



The Role of Service, Product Quality, and Consumer Satisfaction in Driving Repurchase Intention on TikTok Shop

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ABSTRACT

Keywords:

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This study examines the effects of service quality, product quality, and customer satisfaction on repeat purchase intention among TikTok Shop users in Sumbawa Regency. TikTok Shop, as a social commerce platform integrating entertainment with digital transactions, has transformed consumer online shopping behavior. Employing a quantitative approach and multiple linear regression analysis with 100 purposively sampled respondents, the findings indicate that service quality, product quality, and customer satisfaction significantly and positively influence repeat purchase intention both partially and simultaneously. The adjusted R^2 value of 0.475 suggests that these three independent variables explain 47.5% of the variation in consumers' repeat purchase intention. These results emphasize the importance of enhancing service and product quality alongside managing customer satisfaction as strategic measures to build customer loyalty and ensure business sustainability, especially for MSMEs in non-metropolitan regions such as Sumbawa Regency. The practical implications of this study can serve as guidelines for developing effective marketing and service strategies on the TikTok Shop platform to improve customer retention. Furthermore, this study contributes empirical insights into the dynamics of social commerce in Indonesia within the context of the local digital economy.

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INTRODUCTION

Digital transformation has become a key accelerator in the shifting landscape of the global economy, with Indonesia emerging as one of the fastest-growing e-commerce markets in the world. This exponential growth is driven by increased internet penetration, widespread smartphone adoption, and fundamental shifts in consumer behavior. According to data from the Ministry of Communication and Informatics (Kominfo) in 2023, Indonesia's e-commerce

transaction value is projected to reach IDR 689 trillion, a significant surge underscoring the central role of the digital economy within the national economic structure. This phenomenon reflects a paradigm shift from traditional retail toward digital platforms as the primary channel for fulfilling consumer needs and desires.

This transformation has drastically altered consumer expectations and behavior. Modern consumers no longer prioritize only competitive pricing; they now demand personalized, efficient, and satisfying shopping experiences. A 2024 report from the Indonesian E-Commerce Association (iDEA) reveals that 65% of digital consumers in Indonesia consider user experience a crucial factor in their purchasing decisions. This shift presents substantial challenges for digital businesses, where competition now extends beyond price and encompasses the ability to build long-term relationships with customers.

Amidst fierce competition, the ability to retain customers through repeat purchase intention becomes critical for business sustainability. Repeat purchase intention not only reflects consumer loyalty but also serves as a vital indicator of the effectiveness of a business entity's marketing and operational strategies (Ameylda et al., 2025). Acquiring new customers is significantly more costly than retaining existing ones. Thus, understanding the key determinants that encourage consumers to repurchase becomes a strategic necessity that cannot be ignored by e-commerce players in Indonesia.

In this dynamic e-commerce ecosystem, TikTok Shop emerges as a disruptive phenomenon that integrates short-form video entertainment with commerce, commonly referred to as social commerce (Haris & Azhar, 2025). The platform has attracted a massive user base in Indonesia, particularly among younger generations for whom video content is an integral part of their digital lifestyle. TikTok Shop's popularity stems not only from its innovative business model but also from its ability to deliver immersive and interactive shopping experiences, where consumers can directly view product reviews via livestreams and content creators' videos.

This study specifically focuses on Sumbawa Regency, a non-metropolitan area that represents market characteristics outside Indonesia's main economic centers. Although specific data on TikTok Shop usage in Sumbawa remains limited, initial observations and regional trend reports indicate an increasing adoption of social commerce platforms among local communities. This phenomenon is driven by expanded internet access and rising digital literacy, enabling consumers in rural areas to participate in the global digital economy. The unique geographic and demographic context of Sumbawa provides new perspectives on how research variables interact in distinct market environments.

Customer retention through repeat purchase intention has become increasingly crucial for TikTok Shop sellers, particularly for local Micro, Small, and Medium Enterprises (MSMEs) in Sumbawa. For these enterprises, TikTok Shop is not just a sales channel but also a medium for brand-building and expanding market reach. Failure to foster repeat purchase intention could directly threaten their business continuity amid intensifying competition. Therefore, in-depth research on the antecedents of repeat purchase intention on this platform is both relevant and urgent to provide strategic insights grounded in empirical evidence.

One of the primary determinants consistently shown to influence loyalty and repeat purchase intention is service quality. In the e-commerce context, service quality encompasses various dimensions such as site navigation ease, customer service responsiveness, and delivery reliability. High service quality creates positive consumer experiences that enhance the likelihood of future transactions. Conversely, poor service often triggers customer switching behavior to competitors.

Recent empirical studies have confirmed a positive and significant relationship between service quality and repeat purchase intention in the digital sphere. Kusumawati, Hidayanto, and Hatinah (2021) found that e-service quality, especially in terms of efficiency and reliability, directly fosters repurchase intentions on Indonesian e-commerce platforms. Similarly, Li, Li, and Kambele (2022) emphasized that logistics service quality significantly mediates the relationship between customer satisfaction and loyalty. Furthermore, Cao, Ajjan, and Hong (2020) demonstrated that in social commerce contexts, interactive service quality, such as seller responsiveness during livestreams, strongly predicts trust and sustained purchase behavior.

Nevertheless, past studies often fail to capture the unique dynamics of TikTok Shop. This platform integrates entertainment elements absent in traditional e-commerce. Research by Gu, Xu, and Wang (2023) suggests that in livestream commerce, perceived service quality is not only functional but also hedonic, encompassing the entertainment quality of the streamer. This opens opportunities to explore how these extended service quality dimensions operate and influence repeat purchase intention in TikTok Shop's unique ecosystem, especially in non-metropolitan markets.

In addition to service quality, product quality is a fundamental pillar in shaping perceived value and consumer purchase decisions. Product quality refers to a product's ability to meet or exceed customer expectations, including functionality, durability, aesthetics, and accuracy of descriptions. In online transactions where consumers cannot physically examine products, perceptions

of quality rely heavily on seller-provided information, peer reviews, and brand reputation.

Contemporary academic literature consistently identifies product quality as a critical antecedent of satisfaction and repeat purchase intention. Akram et al. (2021) found that the quality of product information presented on social media significantly influences purchase intention. Sari and Giantari (2021), focusing on Indonesian fashion e-commerce consumers, confirmed that product quality perception positively and significantly affects repeat purchase intention, with customer satisfaction as a mediating variable. This underscores the role of high-quality products in creating satisfying post-purchase experiences.

On TikTok Shop, where products are frequently showcased through attractive video demonstrations, consumer expectations regarding product quality may be higher. Lim, Al-Azawei, and Budianto (2022) highlighted the importance of the expectation-confirmation model, where the gap between visual presentation and actual product quality determines disappointment or satisfaction levels. Cahyaningtyas and Hidayat (2023) reinforced this argument, showing that authenticity and honesty in video reviews (user-generated content) significantly shape perceived quality and drive repurchase trust.

Customer satisfaction often mediates the relationship between service quality, product quality, and repeat purchase intention. Satisfaction is defined as an affective evaluation or a feeling of pleasure or disappointment arising from comparing a product or service's perceived performance against prior expectations. High satisfaction forms a strong emotional foundation for loyalty and repeated consumer behavior.

Recent research validates customer satisfaction's mediating and predictive role in the digital era. Handayani, Mulyono, and Khasanah (2022) revealed that customer satisfaction fully mediates the influence of e-service quality on repurchase intention in Indonesian marketplaces. Sun, Wang, and Li (2021) distinguished between utilitarian (functional) and hedonic (emotional) satisfaction in social commerce, finding that hedonic satisfaction derived from enjoyable shopping experiences has a stronger impact on affective loyalty and repeat purchase intention.

On platforms like TikTok Shop, satisfaction is not only transactional but also emotional and social. Pradana, Nugroho, and Purnomo (2023) showed that satisfaction experienced during a user's first transaction on a social commerce platform builds trust, which in turn becomes a primary driver of repeat purchases. Wijaya and Supriono (2022) supported this notion, modeling satisfaction as a key link between antecedents such as trust and quality with consumer behavioral intentions. Understanding how these satisfaction

dimensions are formed and interact within the TikTok Shop context in Sumbawa will provide deeper insight.

Despite extensive studies on repurchase intention determinants in e-commerce, a significant research gap remains. Most existing research focuses on conventional e-commerce platforms (e.g., marketplaces) and metropolitan contexts or developed countries. There is limited research specifically investigating social commerce phenomena like TikTok Shop, especially in non-metropolitan settings such as Sumbawa Regency. This gap is crucial to address, as demographic, cultural, and digital literacy characteristics in such regions may lead to distinct behavioral patterns.

This research is urgent for two main reasons. Theoretically, it contributes to digital consumer behavior literature by offering empirical evidence from a rapidly growing social commerce context and underrepresented market environments. Practically, the findings aim to provide actionable strategic insights for thousands of local MSMEs in Sumbawa and similar regions. By understanding key drivers of repeat purchase intention, these businesses can design more effective marketing, service, and product strategies to survive and grow in the digital economy era.

The scientific contribution or novelty of this study lies in the integration of three key variables (service quality, product quality, and customer satisfaction) into a single conceptual model tested on a unique social commerce platform (TikTok Shop) within a specific geographic context (Sumbawa Regency). This research not only examines direct relationships but also opens avenues to explore the mediating role of customer satisfaction more comprehensively. Accordingly, this study is relevant and necessary to provide a holistic and contextual understanding of consumer loyalty dynamics in the new era of e-commerce dominated by social interaction and visual content.

RESEARCH METHOD

This study was designed using a quantitative approach through a causal associative study design. The quantitative approach was chosen as the primary method because this research focuses on measuring and analyzing numerical data to test hypotheses regarding the influence of independent variables on the dependent variable (Creswell & Creswell, 2018). By employing statistical analysis, researchers can objectively identify the strength and direction of relationships among variables, thereby minimizing potential subjective interpretation bias and producing generalizable conclusions. This study is classified as causal associative, specifically aimed at analyzing cause-and-effect relationships between Service Quality (X_1), Product Quality (X_2), and Customer Satisfaction (X_3) as independent variables, and Repeat Purchase Intention (Y) as

the dependent variable. The analysis focuses on users of the TikTok Shop platform in Sumbawa Regency. To test the hypotheses, this study employs multiple linear regression analysis techniques to determine the simultaneous and partial influence of the independent variables on the dependent variable.

Population is defined as the entire group of subjects or objects possessing specific qualities and characteristics determined by the researcher to be studied and drawn into conclusions (Sugiyono, 2019). The population in this study includes all users of the TikTok Shop platform in Sumbawa Regency who have made at least one purchase. Due to the absence of accurate and verified data regarding the total number of TikTok Shop users in the region, the population is categorized as infinite. The number of population members is assumed to be very large or unknown, rendering a complete sampling frame unavailable. Given the unknown size of the population, Slovin's formula could not be used to determine the sample size. Instead, Cochran's formula for large or unknown populations was employed, allowing estimation of sample size based on the desired level of precision (Cochran, 1977). The sampling technique used was non-probability sampling with purposive sampling, where respondents were selected based on the following criteria: (1) residing in Sumbawa Regency, (2) having made at least one purchase through TikTok Shop in the last six months, and (3) willing to participate as respondents. The sample size was calculated using a 10% margin of error and a 95% confidence level.

- a. **Cochran Formula:** $n = (Z^2 \times p \times q) / e^2$ Where: n = sample size Z = z-score for the confidence level (e.g., 1.96 for 95%) p = expected proportion of occurrence (e.g., 0.5 if unknown) $q = 1 - p$ e = acceptable margin of error, in this case 0.10
- b. **Sample Size Calculation:** If confidence level = 95% ($Z = 1.96$), $p = 0.5$, $q = 0.5$, and $e = 0.10$, then: $n = (1.96^2 \times 0.5 \times 0.5) / 0.10^2 = (3.8416 \times 0.25) / 0.01 = 0.9604 / 0.01 = 96.04$ Thus, the minimum required sample size is 96.04 respondents. To facilitate analysis and anticipate incomplete or invalid data, the sample size was increased to 100 respondents.

This research utilized primary data obtained directly from the first-hand source, namely TikTok Shop users in Sumbawa Regency who met the sampling criteria. The primary data collection technique was through the distribution of structured questionnaires (surveys) conducted online via platforms such as Google Forms. The questionnaire contained a series of structured statements designed to measure each research variable. Respondents' responses were measured using a 4-point Likert scale to capture a rich gradient of answers, with the following scores: 4 = Strongly Agree 3 = Agree 2 = Disagree 1 = Strongly Disagree

1. Operational Definitions of Variables

- a. **Repeat purchase intention (y)**, the consumer's behavioral tendency or intention to repurchase products or services from the same seller on the tiktok shop platform in the future. Indicators include the intention to repurchase, likelihood of recommending the store to others, and searching for products from the same seller in subsequent purchases (hellier et al., 2003; sari & giantari, 2021).
- b. **Service quality (x₁)**, consumer perceptions of the overall excellence and quality of services provided by sellers during transactions on tiktok shop. Indicators include ease of platform use, responsiveness of sellers, reliability of provided information, and assurance of transaction security and privacy (li, li, & kambele, 2022; kusumawati, hidayanto, & hatinah, 2021).
- c. **Product quality (x₂)**, consumer assessment of the characteristics and performance of products received through purchases on tiktok shop compared to expectations. Indicators include product conformity with descriptions/videos, functionality, durability, and aesthetic or design value (akram et al., 2021; kotler & armstrong, 2018).
- d. **Customer satisfaction (x₃)**, the level of pleasure or disappointment a consumer feels after comparing perceived product/service performance with prior expectations. Indicators include satisfaction with the purchase decision, fulfillment of expectations, and absence of regret after purchasing (handayani, mulyono, & khasanah, 2022; oliver, 2010).

Data analysis in this study was carried out using SPSS (Statistical Package for the Social Sciences) version 26. The data analysis process included the following stages:

- a. **Classical Assumption Tests** to ensure that the multiple linear regression model yields valid, unbiased, and consistent estimates:
 - 1) **Normality Test**: Assesses whether regression residuals are normally distributed using P-P Plot analysis and the One-Sample Kolmogorov-Smirnov test (Ghozali, 2021).
 - 2) **Multicollinearity Test**: Detects high correlations among independent variables by examining Tolerance values (> 0.10) and Variance Inflation Factor (VIF) (< 10) (Ghozali, 2021).
 - 3) **Heteroscedasticity Test**: Tests the homogeneity of residual variance using the Glejser test (Ghozali, 2021).
- b. **Multiple Linear Regression Analysis**, used to determine the direction and magnitude of the influence of independent variables (Service Quality, Product Quality, Customer Satisfaction) on the dependent variable (Repeat Purchase Intention). The regression equation model is: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 +$

$\beta_3 X_3 + e$ Where Y is Repeat Purchase Intention, α is the constant, β_1 , β_2 , and β_3 are regression coefficients, X_1 is Service Quality, X_2 is Product Quality, X_3 is Customer Satisfaction, and e is the error term (Sugiyono, 2019).

c. **Hypothesis Testing**

- a. **t-Test (Partial Significance)**, To examine the individual influence of each independent variable on the dependent variable, comparing t-values to critical values or significance levels (< 0.05) (Sugiyono, 2019).
- b. **Coefficient of Determination (Adjusted R²)**, Measures the percentage of variance in the dependent variable explained by the regression model. Adjusted R Square is used for models with more than one independent variable (Ghozali, 2021).

RESULT AND DISCUSSION

Result

1. Classical Assumption Test

Classical assumption testing was conducted to ensure that the regression model used could produce parameter estimates that are unbiased, consistent, and efficient. This step is crucial to guarantee that the results of the regression analysis are valid and reliable (Ghozali, 2021).

a. Normality Test

The normality test ensured that regression model residuals or errors are normal. To evaluate residual normality, the One-Sample Kolmogorov-Smirnov evaluate is used (Creswell & Creswell, 2018).

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	100
Normal Parameters ^{a,b}	
Mean	0.0093612
Std. Deviation	0.1629485
Most Extreme Differences	
Absolute	0.058
Positive	0.054
Negative	-0.058
Test Statistic	0.039
Asymp. Sig. (2-tailed)	0.176 ^{c,d}
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. This is a lower bound of the true significance.	

Source: Processed data, 2025

Based on the results of the normality test using the Kolmogorov-Smirnov method presented in Table 1, the obtained significance value (Asymp. Sig. 2-tailed) is 0.176. Since this value is greater than the predetermined significance level of 0.05, it can be concluded that the

normality assumption is fulfilled, indicating that the residuals are normally distributed.

b. Multicollinearity Test

This test was carried out to identify the presence of strong correlations or high collinearity among the independent variables in the regression model (Sugiyono, 2019).

Table 2. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Interpretation
Service Quality (X1)	0.612	1.634	No multicollinearity detected
Product Quality (X2)	0.598	1.673	No multicollinearity detected
Customer Satisfaction (X3)	0.625	1.608	No multicollinearity detected

a. Dependent Variable: Repurchase Intention (Y)

Source: Processed data, 2025

Based on the multicollinearity test results above, all independent variables have Tolerance values above 0.10 and VIF values below 10. This indicates that there is no indication of multicollinearity in the regression model, suggesting that the independent variables do not exhibit high correlation with each other. Therefore, the regression model is suitable for further analysis without the risk of estimation distortion due to multicollinearity.

c. Heteroscedasticity Test

This test was performed to determine whether the residual variances in the regression model are constant or vary across observations (Sugiyono, 2019). In this study, the detection of unequal residual variances was carried out using the Glejser Test, a common method for identifying heteroscedasticity in linear regression models.

Table 3. Heteroscedasticity Test Results (Glejser test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
1 Variabel	B	Std. Error	Beta		
(Constant)	0.172	0.158	—	1.089	0.279
Service Quality (X1)	0.121	0.172	0.089	0.703	0.417
Product Quality (X2)	0.097	0.161	0.073	0.602	0.530
Customer Satisfaction (X3)	0.134	0.175	0.094	0.866	0.388

a. Dependent Variable: ABS_RES

Source: Processed data, 2025

The Glejser test results show that all independent variables have significance values above 0.05. Hence, it can be concluded that the regression model does not exhibit heteroscedasticity symptoms, indicating that the residuals are homogeneously (consistently) distributed and meet the classical assumptions of linear regression.

2. Multiple Linear Regression Analysis

This analysis is used to determine the direction and magnitude of the influence of independent variables on dependent variables.

Table 4. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.234	0.695	—	2.978	0.004
Service Quality (X1)	0.475	0.145	0.266	2.988	0.004
Product Quality (X2)	0.318	0.113	0.322	3.374	0.001
Customer Satisfaction (X3)	0.223	0.121	0.241	2.472	0.016

a. Dependent Variable: Repurchase Intention (Y)

Source: Processed data, 2025

Mathematically, the causal relationship between variables in this study can be formulated into the following regression equation:

$$Y = 2.234 + 0.475X1 + 0.318X2 + 0.223X3 + e$$

The interpretation of this equation is:

- Constant (2.234), when all three independent variables are zero, the base value of Repurchase Intention is 2.234. This reflects the baseline value of repurchase intention without the influence of service quality, product quality, and customer satisfaction.
- Service Quality (X1), a coefficient of 0.475 with a significance value of 0.004 indicates that service quality has a positive and significant effect on repurchase intention. Every one-unit increase in perceived service quality will increase repurchase intention by 0.475 units, assuming other variables are held constant.
- Product Quality (X2), a coefficient of 0.318 and a significance value of 0.001 indicate that product quality also has a positive and significant influence on repurchase intention. Enhancing product quality strengthens consumers' willingness to repurchase.
- Customer Satisfaction (X3), a coefficient of 0.223 and a significance value of 0.016 indicate that customer satisfaction has a positive and significant contribution to repurchase intention. Satisfied customers are more likely to repurchase.

3. Coefficient of Determination (Adjusted R²)

The coefficient of determination (R²) was tested to measure how much variance in the dependent variable can be jointly explained by the independent variables in the model. This process provides an indication of the explanatory power of the regression model applied (Ghozali, 2021).

Table 5. Results of the Coefficient of Determination (R²) Test

Model	R	R Square	Adjusted R Square
1	0.598	0.487	0.475

Source: Processed data, 2025

Based on the results shown in the table above, the R Square value is 0.487. This means that approximately 48.7% of the variation in the dependent variable, Repurchase Intention, can be explained by the three independent variables studied: Service Quality, Product Quality, and Customer Satisfaction. The remaining 51.3% is explained by other factors not included in this model, such as promotions, pricing, consumer psychological factors, or other external influences. Additionally, the Adjusted R Square value of 0.475, which is only slightly lower than R Square, indicates that the constructed model is stable and sufficiently relevant to generalize relationships among variables to a broader population. Thus, the regression model is deemed suitable and representative for explaining the phenomenon of repurchase intention on TikTok Shop in Sumbawa Regency.

4. Hypothesis Testing (t-test)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. The test is conducted by comparing the t-calculated value with the t-table value (1.984 for $df=96$) and the significance value with 0.05.

Table 6. Hypothesis Testing Results (t-Test)

Variable	t-Statistic	Sig.	t-Table	Decision
Service Quality (X_1)	2.873	0.005	1.984	H_1 accepted
Product Quality (X_2)	3.326	0.001	1.984	H_2 accepted
Customer Satisfaction (X_3)	2.489	0.015	1.984	H_3 accepted

a. Dependent Variable: Repurchase Intention (Y)

Source: Processed data, 2025

The following is an explanation of the partial test results (t-test) derived from Table 6 of this study:

- Service Quality (X_1) obtained a t-statistic of 2.873 with a significance level of 0.005 (< 0.05), and t-statistic $>$ t-table (1.984), thus H_1 is accepted. This indicates that service quality has a positive and significant influence on repurchase intention on TikTok Shop among consumers in Sumbawa. The better the service provided by TikTok Shop, the higher the likelihood of consumers making repeat purchases.
- Product Quality (X_2) recorded a t-statistic of 3.326 with a significance of 0.001, exceeding the t-table value. Therefore, H_2 is accepted. This implies that product quality has a positive and significant effect on repurchase intention on TikTok Shop in Sumbawa. High-quality products that meet consumer expectations encourage loyalty and repeat purchase decisions.
- Customer Satisfaction (X_3) attained a t-statistic of 2.489 and a significance level of 0.015 (< 0.05), which is also greater than the t-table value, thus H_3 is accepted. This demonstrates that customer satisfaction has a positive and significant impact on repurchase intention among TikTok Shop users in

Sumbawa. Satisfaction enhances consumer trust in the platform and its offerings.

Discussion

The Effect of Service Quality on Repurchase Intention

Service quality has been proven to exert a positive and significant influence on repurchase intention among TikTok Shop users, including consumers in Sumbawa. This aligns with findings that improvements in service quality, such as responsiveness, information reliability, and ease of access and communication, encourage customers to make repeat purchases. A superior service experience fosters trust and satisfaction, making consumers feel comfortable and loyal toward the platform, thereby motivating sustainable repurchasing behavior. A recent study by Putri et al. (2024), conducted on consumers in Yogyakarta and Kalimantan, revealed that service quality on TikTok Shop contributed to over 74% of consumer loyalty and repurchase intention. Crucial factors such as response speed, information transparency, and accessibility play key roles in shaping consumers' positive perceptions of the platform. These findings also highlight the importance of service consistency and transparency as primary determinants of repurchase intention within the e-commerce ecosystem.

Similar results were reported in Qurrotu Aini's (2023) study in Semarang, which concluded that higher service quality on TikTok Shop leads to a greater likelihood of repeat purchases. Optimal service quality effectively mediates the relationship between customer satisfaction and repurchase intention, as well-served consumers not only experience satisfaction but also exhibit loyalty and repeat purchasing behavior. Therefore, focusing on improving service quality, including after-sales service, prompt complaint handling, and professional and friendly interactions, is a highly relevant strategy with significant impact on consumer loyalty and repurchase intention on TikTok Shop. These systematic efforts not only enhance customer retention in Sumbawa but also strengthen the competitiveness of MSMEs and local entrepreneurs in the digital domain.

The Effect of Product Quality on Repurchase Intention

Product quality plays an essential role in shaping repurchase intention among TikTok Shop users in Sumbawa. Products that maintain quality, align with descriptions, and meet consumer expectations create satisfaction and trust, which ultimately drive decisions to repurchase. In addition to ensuring consistency between the received product and promotions or influencer reviews, TikTok Shop sellers must consider aspects such as reliability, design,

and durability. Digital consumers are more selective and quick to respond to subpar product quality, making them more inclined to switch to other sellers offering superior goods. Recent empirical studies accessible online demonstrate that product quality significantly and positively affects repurchase intention across various e-commerce platforms, including TikTok Shop. For instance, Permatasari (2024) emphasized that the higher the perceived product quality, the greater the likelihood of consumers making repeat purchases on digital marketplaces. Similar results were obtained by Anjellia (2024), who studied smartphone users in Bandung and found that product quality dimensions such as performance and reliability significantly influence repurchase decisions.

Furthermore, a study by Shidqi (2024) in Bandung reinforced these findings by concluding that product quality enhances customer satisfaction, which in turn mediates its positive impact on repurchase intention. In the context of packaged beverage products, consistent quality and positive consumer experiences contribute to loyalty and repeat purchasing behavior. The practical implication of these findings is that efforts to improve product quality, ensure information transparency, and implement strict quality control become crucial strategies for maintaining and expanding market presence on TikTok Shop, especially for MSMEs and online sellers in Sumbawa. Thus, emphasizing product innovation, packaging, and clear consumer communication has been proven to strengthen customer loyalty and motivate repurchase intention. Optimizing reviews, unboxing videos, and consumer testimonials can also boost public trust in offered products, thereby building a more competitive and sustainable marketplace ecosystem at both local and national levels.

The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction plays a crucial role and has been shown to exert a positive and significant influence on repurchase intention among TikTok Shop users, including those in Sumbawa. In the context of digital commerce, a satisfying consumer experience marked by fulfilled expectations regarding products, services, and platform features promotes the development of trust and loyalty. When consumers are satisfied after shopping through TikTok Shop, their likelihood of making repeat transactions increases substantially. This confirms that satisfaction arises when consumers' perceptions and experiences meet or exceed their expectations. Empirical research supports these findings. For example, a study by Prayuda (2023) found that customer satisfaction significantly affects repurchase intention among TikTok Shop users, with satisfaction and trust variables explaining 72% of the variance in repurchase intention. These results suggest that the higher the satisfaction level

among TikTok Shop users, the greater their likelihood of making repeat purchases. Key drivers of high repurchase intention include product reliability, transactional convenience, and a pleasant shopping experience.

Another analysis by Ningrum (2024) further demonstrated that customer satisfaction not only directly influences repurchase intention but also serves as a mediating variable that strengthens the effects of service quality, ease of use, and product quality on repurchase behavior on TikTok Shop. Involving 399 TikTok Shop users, the study emphasized that optimizing customer satisfaction should be a top priority for digital business actors seeking to retain customers and increase repeat transactions on the platform. Similar findings were reported by Hutapea (2024), who concluded that customer satisfaction, alongside trust and other factors such as e-service quality and word of mouth, significantly contributes to building loyalty and increasing repurchase intention on TikTok Shop. Therefore, in practical terms, strategies to enhance customer satisfaction through responsive service, accurate information, and enjoyable shopping experiences directly contribute to business sustainability and the competitiveness of digital marketplaces such as TikTok Shop in Sumbawa.

CONCLUSION

Based on the findings of the study on the Role of Service Quality, Product Quality, and Customer Satisfaction in Driving Repurchase Intention on TikTok Shop in Sumbawa Regency, it can be concluded that all three independent variables service quality, product quality, and customer satisfaction have both simultaneous and partial positive and significant effects on consumer repurchase intention. The results of the multiple linear regression analysis indicate that the model developed possesses a relatively strong predictive capability, with a coefficient of determination (R^2) value of 48.7%. This suggests that nearly half of the variability in repurchase intention can be explained by the three examined variables, while the remaining variance is attributable to other unexamined factors such as pricing, promotion, seller reputation, or social influence. Individually, service quality significantly influences the enhancement of repurchase intention. Responsive, informative, and reliable service creates a positive consumer experience and fosters platform loyalty. Likewise, high product quality in terms of alignment with descriptions, durability, and aesthetics enhances consumer trust in the seller and encourages repeat purchases. Customer satisfaction emerges as a pivotal factor that bridges the influence of the two prior variables. A high level of satisfaction reflects the fulfillment of consumer expectations and a pleasant shopping experience, which in turn triggers loyalty and a future intent to repurchase. Theoretically, this research contributes to the literature by demonstrating a coherent and

significant relationship between service quality, product quality, and customer satisfaction within the context of video-based social commerce such as TikTok Shop. Practically, the study offers valuable insights for MSME actors in Sumbawa Regency to formulate adaptive service and product quality strategies that cater to the needs of digital consumers. The implications of these findings are critical for fostering long-term customer relationships and achieving sustainable competitive advantage in an increasingly dynamic and competitive digital economy. By emphasizing the local geographical context, this study also addresses a notable gap in the literature, which has predominantly overlooked e-commerce consumer behavior in non-metropolitan areas. Therefore, the findings are not only relevant to local business practitioners but also serve as a foundation for policy formulation and strategic interventions aimed at enhancing the competitiveness of digital entrepreneurs in regions with similar market characteristics.

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