactions (Gee et al., 2008). So Skintific Indonesia customers at the TikTok Shop can do e-WOM after they are satisfied.

H3: Satisfaction has an effect on eWOM



**Image 1**  
**Conceptual Framework**

Source: (Pang, 2021; Shafiee & Bazargan, 2018)

## METHOD

This study uses a quantitative method, using an online questionnaire (google form) to collect data. This study used a purposive sampling technique to obtain a sample. The sample of this research is customers from Skintific Indonesia in the TikTok Shop e-commerce who are aged 18-30 years and are active on social media. The number of respondents in this study were 80 people. This study uses an analytical tool, namely SEM PLS.

## RESULT AND DISCUSSION

Based on the relevant background, problem formulation, theoretical studies, conceptual framework, and previous research, the discussion of this research is:

### Validity Test and Reliability Test

Test validity is a condition to describe the level of related instruments or measure what is being measured. The research results are said to be valid if there is a similarity between the data obtained and the data that actually occurs in the object under study (Hernikasari et al., 2022). While the reliability test is an adequate instrument that is believed to be used as a data collection tool because the instrument is good (Hernikasari et al., 2022).

#### a. Validity Test

The construct is said to have good construct validity if the average variance extract (AVE) value is above 0.5 (Ghozali, 2008). The results of construct validity testing were obtained as follows:

**Table 1**  
**Average Variance Extract**

|                             | Average Variance Extract | Describe |
|-----------------------------|--------------------------|----------|
| E-Service Quality           | 0.689                    | Valid    |
| Satisfaction                | 0.749                    | Valid    |
| Online Repurchase Intention | 0.788                    | Valid    |
| E-WOM                       | 0.789                    | Valid    |

Source: PLS 2022

#### b. Reliability Test

In this study measuring the value between variables whether they have good reliability or not. Whether composite reliability is good or not can be seen from the composite reliability table, namely by looking at the composite reliability value of more than 0.7, it is said to be good.

**Table 2**  
**Composite Reliability**

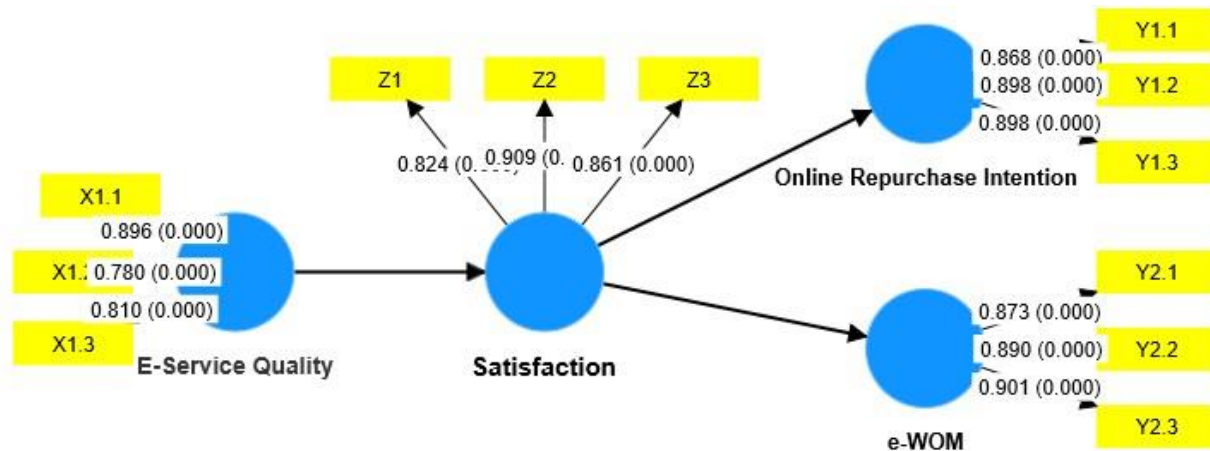
|                             | Composite Reliability | Describe |
|-----------------------------|-----------------------|----------|
| E-Service Quality           | 0.869                 | Reliabel |
| Satisfaction                | 0.899                 | Reliabel |
| Online Repurchase Intention | 0.918                 | Reliabel |
| E-WOM                       | 0.918                 | Reliabel |

Source: PLS 2022

## Research Data Analysis

### a. Outer Model

Outer model evaluation is used to find the best model. If the outer model value is below 0.4 then the indicator on that variable must be removed. Following are the results of the outer model:



**Image 2**  
**Outer Model**

Source: PLS 2022

From the figure it can be seen that all indicators for each variable have a value above 0.4 so that all indicators for each variable are said to be valid.

### b. Inner Model

Evaluation of the structural model in SEM with PLS was carried out on the R Square test (R<sup>2</sup>)

### R-Square

In this study the aim of the analysis was to assess the extent to which the constructs of the endogenous variables existed on the exogenous variables on the results of the tests that had been carried out.

**Table 3**  
**R-Square**

| Variable                    | R-Square | Adjusted R-Square |
|-----------------------------|----------|-------------------|
| Satisfaction                | 0.686    | 0.685             |
| Online Repurchase Intention | 0.894    | 0.893             |
| E-WOM                       | 0.836    | 0.835             |

Source: PLS 2022

Based on the table above, it shows that the satisfaction variable has an r-square of 0.686 which means that 68.6% of the e-service quality variable can explain the satisfaction variable, while the other 31.4% is explained by variables outside this study. The online repurchase intention variable has an r-square value of 0.894 which means that 89.4% of the satisfaction variable can explain the online repurchase intention variable, while the other 10.6% is explained by variables outside the study. The E-WOM variable has an r-square value of 0.836 which means that 83.6% of the satisfaction variable can explain the E-WOM variable, while the other 16.4% is explained by variables outside this study.

### Hypothesis Test Analysis

Hypothesis testing is carried out on the basis of the results of the Inner Model test which includes the R-Square output, Parameter Coefficient and T-Statistics. To find out whether a hypothesis can be accepted or rejected is to pay attention to the significance value between constructs, T-statistics, and p-values. The Rules of Thumb used in this study are T-Statistics > 1.96. With a significance level of p-value of 0.05 (5%) and the beta coefficient is positive and significant.

**Table 4**  
**T-Statistic**

| Variable                                    | T-Statistic | P Value | Description |
|---------------------------------------------|-------------|---------|-------------|
| E-Service Quality -> Satisfaction           | 16.923      | 0.000   | Significant |
| Satisfaction -> Online Repurchase Intention | 41.409      | 0.000   | Significant |
| Satisfaction -> e-WOM                       | 25.920      | 0.000   | Significant |

Source: PLS 2022

#### H1: E-Service quality has an effect on satisfaction

Based on the analysis of hypothesis testing, it is known that the t-statistic is more than 1.96 and the p value is less than 0.05 so that H1 is accepted. E-service quality affects satisfaction. The results of this study are in accordance with previous research which explains that the e-service quality received by Skintific Indonesia customers who make purchases at the TikTok Shop is as expected so as to create satisfaction.

#### H2: Satisfaction has an effect on Online Repurchase Intention

Based on the results of the analysis of hypothesis testing, it is known that the t-statistic is more than 1.96 and the p-value is less than 0.05. So that H2 is accepted. Satisfaction has an effect on online repurchase intention. These results are in accordance with the results of previous studies. Skintific Indonesia customers who buy products at the TikTok Shop feel satisfied and when the customer wants to buy the product again, the customer will make a purchase at the same online store.

#### H3: Satisfaction has an effect on E-WOM



Based on the results of the analysis of hypothesis testing, it is known that the t-statistic is more than 1.96 and the p-value is less than 0.05. So that H3 is accepted. Satisfaction has an effect on E-WOM. These results are in accordance with previous studies. Skintific Indonesia customers who purchase products at the TikTok Shop who are satisfied, then these customers can make recommendations to others through social media or are called E-WOM.

## CONCLUSION

After conducting research related to the online store for skincare products, namely Skintific Indonesia on the TikTok Shop e-commerce platform, it can be concluded that the e-service quality that has been carried out by Skintific Indonesia can meet the expectations of its customers, so that customers feel satisfied. Even though customers buy skincare products online, namely through the TikTok Shop. From the satisfaction felt by the customer, it can encourage customers to carry out online repurchase intentions and also e-WOM.

This customer behavior is certainly an important thing for sellers to pay attention to, especially Skintific Indonesia. Online repurchase intention by customers can increase sales for sellers. As well as e-WOM conducted by customers can also be a free online promotion media for sellers. Positive e-WOM carried out by customers can increase the trust of others in the products offered by the seller.

Future research can discuss how to maintain e-commerce customer loyalty, such as if there is a service failure, what factors need to be considered to improve it. Besides that, further research can discuss other products that many sellers offer in e-commerce such as fashion, food or others.

## REFERENCES

- Al-Hawari, M. A. A. (2014). Does customer sociability matter? Differences in e-quality, e-satisfaction, and e-loyalty between introvert and extravert online banking users. *Journal of Services Marketing*. <https://doi.org/10.1108/JSM-02-2013-0036>
- Das, S., Mishra, A., & Cyr, D. (2019). Opportunity gone in a flash: Measurement of e-commerce service failure and justice with recovery as a source of e-loyalty. *Decision Support Systems*. <https://doi.org/10.1016/j.dss.2019.113130>
- Fu, J. R., Ju, P. H., & Hsu, C. W. (2015). Understanding why consumers engage in electronic word-of-mouth communication: Perspectives from theory of planned behavior and justice theory. *Electronic Commerce Research and Applications*. <https://doi.org/10.1016/j.elerap.2015.09.003>
- Gee, R., Coates, G., & Nicholson, M. (2008). Understanding and profitably managing customer loyalty. In *Marketing Intelligence and Planning*. <https://doi.org/10.1108/02634500810879278>
- Hernikasari, I., Ali, H., & Hadita, H. (2022). MODEL CITRA MEREK MELALUI KEPUASAN PELANGGAN BEAR BRAND: HARGA DAN KUALITAS PRODUK. *Jurnal Ilmu Manajemen Terapan*. <https://doi.org/10.31933/jimt.v3i3.837>

<https://www.cnnindonesia.com/teknologi/20220920115210-190-850204/apa-itu-tiktok-shop-dan-cara-menggunakannya>. (29 November 2022)

- Jung, N. Y., & Seock, Y. K. (2017). Effect of service recovery on customers' perceived justice, satisfaction, and word-of-mouth intentions on online shopping websites. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2017.01.012>
- Kim, J. H. (2018). The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction. *Journal of Travel Research*, 57(7), 856–870. <https://doi.org/10.1177/0047287517721369>
- Meesala, A., & Paul, J. (2018). Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2016.10.011>
- Oliveira, P., Roth, A. V., & Gilland, W. (2002). Achieving competitive capabilities in e-services. *Technological Forecasting and Social Change*. [https://doi.org/10.1016/S0040-1625\(01\)00188-3](https://doi.org/10.1016/S0040-1625(01)00188-3)
- Pang, H. (2021). Identifying associations between mobile social media users' perceived values, attitude, satisfaction, and eWOM engagement: The moderating role of affective factors. *Telematics and Informatics*. <https://doi.org/10.1016/j.tele.2020.101561>
- Rosário, A., & Raimundo, R. (2021). Consumer marketing strategy and e-commerce in the last decade: A literature review. In *Journal of Theoretical and Applied Electronic Commerce Research*. <https://doi.org/10.3390/jtaer16070164>
- Shafiee, M. M., & Bazargan, N. A. (2018). Behavioral customer loyalty in online shopping: The role of e-service quality and e-recovery. *Journal of Theoretical and Applied Electronic Commerce Research*. <https://doi.org/10.4067/S0718-18762018000100103>