



# Driving Word of Mouth in E-commerce: The Impact of Service Quality, Customer Experience, and Repurchase Intention on TikTok Shop

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## Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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## ABSTRACT

The rapid growth of e-commerce and social commerce platforms demands a thorough understanding of customer behavior, which is vital for business success. This study examines the impact of e-service quality, customer satisfaction, customer trust, and repurchase intention on word of mouth among TikTok Shop customers. A quantitative approach was employed, with data collected through online questionnaires distributed to 220 respondents via Google Forms, using non-probability convenience sampling. Data were analyzed using Structural Equation Modeling (SEM) with the PLS program. The findings reveal that e-service quality positively and significantly influences customer trust, customer satisfaction, repurchase intention, and word of mouth.

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Furthermore, customer trust has a positive and significant effect on repurchase intention and word of mouth ( $\beta = 0.724, P = .001$ ). Additionally, customer satisfaction significantly enhances customer trust, repurchase intention, and word of mouth. Finally, repurchase intention has a positive and significant impact on word of mouth. These results highlight the importance of e-service quality in driving customer satisfaction and positive word of mouth in social commerce platforms. The study focuses solely on TikTok Shop, which may limit generalizability to other e-commerce platforms.

*Keywords: E-service quality; customer satisfaction; customer trust; repurchase intention; word of mouth; e-commerce Tiktok Shop.*

## 1. INTRODUCTION

The rapid advancement of technology is closely linked to the Internet, which has significantly transformed social life, communication, and business opportunities [1]. The widespread adoption of the Internet in Indonesia is evidenced by the growing number of users each year. As internet access improves, the shift from offline to online shopping has accelerated [2]. Research by Rita et al. [3] shows that consumers increasingly prefer online shopping over visiting physical stores, driving growth in the e-commerce sector. This shift is supported by the expanding internet user base and the demands of a busy lifestyle that limits time for in-person shopping. E-commerce enhances consumer convenience and boosts Indonesia's digital economy, with smartphones now serving as essential tools for commercial transactions [4].

E-commerce in Indonesia is rapidly growing and is expected to be a significant growth driver in the Asia-Pacific region [5]. The market is projected to reach \$137.5 billion by 2025, growing at a rate of 25.3% annually from \$44.6 billion in 2020. Transaction values are estimated to increase from \$67.4 billion in 2021 to \$121 billion in 2024. These figures highlight the substantial potential of the e-commerce market, underscoring the need for e-commerce companies to implement effective strategies to remain competitive [4]. Additionally, Nurhayati [6] reports that Indonesia currently has approximately 28.2 million online shoppers, with an expected annual growth of 3-4% in the coming years.

The rapid growth of e-commerce offers significant opportunities for companies, with platforms like Tokopedia, Shopee, Lazada, and Bukalapak gaining popularity [7]. Factors influencing online shopping include lower prices, secure transactions, convenience, and free shipping promotions [8-11]. E-service quality is crucial for attracting customers, and TikTokShop

is a trending platform focusing on this [12]. TikTok's popularity in Indonesia, where it became the most downloaded app in January 2021 and the second-largest market in 2020 [13,14], highlights its potential for companies to reach and market to a broader audience effectively.

High e-service quality on TikTok enhances customer satisfaction and repurchase intentions, with promotions and free shipping further boosting satisfaction [15]. Secure payment options like cash on delivery (COD) and bank transfers increase customer trust, while positive WoM from previous buyers strengthens this trust and encourages repurchases [16]. TikTok's unique algorithm helps brands gain visibility quickly by showing similar content to users who engage with videos, making consistent and engaging content crucial for attracting potential customers [17,18]. Collaborating with popular TikTok users can also expand market reach, reinforcing the importance of high e-service quality for a safe and effective online shopping experience.

E-service quality is a crucial factor in online shopping, impacting customer satisfaction and repurchase intention [3]. It refers to the quality of service provided through online platforms, improving the efficiency of shopping and transactions [19]. As an extension of traditional service quality, e-service quality is essential for the success of e-commerce businesses. According to Sarino [20], service quality is essential for a company's success and competitiveness, as it directly impacts customer satisfaction [21]. High-quality service features, such as responsiveness and reliability, enhance customer satisfaction. Therefore, service quality is crucial in shaping customer satisfaction [22] and is closely related to profitability [23].

Besides, trust is also crucial in shaping online repurchase intentions [24]. Customers who repeatedly buy from a platform often develop

greater trust in it, making trust-building essential for marketers [25]. Trust is a strong predictor of both purchase intentions and actual purchases [26]. Additionally, word of mouth (WoM) significantly influences consumer behavior and is often more effective than traditional advertising. Recommendations from friends and family are generally more trusted than mass media ads [27]. Research by Suratno et al. [28] shows that high service quality enhances customer trust and loyalty. Good service quality fosters trust, which is crucial for retaining customers. E-Service Quality, while having its strengths and weaknesses, significantly impacts customer satisfaction and trust. In turn, it influences behaviors such as repurchase intentions and WoM [3].

Customer trust in online transactions strongly increases repurchase intention [29]. Trust, product quality, and satisfaction all contribute to the likelihood of repurchasing [30]. Building brand trust is essential for business success, as it promotes positive WoM, higher purchase intentions, and customer loyalty [31]. Research shows that higher customer satisfaction leads to a greater intention to repurchase [32]. Satisfied customers are more likely to buy again and share positive feedback, significantly when their expectations are exceeded [33]. Customer satisfaction also boosts WoM and encourages customers to spread product information through social or electronic media [34,35].

## **2. LITERATURE REVIEW**

### **2.1 E-Service Quality**

Daryanti & Shihab [36] define e-service quality as how well a website supports customers in shopping, purchasing, and receiving products or services. Magdalena & Jaolis [4] explain that it involves how effectively a site facilitates online shopping and transactions. E-service quality is crucial for setting standards and ensuring customer satisfaction [37].

E-service quality includes aspects like customized products and services on websites, seller performance, customer support, and service delivery [38]. It refers to how well a website supports efficient shopping, purchasing, and delivery [39]. As e-service quality gains importance in online retail, key dimensions to measure customer perceptions have been developed [40]. According to Teimouri et al. [41], these dimensions include reliability,

responsiveness, ease of use, privacy, web design, and information quality.

Research by Ilham [42], Romadhan et al. [43], and Thenmozhi et al. [44] shows that e-service quality significantly enhances customer satisfaction with purchases. Rita et al. [3] found that e-service quality positively affects both customer satisfaction and repurchase intentions, directly and indirectly. However, Juwaini et al. [45] found that e-service quality had an insignificant effect on customer satisfaction in online shops. Zhou et al. [46] identified e-service quality as a critical predictor of customer satisfaction, showing a positive relationship between them.

H1. E-service quality positively affects customer satisfaction.

E-service quality not only impacts customer satisfaction but also influences customer trust. Ihsan & Siregar [47] found that e-service quality positively affects trust in Go-Ride users in Jambi. Similarly, Nurhaliza & Sugianto [48] reported a significant positive effect on trust among Go-Jek users at UIN Sumatera Utara, and Priambodo & Farida [49] demonstrated a positive effect on trust in Lazada users.

H2. E-service quality positively affects customer trust.

E-service quality also impacts repurchase intention. Priambodo & Farida [49] and Tandon et al. [50] found that e-service quality significantly positively affects e-repurchase intention. Hikmah & Riptiono [51] showed that higher e-service quality increases online repurchase intention on Shopee among students at STIE Putra Bangsa Kebumen. Li et al. [52] also found a positive relationship between e-service quality and repurchase intention.

H3. E-service quality positively affects repurchase intention.

E-service quality also influences WoM. Zoghlami et al. [53] and Rita et al. [3] found that e-service quality affects WoM, and Sudrajat et al. [54] demonstrated a significant positive impact. Kartika & Shihab [55] confirmed that e-service quality drives WoM. Morey et al. [56] showed that e-service quality positively affects e-WOM. Pratama, Prabu, & Sadat [57] found that customers who experience high e-service quality are likely to share positive information.

H4. E-service quality positively affects Word of Mouth.

## 2.2 Customer Satisfaction

Customer satisfaction is defined as the emotional response or state of a customer after experiencing a product or service [58]. It closely relates to customer expectations compared to actual performance [59]. Kotler & Keller [60] describe satisfaction as the feeling of pleasure or disappointment after comparing a product's performance with expectations. In the digital market context, customer satisfaction is linked to how well e-commerce platforms make customers feel pleased and content with their applications [60,61]. According to Akther et al. [62], customer satisfaction depends on a product or service's ability to meet customer expectations. Therefore, customer satisfaction is an emotional state resulting from comparing perceived performance with expectations, where satisfaction occurs if the experience meets or exceeds expectations. Tjiptono & Diana [63] identify seven indicators for measuring satisfaction: employee service, ambiance, facilities, location, promotions, pricing, and products.

Research by Kurniadi & Rana [64], Gultom et al. [65], Nafisah & Albari [66], Ardiyanto & Kuswati [67], and Putera et al. [68] demonstrates that customer satisfaction positively influences customer trust. When customers are satisfied with a product or service, they are more likely to trust the provider.

H5. Customer satisfaction positively affects trust.

Studies by Chinomona & Dubihlela [69], Wiryana & Erdiansyah [70], Hikmah & Riptiono [51], Purbasari & Purnamasari [71], and Wiatna & Sanaji [72] show that customer satisfaction positively impacts repurchase intention. High customer satisfaction leads to a higher likelihood of repurchasing. Additionally, satisfaction mediates the relationship between e-service quality and repurchase intention.

H6. Customer satisfaction positively affects repurchase intention.

Satisfied customers are more likely to recommend products or services to others [73]. Research by Kartika & Shihab [55], Wijaya & Sujana [55], and Wahyuni & Ekawati [74] indicate that customer satisfaction drives WoM. Satisfied customers influence others through positive

WoM, especially when they perceive high service quality.

H7. Customer satisfaction positively affects Word of Mouth (WoM).

## 2.3 Customer Trust

Customer trust is crucial in business activities [55]. It is defined as the customer's belief in the reliability and competence of a seller [75]. Trust involves confidence in the honesty, generosity, and expertise of others [38] and is described as a psychological state involving the willingness to accept vulnerability based on positive expectations [76]. When customers feel safe and secure in online transactions, they are more likely to develop trust and show vulnerability [37]. Trust in this context means that customers believe the goods and services they receive match the quantity and quality promised. Building trust requires time and proof, and it is not easily granted by others [77].

Previous studies by Mahendra & Mugiono [37] and Rita et al. [3] show that customer trust significantly influences repurchase intention. Bhat & Darzi [38] confirm that trust in a seller positively impacts repurchase intention in online purchases. Chetioui et al. [78] and Meilatinova [79] find that trust is a crucial predictor of repurchase intention. If customers' trust perceptions do not match their experiences, their intention to repurchase is likely to decrease [80]. Post-purchase trust differs from pre-purchase trust as it is based on experience and influences future transaction decisions [39].

H8. Customer trust positively affects repurchase intention.

Research by Meidita et al. [81], Sánchez et al. [82], and Rizanata [31] demonstrates that customer trust positively influences WoM. Kartika & Shihab [55] argue that trust drives WoM, and Fatma & Khan [83] find that trust leads to positive WoM promotion. In e-commerce, trust in a platform's reliability and reputation encourages customers to recommend it to others [81]. When customers trust and follow recommendations from others, it leads to WoM [84].

H9. Customer trust positively affects Word of Mouth (WoM).

## 2.4 Repurchase Intention

Repurchase intention refers to a customer's desire to buy again due to satisfaction with a

previous purchase experience [85]. Sugito et al. [86] define it as the frequency of repeat purchases by customers committed to a product, brand image, or store, often used to measure the impact of marketing strategies. Sari & Rastini [87] describe it as the subjective probability of a person repurchasing a product or service through an online site or store. In the context of e-commerce, Wang et al. [88] define it as a customer's evaluation of purchasing the same, similar, or different products from an e-commerce platform. Thus, repurchase intention reflects the level of confidence customers have in buying a product or service again, either online or offline.

Research by Sari & Rastini [87] shows that satisfied customers are likely to revisit and recommend products or services to others. Hariono [89] also finds that customer satisfaction leads to repeat purchases and recommendations. López & Sicilia [90] confirm that repeat purchase experiences positively impact online WoM. Therefore, repurchase intention is expected to influence WoM positively.

H10. Repurchase intention positively affects Word of Mouth (WoM).

### 3. METHODOLOGY

#### 3.1 Measurement

This study aims to empirically investigate the relationships between variables defined in the research framework. To achieve this, the research methodology employed is quantitative. According to Hair et al. [91], quantitative research involves using concrete data from specific samples or populations, with data collected in numerical form and analyzed using statistical tools. The ultimate goal is to draw conclusions related to the research problem.

Therefore, an online questionnaire was employed to gather responses, using a 5-point Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree). The research examines one independent variable (e-service quality), two intervening variables (customer satisfaction and customer trust), and two dependent variables (repurchase intention and WoM). The indicators for all variables were derived from the study by Rita et al. [3].

#### 3.2 Sampling and Data Collection

This study uses primary data collected directly by the researcher through a questionnaire, which

serves as the research tool. Data collection was carried out by distributing an online questionnaire via Google Forms. The population for this study consists of Indonesian users who have had the TikTok app for at least one year. The exact size of this population is unknown. The sample includes Indonesian users who have had TikTok for at least one year and who have used the TikTokShop feature for shopping at least twice a month.

A non-probability sampling method with convenience sampling was used to obtain the research sample. This technique was chosen because it allows for the selection of respondents based on the researcher's discretion [91]. The sample size determination was based on the method by Siregar et al. [92], which depends on the number of parameters used in the study. Given the number of indicators and questions in this study, the minimum and maximum sample sizes were determined as follows:

$$\text{Minimum sample} = [(\text{number of indicators} + \text{number of variables}) \times 2] \times 5$$

$$\text{Maximum sample} = [(\text{number of indicators} + \text{number of variables}) \times 2] \times 10$$

With 5 variables and 17 question indicators in the study, the calculation resulted in:

$$\text{Minimum sample} = [(17 + 5) \times 2] \times 5 = 220 \text{ samples}$$

$$\text{Maximum sample} = [(17 + 5) \times 2] \times 10 = 440 \text{ samples}$$

Based on the sample calculation, the study requires a minimum of 220 respondents and a maximum of 440 respondents. Therefore, this study will use a minimum sample size of 220 respondents.

#### 3.3 Data Analysis Techniques

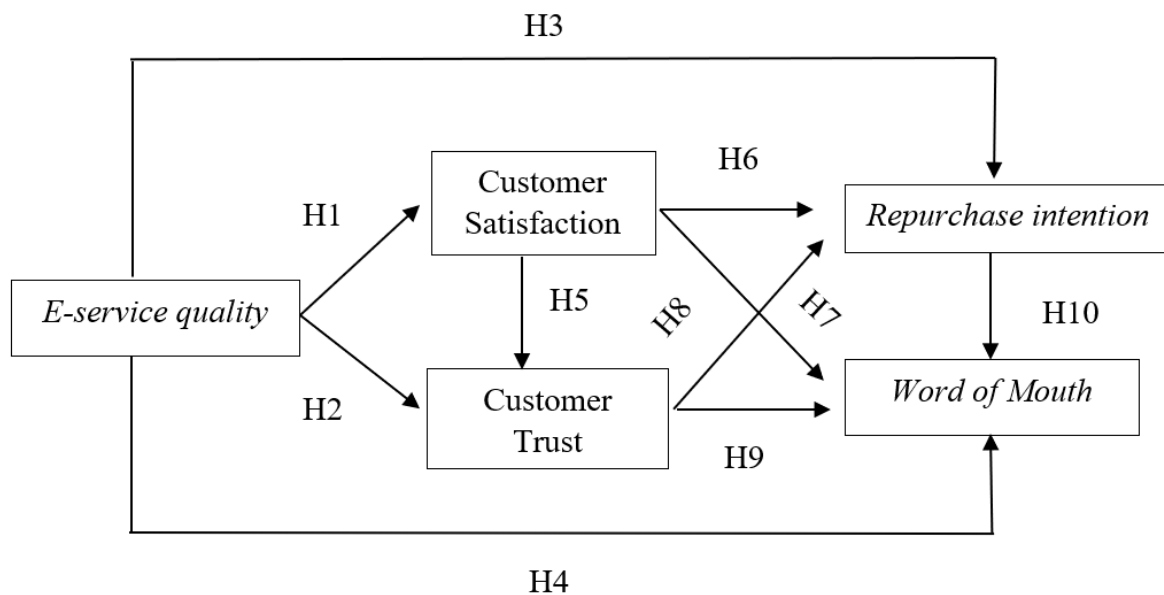
A pilot test involving 30 respondents was conducted to ensure the validity and reliability of the research questionnaire and to assess its suitability for the actual study participants. Data analysis methods for this study include both descriptive and statistical analysis. Descriptive analysis provides a clear and comprehensible overview of the data collected from observations, making it easier to interpret and use for informational purposes [93]. Statistical analysis is used to test the proposed hypotheses.

Structural Equation Modeling (SEM) with SmartPLS version 3.0 is employed as the data analysis technique. SEM allows researchers to simultaneously model and predict complex relationships among multiple independent and dependent variables [91]. According to Ramlall [94], SEM is a comprehensive and flexible methodology for estimating, representing, and testing theoretical models to explain as much variation as possible. In brief, SEM is a robust multivariate tool for studying relationships between variables.

PLS-SEM analysis includes both the measurement model (Outer Model) and the structural model (Inner Model). The Outer Model correlates variables with their respective indicators to ensure the validity and reliability of

the research [95]. The Inner Model is used to test the relationships between latent constructs. The modified research model is based on Rita et al. [3], as depicted in Fig. 1.

Fig. 1 shows that this research framework is adapted from the study by Rita et al. [3], which explored the effects of e-service quality, customer satisfaction, customer trust, and repurchase intention on WoM. This study includes one independent variable, two intervening variables, and two dependent variables. It will also examine new relationships not previously studied, including the effects of e-service quality on repurchase intention and WoM, as well as the influence of customer satisfaction on customer trust and repurchase intention on WoM.



**Fig. 1. Framework Model**  
The research framework is adopted by Rita et al., [3]

## 4. RESULTS AND DISCUSSION

### 4.1 Respondent Profile

Descriptive analysis was performed on the respondents' characteristics, which were classified based on gender, age, income, frequency of TikTok app usage, and intensity of TikTokShop feature use within a month. The results of the descriptive analysis of the respondents' profiles are shown in Table 1.

Table 1 reveals that TikTok and TikTokShop are primarily used by young women, with 81.4% of respondents being female and nearly half aged 21-25 years. Most users have lower to middle incomes, with 75.9% earning less than 5 million IDR per month. The majority have been using TikTok for 3-4 years, indicating a well-established user base. While TikTokShop is used moderately by most, with 45.5% using it 3-4 times a month, a smaller segment engages more frequently. Overall, TikTok and TikTokShop are popular among young, economically diverse users, particularly women.

**Table 1. Respondents' profile**

Category	Frequency	%
<b>Gender</b>		
Male	41	18,6
Female	179	81,4
<b>Age</b>		
<20 years	51	23,2
21-25 years	104	47,3
26-30 years	32	14,5
>30 years	33	15,0
<b>Monthly Salary</b>		
<5 million	167	75,9
5-10 million	45	20,5
>10 million	8	3,6
<b>Tiktok Usage</b>		
1-2 years	78	35,5
3-4 years	142	64,5
<b>TiktokShop Usage Intensity per Month</b>		
2-3 times	78	35,5
3-4 times	100	45,5
>5 times	42	19,1

Source: Primary data (2024)

## 4.2 Outer Model Evaluation

The outer model assesses the validity and reliability of the measurement indicators. Validity is tested in two ways: discriminant validity and convergent validity. Convergent validity is evaluated by examining the outer loading values and the average variance extracted (AVE). An indicator is considered valid if the AVE value is more significant than 0.5 and the outer loading value is above 0.60 [91]. Discriminant validity is assessed using the Fornell-Larcker criterion. Reliability is measured by Cronbach's Alpha (CA) values greater than 0.6 and composite reliability (CR) values greater than 0.7. The results for reliability and convergent validity tests are presented in Table 2.

Table 2 shows that the outer loading values for each indicator are above 0.6, indicating validity [91]. Additionally, the average variance extracted (AVE) values for each variable exceed 0.50, confirming the validity of the measurements. Furthermore, all variables have composite reliability values greater than 0.7 and Cronbach's Alpha values above 0.6. These results indicate that each variable meets the criteria for composite reliability and Cronbach's Alpha, demonstrating high reliability for all variables.

Next, the results of the Fornell-Larcker test are shown in Table 3.

Table 3 presents the results of the Fornell-Larcker criterion validity test. The AVE values for all variables form a diagonal, with the values for each variable being higher than those for the variables below it. For instance, the variable "repurchase intention" has an AVE value of 0.918, which is higher than the value for "word of mouth," which is 0.635. Additionally, the AVE value for "word of mouth" is 0.926. Based on the Fornell-Larcker criterion validity test results, the discriminant validity is confirmed as valid. Thus, these validity results can be used for subsequent measurement analyses.

## 4.3 Inner Model Evaluation

This test examines the relationships between constructs and evaluates their statistical significance. Inner model testing includes predictive relevance, coefficient of determination, effect size, and hypothesis testing. The results of the predictive relevance and coefficient of determination tests are presented in Table 4.

Table 4 presents the Q<sup>2</sup> value for predictive relevance and the R<sup>2</sup> value for the coefficient of determination. The Q<sup>2</sup> value must be greater than 0 to indicate how well the model and its parameter estimates generate observation values. The results show that the Q<sup>2</sup> values for the dependent variables are above 0 (Q<sup>2</sup> > 0), indicating that all dependent variables in this study have good observation values and predictive relevance.

**Table 2. Outer model test**

Variable/Indicators	Item	Loadings	AVE	CA	CR
<b>E-Service Quality</b>					
Customer service responds quickly if there are issues	ESQ1	0.943	0,869	0,925	0,952
The quality of service provided	ESQ2	0.927			
Reliable service quality	ESQ3	0.927			
<b>Customer Satisfaction</b>					
Feeling satisfied with the online store	S1	0.920	0,851	0,912	0,945
Feeling satisfied with having an ideal online reseller	S2	0.929			
Feeling satisfied because needs are met	S3	0.918			
<b>Customer Trust</b>					
Social media can be trusted	TR1	0.907	0,814	0,943	0,956
Social media is reliable	TR2	0.889			
Trust in recommended products	TR3	0.903			
Feel safe during transactions and account security	TR4	0.903			
Social media has integrity	TR5	0.908			
<b>Repurchase Intention</b>					
Making more purchases in the future	RI1	0.923	0,842	0,906	0,941
Increasing purchases	RI2	0.908			
Intensifying purchases	RI3	0.922			
<b>Word of Mouth</b>					
Saying positive things	WOM1	0.933	0,858	0,917	0,948
Recommending to others	WOM2	0.924			
Encouraging others to buy as well	WOM3	0.921			

Source: Primary data (2024)

**Table 3. Fornell larcker**

Variables	ESQ	TR	S	RI	WOM
<b>ESQ</b>	<b>0.932</b>				
<b>TR</b>	0.611	<b>0.902</b>			
<b>S</b>	0.724	0.623	<b>0.923</b>		
<b>RI</b>	0.677	0.651	0.661	<b>0.918</b>	
<b>WOM</b>	0.603	0.621	0.614	0.635	<b>0.926</b>

Source: Primary data (2024)

Notes: E-service quality (ESQ), Customer Trust (TR), Customer satisfaction (S), Repurchase intention (RI), Word of Mouth (WOM)

**Table 4. Q-square and R-Square**

Variables	Q <sup>2</sup>	R <sup>2</sup>	R <sup>2</sup> Adjusted
<b>TR</b>	0,356	0.442	0.437
<b>S</b>	0.442	0.525	0.523
<b>RI</b>	0.477	0.573	0.567
<b>WOM</b>	0.434	0.517	0.508

Source: Primary data (2024)

Notes: E-service quality (ESQ), Customer Trust (TR), Customer satisfaction (S), Repurchase intention (RI), Word of Mouth (WOM)

Next, the coefficient of determination analysis independent and dependent variables. The R<sup>2</sup> measures how well a model explains the variation in dependent variables [96]. This test is used to explain the relationship between values from the coefficient of determination test are above 0.5 or 50%, except for customer trust, which has an R<sup>2</sup> value of 0.442 or 44.2%. It



means that customer trust can be explained by the independent variables at 44.2%, while the remaining 55.8% is explained by other variables not included in this study.

Finally, hypothesis testing and effect size analysis were conducted. The p-value is used to determine whether a hypothesis is accepted, with hypotheses accepted if the p-value is less than 0.05. The direction of the hypothesis is determined by the original sample values produced. Additionally, the F<sup>2</sup> value for effect size relates to the effect of sample size on hypothesis testing results. According to Hair et al. [91], the guidelines for evaluating F<sup>2</sup> are 0.02 for small, 0.15 for moderate, and 0.35 for significant effects. The results of the hypothesis testing and F<sup>2</sup> values are shown in Table 5.

Table 5 shows that all hypotheses are supported, with p-values for each hypothesis being < .05, indicating statistical significance. The F<sup>2</sup> results reveal that most relationships between variables exhibit a small effect size. Among these, the relationship between E-Service Quality and customer satisfaction has the highest effect size compared to other variables. It indicates that the proposed relationships between variables are statistically supported and can be confidently interpreted within the context of this research.

**4.3.1 The impact of e-service quality on customer satisfaction**

E-Service Quality significantly influences Customer Satisfaction ( $\beta = 0.724$ ; p-value = .000; F<sup>2</sup> = 0.724), thus supporting H1. This finding aligns with studies by Ilham [42], Romadhan et al. [43], and Thenmozhi et al. [44], which also

found that e-service quality has a significant positive effect on customer satisfaction in purchases. The research indicates that enhancing e-service quality can improve customer satisfaction with their purchasing experiences.

This satisfaction arises because high-quality service provides customers with comfort and trust in online transactions. These consistent findings reinforce the understanding that e-service quality is a crucial factor in determining customer satisfaction in today's digital era. Zhou et al. [46] also confirmed that e-service quality is a core predictor of customer satisfaction, demonstrating a positive relationship between the two.

**4.3.2 The impact of e-service quality on customer trust**

E-service quality has a positive effect on Customer Trust ( $\beta = 0.335$ ; p-value = .000; F<sup>2</sup> = 0.096), thus supporting H2. This finding indicates that higher e-service quality leads to increased customer trust, which is crucial because customer trust is essential for maintaining loyalty and enhancing long-term satisfaction.

The results support the findings of Ihsan & Siregar [47], who found that e-service quality positively impacts customer trust in Go-Ride in Jambi. Similarly, Nurhaliza & Sugianto [48] demonstrated that e-service quality significantly enhances trust among Go-Jek users at UIN Sumatera Utara. Priambodo & Farida [49] further strengthen this argument by showing that e-service quality also has a positive and significant effect on trust among Lazada marketplace users.

**Table 5. Hypothesis testing and F-Square**

Hypothesis	Original samples ( $\beta$ )	P Value	Conclusion	F-square	Effect Size
ESQ → TR	0.335	0.000	Supported	0.096	Low
ESQ → S	0.724	0.000	Supported	0.724	High
ESQ → RI	0.313	0.000	Supported	0.100	Moderate
ESQ → WOM	0.145	0.035	Supported	0.017	Low
TR → RI	0.308	0.000	Supported	0.124	Modertate
TR → WOM	0.255	0.002	Supported	0.067	Low
S → TR	0.380	0.000	Supported	0.123	Moderate
S → RI	0.242	0.001	Supported	0.058	Low
S → WOM	0.186	0.015	Supported	0.029	Low
RI → WOM	0.248	0.004	Supported	0.054	Low

*Source: Primary data (2024)*

*Notes: E-service quality (ESQ), Customer Trust (TR), Customer satisfaction (S), Repurchase intention (RI), Word of Mouth (WOM)*

High e-service quality fosters a sense of security and comfort for customers, which in turn builds trust in the service provider. When customers perceive the e-service as safe and reliable, their trust grows over time. This trust is not only vital for increasing customer satisfaction but also forms the foundation for more robust long-term relationships between customers and service providers. Therefore, improving e-service quality is a critical strategy for building and reinforcing customer trust in the digital age. By focusing on these aspects, companies can ensure they not only meet customer expectations but also foster lasting loyalty.

#### **4.3.3 The impact of e-service quality on repurchase intention**

E-Service Quality has a significant effect on Repurchase Intention ( $\beta = 0.313$ ;  $p$ -value = .000;  $F^2 = 0.100$ ), thus supporting H3. This finding underscores that E-Service Quality plays a crucial role in driving customers' repurchase intention. In other words, the better the perceived quality of electronic services, the more likely customers are to make repeat purchases in the future. It highlights that consistently positive experiences through high-quality electronic services can enhance customer loyalty and encourage repeat transactions. This finding emphasizes the importance of improving electronic service quality as a strategy for retaining customers and increasing the frequency of repeat purchases, ultimately contributing to long-term business growth.

This result aligns with Priambodo & Farida [49] and Tandon et al. [50], who found that electronic service quality significantly and positively affects online repurchase intention. This is further supported by Hikmah & Riptiono [51], who found a significant effect of electronic service quality on repurchase intention on the Shopee marketplace platform, particularly among students at STIE Putra Bangsa Kebumen. Their study revealed that higher electronic service quality correlates with a greater intention to repurchase. It is consistent with Li et al. [52], who reported a positive correlation between electronic service quality and repurchase intention.

Moreover, Chuang & Chiu [97] highlight that aspects such as website quality and online store service are crucial elements in forming and maintaining significant and sustainable repurchase intention. High service quality provides a positive experience for customers;

when they are satisfied with the service received, they are more likely to trust the service provider and develop loyalty. This satisfaction becomes a key driver for customers to return for future purchases, as they expect a consistent and satisfying experience. Therefore, improving electronic service quality not only boosts customer satisfaction but also strengthens their intention to repurchase, which is vital for sustaining business success in the digital era.

#### **4.3.4 The impact of e-service quality on word of mouth**

This study confirms the effect of E-Service Quality on Word of Mouth (WoM) ( $\beta = 0.145$ ;  $p$ -value = .035;  $F^2 = 0.017$ ), thus supporting H4. This result indicates a significant impact of E-Service Quality on WoM, suggesting that high-quality electronic services can enhance consumer confidence in recommending these services to others. Moreover, this finding supports existing literature on the importance of service quality in influencing consumer perceptions and behaviors.

This study aligns with findings from Zoghlami et al. [53] and Rita et al. [3], which reveal that e-service quality significantly impacts WoM. Their research indicates that factors such as ease of use, reliability, and responsiveness in online services encourage customers to share their positive experiences. Additionally, Sudrajat et al. [54] reinforce this evidence by demonstrating that e-service quality not only affects WoM but does so positively and significantly. It underscores the importance of companies maintaining high standards of electronic service quality to ensure customer satisfaction and encourage them to recommend the service to others.

In the increasingly digital landscape, Kartika & Shihab [55] highlight e-service quality as a significant driver of WoM, both traditionally and digitally. They found that customers who perceive services to meet their expectations are more likely to share positive experiences. It is supported by Morey et al. [56] and Sudrajat et al. [54], who also found a significant effect of e-service quality on WoM. In an era where online reviews and recommendations hold significant influence, maintaining high-quality electronic services is crucial for enhancing customer loyalty and expanding the reach of e-WoM. Satisfied customers are more likely to spread positive information, ultimately strengthening the company's reputation [57].

#### **4.3.5 The impact of customer satisfaction on customer trust**

Customer satisfaction has a positive and significant effect on customer trust ( $\beta = 0.380$ ;  $p$ -value = .000;  $F^2 = 0.123$ ), thus supporting H5. This result indicates a significant relationship between customer satisfaction and customer trust. It underscores the importance of maintaining customer satisfaction as a critical factor in building and sustaining trust in the company or the services provided.

This finding is consistent with the research by Kurniadi & Rana [64], which shows that customers who are satisfied with products or services tend to trust the provider. It is also supported by Gultom et al. [65], who demonstrated that customer satisfaction positively impacts customer trust. When customers experience satisfaction from their interactions, their trust in the service provider increases. It reinforces the conclusion that customer satisfaction plays a crucial role in building trust, as noted by Nafisah & Albari [66].

Furthermore, research by Ardiyanto & Kuswati [67] and Putera et al. [68] found a similar correlation, where increased customer satisfaction is directly related to increased trust. In other words, the higher the level of satisfaction experienced by customers, the greater their trust in the service provider. These findings consistently show that customer satisfaction is not only crucial for loyalty but also a foundational element in building trust-based relationships. Research by Satyadharma (2014) also supports this, proving that satisfaction influences trust—when customers are pleased with the goods or services they receive, their trust in the provider also grows.

#### **4.3.6 The impact of customer satisfaction on repurchase intention**

Customer satisfaction has a positive and significant impact on repurchase intention ( $\beta = 0.242$ ;  $p$ -value = .001;  $F^2 = 0.058$ ), thus supporting H6. This finding indicates that the more satisfied customers are with the products or services they receive, the more likely they are to make repeat purchases in the future. Siagian et al. [98] found that customer satisfaction influences repurchase intention. When customers are pleased with a product or service, they are inclined to make a repeat purchase of the same product or service.

This result aligns with Chinomona & Dubihlela [69], who identified that customer satisfaction positively affects repurchase intention. The findings are further supported by Wiryana & Erdiansyah [70], who demonstrated that customer satisfaction has a positive and significant impact on repurchase intention within the context of e-commerce products. The higher the level of satisfaction experienced by customers, the greater their tendency to make repeat purchases, as explained by Hikmah & Riptiono [51].

Additionally, research by Purbasari & Purnamasari [71] revealed that customer satisfaction significantly influences the decision to repurchase at Yogya Grand Cirebon. This impact is evident both individually and in conjunction with service quality factors. These results emphasize that customer satisfaction not only enhances loyalty but also encourages customers to continue choosing the same products or services in the future.

#### **4.3.7 The impact of customer satisfaction on word of mouth**

Customer satisfaction has a positive and significant impact on Word of Mouth (WoM) ( $\beta = 0.186$ ;  $p$ -value = .015;  $F^2 = 0.029$ ), thus supporting H7. This finding indicates that when customers are satisfied with the products or services they receive, they are more likely to share their positive experiences with others, thereby enhancing WoM.

This result is consistent with Kartika & Shihab [55], who found that customer satisfaction, e-service quality, and trust are drivers of WoM. Additionally, research by Kurniasih & Rozi [73] shows that customers who are satisfied with the services are more likely to recommend the products or services to others. Wijaya & Sujana [55] also demonstrated that customer satisfaction significantly influences WoM at The Jungle Waterpark Bogor. Furthermore, Wahyuni & Ekawati [74] emphasized that customer satisfaction has a positive and significant effect on WoM. These findings underscore the role of customer satisfaction in driving WoM behavior.

#### **4.3.8 The impact of customer trust on repurchase intention**

Customer satisfaction has a positive and significant impact on customer trust ( $\beta = 0.380$ ;  $p$ -value = .002;  $F^2 = 0.067$ ), thus supporting H8.

This finding aligns with Resika, Wahab, & Shihab [77], who argue that trust must be built from scratch and proven, making it difficult to be readily accepted by others. When customers feel comfortable and secure during online transactions, they are more likely to develop trust and show vulnerability [37]. Therefore, it can be concluded that customer trust reflects the belief that the goods and services purchased match the quantity and quality promised.

#### **4.3.9 The impact of customer trust on word of mouth**

Customer trust has a positive and significant impact on Word of Mouth (WoM) ( $\beta = 0.255$ ;  $p$ -value = .000;  $F^2 = 0.123$ ), thus supporting H9. This result indicates that the level of customer trust plays a crucial role in encouraging customers to recommend products or services to others. This finding is consistent with previous studies by Meidita et al. [81], Sánchez et al. [82], and Rizanata [31], which demonstrated that customer trust positively influences WoM.

Trust is essential in building long-term relationships between customers and companies, as customers who feel trusted are more likely to share their positive experiences with others. In this context, WoM serves as a powerful marketing tool, as recommendations from trusted customers are often more effective than other forms of promotion. Kartika & Shihab [55] also concluded that trust is a key factor driving WoM, emphasizing that high trust levels not only enhance customer loyalty but also increase the likelihood of recommending products or services to others. Therefore, companies should actively build and maintain customer trust as a primary strategy to maximize WoM potential, thereby improving their reputation and market share.

Fatma & Khan [83] further clarified that customer trust leads to positive promotion through WoM. In the context of e-commerce, trust in Shopee's reliability in safeguarding customer information and maintaining a good reputation among users fosters trust and encourages recommendations to others [81]. When customers trust recommendations from others and act on them, it indicates the occurrence of WoM [84].

#### **4.3.10 The impact of repurchase intention on word of mouth**

Repurchase intention has a positive and significant relationship with Word of Mouth

(WoM) ( $\beta = 0.248$ ;  $p$ -value = .004;  $F^2 = 0.054$ ), thus supporting H10. This finding is consistent with the research by Sari & Rastini [87], which showed that satisfied customers are not only likely to make repeat purchases in the future but also to share their positive experiences with others regarding the products or services they have used. This indicates that customer satisfaction contributes not only to loyalty but also plays a crucial role in expanding promotional networks through WoM.

Hariono [89] reinforces this finding, noting that when customers are satisfied, they are more likely to make repeat purchases and recommend the products or services to those around them. This confirms that repurchase intention positively influences WoM. In other words, customers who plan to repurchase are more inclined to share their positive experiences, thereby enhancing the effects of WoM.

Furthermore, López & Sicilia [90] found that the repeat purchase experience positively impacts WoM, particularly in online contexts. This suggests that repeated positive experiences not only strengthen customer loyalty but also increase the likelihood of customers sharing these experiences through digital platforms, thereby expanding the reach of WoM in the online market.

## **5. CONCLUSION**

This study investigates the impact of e-service quality, customer satisfaction, customer trust, and repurchase intention on WoM among TikTokShop customers. The results validate all ten hypotheses tested, demonstrating that these factors positively and significantly influence repurchase intention and WoM. Specifically, e-service quality is found to have a consistent positive effect on customer trust, satisfaction, repurchase intention, and WoM. Moreover, customer trust and satisfaction play significant roles in driving repurchase intention and WoM, while repurchase intention itself positively affects WoM.

The study highlights the substantial effect of e-service quality on customer satisfaction, identifying it as having the highest effect size. This finding underscores the practical significance for TikTokShop businesses, affirming that e-service quality is a crucial determinant of customer satisfaction, in line with Zhou et al. [46]. Enhancing electronic service

quality is essential for creating a positive shopping experience that fosters customer satisfaction.

The theoretical contribution of this research lies in advancing the understanding of the interactions among e-service quality, customer trust, satisfaction, repurchase intention, and WoM within the e-commerce domain. The study identifies critical factors within online service quality that are most impactful and offers insights into how these elements interrelate. The implications for practice are significant. Companies can use these insights better to understand the drivers of repurchase intention and WoM, informing more effective marketing strategies. Ensuring high-quality e-service, satisfaction, and trust is critical for customer retention. Businesses should focus on enhancing online store quality, considering factors such as security/privacy concerns related to payment information, which is particularly relevant in markets like Indonesia, where cash on delivery and bank transfers are prevalent.

Companies should address e-service quality attributes comprehensively to improve their online services. It includes providing adequate information, engaging content, easy payment methods, and timely delivery while ensuring data security. Managers should prioritize security/privacy and order fulfillment, given their significant impact on overall service quality. Collaborating with multiple delivery services and allowing customer choice can enhance satisfaction, while agreements with delivery services should clarify responsibility for product damage to maintain customer trust and satisfaction.

The study acknowledges certain limitations, such as the restricted sample size of 220 TikTokShop customers, which suggests that future research should aim to include a more extensive and diverse sample. Additionally, the study's focus on TikTok users and TikTokShop's shopping feature may need to be more generalizable. Future research could benefit from a broader scope and alternative data collection methods to address potential biases and explore other variables that may influence repurchase intention and WoM in online shopping contexts.

#### **DISCLAIMER (ARTIFICIAL INTELLIGENCE)**

Author hereby declare that generative AI technologies ChatGPT was used to check the

grammar and convert the citation to Vancouver citation style. Meanwhile, the writing idea is purely from the researchers.

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#### **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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