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Influence of Brand Image, Quality Products, And Prices Against Loyalty Customer Tiktok Shop With Satisfaction Customer As Intervening Variables (Case Study of Students in Medan City)

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Abstract

Study This aims to determine the influence of brand image, product quality, and price on Tiktok Shop customer loyalty, with customer satisfaction as an intervening variable among students in Medan. The approach used in the study This is an associative quantitative approach. The population in this study were Medan city students who had made purchases at the Tiktok Shop 2 or more times, the number of which is unknown. The sample for this research was 390 respondents. The data collection technique in this research used a questionnaire. Data analysis techniques using a quantitative approach using SEM PLS. Research results show that brand image, product quality, and customer satisfaction positively and significantly affect Tiktok Shop's customer loyalty. Brand image, product quality, and price positively and significantly affect Tiktok Shop's customer satisfaction. Meanwhile, price has no positive and insignificant effect on TikTok Shop customer loyalty. Brand image, product quality, and price positively and significantly affect Tiktok Shop customer loyalty through customer satisfaction among students in Medan.

Keywords: Brand Image, Product Quality, Price, Customer Loyalty, Customer Satisfaction

INTRODUCTION

The rapid development of technology means that all the information needed can be obtained easily, quickly, and effectively, thereby creating a new lifestyle phenomenon among people using the Internet and making people's knowledge more open to global knowledge. *The Internet* is a system or technology that connects people but is limited by

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distance. *The Internet* has developed rapidly in this ever-increasing technological advancement, and almost everyone is familiar with it. Millions to billions of people are connected to *the Internet* locally and globally. *The Internet* is now used for more than just sending data between workplaces for most people; it has almost become a necessity (Imari et al., 2017).

We Are Social reports 204.7 million internet users in the country as of January 2022. This number increased slightly by 1.03% compared to the previous year. In January 2021, the number of internet users in Indonesia was 202.6 million. The trend in the number of internet users in Indonesia has continued to increase in the last five years. When compared with 2018, currently the number of national internet users has increased by 54.25%.

Meanwhile, the internet penetration rate in Indonesia reached 73.7% of the total population in early 2022. It was recorded that the total population of Indonesia was 277.7 million people in January 2022. In 2018, the internet penetration rate in the country only reached 50% of the total population. This means that the national internet penetration rate has rapidly increased in recent years. (*We Are Social*, 2022).

The Internet functions as a tool for information and communication, but it also supports marketing efforts by serving as a vehicle for advertising and transactions of goods and services. One activity that is currently trending is the practice of buying and selling *online*. This can be seen in creating *online* sites offering goods/services and the emergence of *intangible/* virtual businesses, often known as *online shops* or *e-commerce*. Indonesia's increasing number of internet users makes it a perfect market for *e-commerce* industry players.

In the current era of *online shopping*, there is a platform called social media. In Indonesia, *TikTok* is a social media platform with rapidly increasing numbers of users. The *Tiktok* platform has launched an *e-commerce service* called *Tiktok Shop*. This innovative service is claimed to be able to reach sellers and buyers in a creative and fun way. *TikTok Shop* is an alternative place for *online shopping. TikTok* has also added a feature in the form of a link to an *e-commerce site* in the profile biography. This service is similar to Instagram in the profile section, where other users can open the link and go directly to the related site. That way, potential buyers can immediately see the user's *online shop.*

Even though *Tiktok* is a social media and entertainment platform, the presence of *the Tiktok Shop helps many brand* owners or business people to connect with a larger community, be easily found by users through *Tiktok* and build a healthy social media

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environment by creating creativity in uploaded content. as well as involving users in marketing campaigns run by a *brand*.

A survey report entitled " *The Social Commerce Landscape in* Indonesia" revealed that 86% of respondents had shopped on *social commerce*. The most used platform is *TikTok Shop* 46%, followed by *WhatsApp* 21%, Facebook Shop 10% and Instagram Shop 10%. The report also revealed that clothing is the category most purchased by people via social media platforms, namely *fashion* at 61%, beauty products at 43%, food at 38%, and *cell phones* and accessories at 31%. The total number of respondents spent IDR 275,000 monthly shopping on social media.

TikTok shops must be more creative and careful in determining sales strategies so that this industry can continue to develop. One way to build long-term relationships with customers is to grow customer loyalty. Customer loyalty greatly influences the achievement of the company's goals and maintains the company's existence because customer loyalty is one of the factors that influence a company's success. Efforts to create loyalty among *Tiktok consumers* are essential and carried out planned and systematically, with the hope that consumers will not switch to other products or services.

Customers with a high loyalty level will not easily switch to another service provider company. In contrast, customers with low loyalty will find it easier to switch to another service provider that they feel is better. This makes most companies retain existing customers loyal (Rissalah & Sulistyawati, 2022).

The author's mini research shows that 75% of *Tiktok Shop customers* will recommend it to their friends, and 25% will not recommend *Tiktok Shop* to their friends.

Consumer loyalty is formed slowly but through the selection process and experience of consistently purchasing services or products over time. *TikTok Shop* has a big challenge that lies not only in giving potential consumers the right reasons to do business with them but also in making existing consumers remain loyal and increasing users of their services. The effect of loyalty for a company is that it provides a continuous source of income over many years. Loyalty will only continue if consumers feel they receive better value, including higher quality than if they switch to another service provider. Many factors will influence customer loyalty, including customer satisfaction, product quality, and price.

Based on the results of previous research (Pertiwi et al., 2022), consumer loyalty can be formed, one of which is due to consumer satisfaction. Consumer satisfaction has a positive effect in forming consumer loyalty. Satisfaction is something that companies

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need to pay close attention to. Usually, dissatisfied customers with a product can quickly move to another brand due to losing trust in that *brand* or brand.

In the results of the initial mini-research conducted on 24 Medan students using *Tiktok Shop* by the author, there were 87.5% of customers satisfied with the services provided by *Tiktok Shop,* and another 12.5% were still not satisfied with *Tiktok Shop services*. Customer satisfaction is an expression of feelings regarding the response obtained after the customer feels and compares the value of what he has received. The responses are a customer's happiness, disappointment, satisfaction, and dissatisfaction with what he expected. If performance meets or exceeds customer expectations, the buyer will be satisfied or happy. Then, customer loyalty will be higher. The factors influencing customer satisfaction are product quality, *service quality, emotional factors*, price, *and* costs (Gultom et al., 2020). From the factors that influence customer satisfaction that have been explained, it can be determined that the factors relevant to this research are product quality and price.

Product quality needs special attention from the company or producer, considering that product quality is closely related to the issue of consumer satisfaction, which is the goal of marketing activities carried out by a company (Widodo & Sunarto, 2022). In purchasing a product, consumers hope the goods or services can satisfy their wants and needs. Product quality is an advantage that the product has. Product quality also influences increasing loyalty. There are complaints about discrepancies between the expected product and the product received, stating that low-quality products will carry considerable risk, namely, unfaithful consumers.

The results of the initial mini research carried out on 24 Medan students using *the Tiktok Shop* by the author showed that 83.3% of users stated that the Fashion products at *the Tiktok Shop were* of good quality, and another 16.7% said that the Fashion products at the *Tiktok Shop* were not of good quality. All companies should strive to achieve a high level of quality assurance. Consumers buy products and look at the benefits and advantages of whether the product can be used or consumed for a long time (Pramudita et al., 2022).

Price has a close relationship with customer loyalty. Price has two critical roles in the consumer decision-making process, namely the role of allocation and information. In the results of initial mini-research conducted on 24 Medan students using *Tiktok Shop* by the author, 79.2% of users stated that product prices on Tiktok Shop were lower than other e-commerce, and while another 20.8% stated that prices on Tiktok Shop were still not lower than e-commerce. -other commerce.

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Customers will look for the lowest possible price, but remember to use good product quality. So, price influences whether consumers will use a particular brand of product or service, especially in the long term. Price has a close relationship in establishing a solid relationship with the company in the long term. So, it can be concluded that price is closely related to customer loyalty and satisfaction (Tjiptono & Chandra, 2008).

Another factor that influences customer satisfaction is the brand image. Brand image has a vital role in creating consumer satisfaction and loyalty. With increasingly fierce competition for similar products, brand image can play a role in presenting a brand in the minds of consumers through the desires (expectations) and uniqueness of the brand and being able to differentiate it from competing brands (Listyawati, 2018).

The results of mini research conducted by the author show that 62.5% of customers stated that the products at *Tiktok shop* still needed to be completed compared to competitors, and 37.8% of customers stated that the products offered by *Tiktok shop* were complete.

The results of research conducted by (Chaniago, 2020) show that the product quality variable has a positive and significant effect on the customer loyalty variable. However, the research results by (Haryeni et al., 2022) show that the product quality variable has a negative and insignificant effect on the customer loyalty variable. Based on the results of previous research (Wicaksono, 2022), customer loyalty can be formed, one of which is due to customer satisfaction. Customer satisfaction has a positive effect in forming customer loyalty. Moreover, research conducted (Bali, 2022)shows that the quality variable has an insignificant effect on consumer satisfaction, and research (Fasha & Madiawati, 2019)shows that the *brand image variable* has an insignificant effect on consumer satisfaction.

This research aims to determine the influence of brand image, product quality, and price on *Tiktok Shop customer loyalty,* with customer satisfaction as an intervening variable for students in Medan. Based on the conceptual framework in Figure 1, the hypothesis in this research is as follows: H $_{1:}$ There is a positive and significant influence on Brand Image on *Tiktok Shop Customer Loyalty* among Students in the city of Medan. H $_{2:}$ There is a positive and significant influence on Brand Image on *Tiktok Shop Customer Satisfaction* among Students in Medan. H $_{3:}$ There is a positive and significant influence on product quality and *TikTok Shop customer loyalty* among students in Medan. H $_{4:}$ There is a positive and significant influence on product quality and *TikTok Shop customer satisfaction* among students in Medan. H $_{5:}$ There is a positive and significant influence

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on Price on *Tiktok Shop Customer Loyalty* among Students in Medan. H $_{6:}$ There is a positive and significant influence on Price on *Tiktok Shop Customer Satisfaction* among Students in Medan. H $_{7:}$ There is a positive and significant influence on customer satisfaction and *TikTok Shop customer loyalty* among students in Medan. H $_{8:}$ There is a positive and significant influence on brand image and customer loyalty through *Tiktok Shop customer satisfaction* among students in Medan. H $_{9:}$ There is a positive and significant influence on product quality and customer loyalty through *Tiktok Shop customer satisfaction* among students in Medan. H $_{10:}$ Price positively and significantly influences Customer Loyalty through *Tiktok Shop Customer Satisfaction* among Students in the city of Medan.

METHOD

This research uses an associative quantitative approach, namely research that aims to find the relationship between two or more variables to see whether or not there is an influence based on systematic data. In this research, the population used is customers who have made two or more purchases at the Tiktok Shop because the population used is all Medan City students who have made two or more purchases at the Tiktok Shop. The numbers are very widely spread, and demanding to know for sure. , then sampling was carried out for this research. The Lemeshow formula was used in this research (Sugiyono, 2017), so the sample results were 384.16. These results were rounded up and became 390. Thus, the author had to take data from a sample of at least 390 respondents in this research. The data collection technique in this research used a questionnaire. The data analysis technique uses a quantitative approach using SEM PLS.

RESULTS AND DISCUSSION

Research results, data management, and discussion are described in this chapter. As stated in the previous chapter, this research used a survey method with the Structural Equation Modeling (SEM) technique. To obtain data, the author distributed a questionnaire containing 17 statement items to 390 relevant respondents to support this research. Questionnaires were used to collect internal data, sorted using a Likert Scale instrument, and processed using SEM.

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Respondent Identity Characteristics

Table 1 Characteristics of Respondents Based on Age

No.	Age	Frequency	Percentage
1	16-20	66	17%
2	21-23	291	74%
3	24-27	33	9%
Amount		390	100%

Source: 2023 Data Processing Results

From table 1, it shows that of the 390 respondents in this study, there were a majority of those aged 21-23 years, 291 respondents (74%), those aged 16-20 years, 66 respondents (17%), and those aged 24-27 years. as many as 33 respondents (9%). So Tiktok Shop users in this study are predominantly in the 21-23 year age range.

Table 2 Characteristics of Respondents Based on Gender

No.	Gender	Frequency	Percentage
1	Woman	270	69%
2	Man	120	31%
Amount		390	100%

Source: 2023 Data Processing Results

Table 2 shows that of the 390 respondents, 270 (69%) were female, and the remaining 120 (31%) were male. Thus, it can be understood that most TikTok Shop user respondents in this study are women.

Table 3 Characteristics of Respondents Based on Number of Transactions at TikTok Shop

No.	Amount Transaction	Frequency	Percentage
1	2	101	26%
2	3	60	15%
3	4	41	11%

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4	5	40	10%
5	>5	148	38%
Amount		390	100%

Source: 2023 Data Processing Results

Based on table 3 shows that of the 390 respondents, there are 101 respondents (26%) have made two transactions at the Tiktok Shop, another 60 respondents (15%) have made three transactions at the Tiktok Shop, 41 respondents (11%) have made four transactions at the Tiktok Shop, 40 respondents (10%) had made five transactions at the Tiktok Shop. Moreover, as many as 148 respondents (38%) have made more than five transactions at the TikTok Shop. So, the Tiktok Shop users in this study had many respondents who had made transactions more than five times.

Table 4 Characteristics of Respondents Based on University

No	University Name	Amount Respondent
1	Academy Informatics and Computers Medicom	2
2	Helvetia Health Institute	4
3	Institute Technology Indonesian Palm Oil Medan	17
4	Medan Health Polytechnic	10
5	Medan State Polytechnic	9
6	POLTEKPAR Medan	3
7	STMIK Triguna Dharma	4
8	UIN North Sumatra	42
9	Budi Darma University	5
10	Darma Agung University	3
11	Dharmawangsa University	13
12	Harapan University Medan	8
13	HKBP Nomensen University Medan	9
14	Medan Area University	14

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15	Muhammadiyah University of North Sumatra	94
16	Washliyah Nusantara Muslim University	14
17	Medan State University	49
18	Pancabudi University	11
19	Main Potential University	7
20	Prima Indonesia University, Medan	8
21	Sari Mutiara Indonesia University, Medan	10
22	University of Northern Sumatra	40
23	Medan Open University	5
24	Tjut Nyak Dhien University	9

Source: 2023 Data Processing Results

Based on Table 4 above, it can be concluded that of the 390 respondents, there are three universities where the most students have purchased Tiktok Shop 2 times or more, namely, Muhammadiyah University of North Sumatra with 94 respondents, Medan State University with 49 respondents and North Sumatra State Islamic University with 42 respondents.

Table 5 Composite Reliability

Variable	*Cronbach's Alpha*	*rho A*	*Composite Reliability*	*Average Variance Extracted (AVE)*
Brand Image (X1)	0.820	0.829	0.892	0.734
Quality Products (X2)	0.842	0.847	0.894	0.679
Price (X3)	0.851	0.854	0.910	0.771
Satisfaction Customers (Z)	0.906	0.906	0.934	0.779
Loyalty Customer (Y)	0.861	0.864	0.915	0.782

Source: SmartPLS3 Data Processing Results, 2023

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Table 5 above shows that *the composite reliability* of all variables is > 0.6, so it can be said that all factors have good *reliability or dependability as measuring instruments.*

Table 6 Average Variance Extracted (AVE)

Statement	X1	X2	X3	Y	Z
X1.1	0.856				
X1.2	0.872				
X1.3	0.842				
X2.1		0.780			
X2.2		0.845			
X2.3		0.83			
X2.4		0.837			
X3.1			0.875		
X3.2			0.906		
X3.3			0.852		
Y.1				0.879	
Y.2				0.890	
Y.3				0.883	
Z.1					0.887
Z.2					0.895
Z.3					0.892
Z.4					0.856

Source: SmartPLS3 Data Processing Results, 2023

Based on Table 6 above, it is known that all research variable indicators have an *outer loading value* of > 0.7 and are declared suitable or valid for use in research.

Table 7 Cross Loading

Variable	Brand Image (X1)	Quality Products (X2)	Price (X3)	Satisfaction Customers (Z)	Loyalty Customer (Y)
X1.1	0.856	0.608	0.546	0.699	0.755
X1.2	0.872	0.546	0.619	0.655	0.583
X1.3	0.842	0.597	0.641	0.619	0.542

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X2.1	0.478	0.780	0.467	0.554	0.518
X2.2	0.569	0.845	0.545	0.671	0.630
X2.3	0.572	0.833	0.585	0.630	0.531
X2.4	0.624	0.837	0.573	0.642	0.554
X3.1	0.634	0.574	0.875	0.558	0.491
X3.2	0.646	0.581	0.906	0.624	0.530
X3.3	0.557	0.582	0.852	0.583	0.472
Y.1	0.680	0.653	0.540	0.733	0.879
Y.2	0.671	0.579	0.499	0.660	0.890
Y.3	0.611	0.565	0.460	0.610	0.883
Z.1	0.675	0.702	0.609	0.887	0.653
Z.2	0.674	0.685	0.607	0.895	0.614
Z.3	0.664	0.658	0.559	0.892	0.677
Z.4	0.706	0.639	0.594	0.856	0.730

Source: SmartPLS3 Data Processing Results, 2023

Based on Table 7 above, the indicators used in this research all have good *discriminant validity* or are appropriate in arranging their respective variables.

Table 8 Direct Effect

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P-Values*
X1 -> Z	0.418	0.419	*0.060*	*6,964*	*0,000*
X1 -> Y	0.372	0.369	*0.078*	*4,779*	*0,000*
X2 -> Z	0.397	0.391	*0.053*	*7,529*	*0,000*
X2 -> Y	0.184	0.185	*0.064*	*2,878*	*0.004*
X3 -> Z	0.118	0.119	*0.053*	*2,237*	*0.026*
X3 -> Y	-0.066	-0.065	*0.061*	*1,089*	*0.277*
Z -> Y	0.376	0.377	*0.082*	*4,612*	*0,000*

Source: SmartPLS3 Data Processing Results, 2023

Based on Table 8 above shows the conclusion on value *direct effect* as follows:

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1. Variable X1 is the Brand Image of variable Z, i.e., Satisfaction Customer obtains coefficient path = 0.418 and *P-Values* = 0.000 (<0.05) indicates connection positive and significant.
2. Variable X1 is the Brand Image of variable Y, i.e., loyalty Customer obtains coefficient path = 0.372 and *P-Values* = 0.000 (<0.05), indicating a connection positive and significant.
3. Variable X2, i.e., Quality Product, to variable Z, i.e., Satisfaction Customer, obtain coefficient path = 0.397 and *P-Values* = 0.000 (<0.05) indicates a connection positive and significant.
4. Variable X2, i.e., Quality Product, to variable Y, i.e., Loyalty Customer, obtains coefficient path = 0.184 and *P-Values* = 0.004 (<0.05), indicating the positive and significant connection.
5. Variable X3 is Price against variable Z, i.e., satisfaction customer obtains coefficient path = 0.118 and *P-Values* = 0.026 (<0.05), indicating connection positive and significant.
6. Variable X3 is Price against variable Y, i.e., Loyalty Customer obtains coefficient path = -0.061 and *P-Values* = 0.277 (>0.05), indicating connection negative and insignificant.
7. Variable Z, i.e., Satisfaction Customer, to variable Y, i.e., Loyalty Customer, obtains coefficient path = 0.376 and *P-Values* = 0.000 (<0.05), indicating the positive and significant connection.

Table 9 Indirect Effects

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P-Values*
X1 -> Z -> Y	0.157	0.158	0.042	3,716	0,000
X2 -> Z -> Y	0.150	0.147	0.035	4,274	0,000
X3 -> Z -> Y	0.044	0.045	0.022	1,947	0.048

Source: SmartPLS3 Data Processing Results, 2023

Table 9 above shows the conclusion on the value *indirect effect* as follows:

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1. Variable X1 is the Brand Image of variable Y, i.e., Loyalty Customer through Z, i.e., Satisfaction customers have a coefficient track of 0.157. Influence the obtained mark *P-Values* = 0.000 (<0.05) indicates influential relationships significantly.
2. Variable X2, i.e., Quality Product, to variable Y, i.e., Loyalty Customer through Z, i.e., Satisfaction Customer have a coefficient track of 0.150. Influence the obtained mark *P-Values* = 0.000 (<0.05) indicates influential relationships significantly.
3. Variable X3 is Price against variable Y, i.e., Loyalty Customer through Z, i.e., Satisfaction Customer, has a coefficient track of 0.044. Influence the obtained mark *P-Values* = 0.048 (<0.05) shows influential relationships significant.

DISCUSSION

The Influence of Brand Image on Loyalty Customer

Based on the results of the study, This influence of brand on loyal customers obtained a coefficient track of 0.372 and *P-Values* of 0.000 <0.05, meaning Brand Image has an influence significant to Loyalty Customer Tiktok Shop for Medan City students. In other words, less Good image brand built so can increase loyalty to customers. Research result This is in line with research conducted by, (Arif & Syahputri, 2021), (Listyawati, 2018), and (Febrian & Nugroho, 2022). Explain that the image brand is influential, positive, and significant to loyal customers.

The Influence of Brand Image on Satisfaction Customer

Based on this research's results, brand image's influence on customer satisfaction obtained a path coefficient of 0.418 and *P-Values* of 0.000 <0.05, meaning that Brand Image has a significant effect on Tiktok Shop customer satisfaction among Medan city students. So, the significant relationships and opportunities Tiktok Shop builds with customers will satisfy customers more. The results of this research are in line with research conducted by (Fahmi, 2021), (Hanny & Krisyana 2022)and (Widodo et al., 2022). Explain that brand image has a positive and significant effect on customer satisfaction.

Influence Quality Product To Loyalty Customer

Based on the study's results, This influences quality products to Loyalty customers obtain a coefficient track of 0.184 and *P-Values* of 0.004 <0.05, meaning quality products significantly influence Loyalty Customer Tiktok Shop for Medan City students. So, if Tiktok Shop provides fewer Good quality products, customers will buy in a way that keeps going

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continuously or is loyal. Research result This is in line with research conducted by (Queen & Toton, 2022)and (Azhar et al., 2019)(Tirtayasa, 2022). Explain that quality products are influential, positive, and significant to loyal customers.

Influence Quality Product To Satisfaction Customer

Based on this research's results, product quality's effect on customer satisfaction obtained a path coefficient of 0.397 and *P-Values* of 0.000 <0.05, meaning that product quality significantly affects Tiktok Shop customer satisfaction among Medan City students. The results of this research align with research conducted by (Purnama and Rialdy, 2019), (and Tirtayasa et al., 2021). Explain that product quality has a positive and significant effect on customer satisfaction.

The Effect of Price on Loyalty Customer

Based on the results of the study, This influence on price on Loyalty customers obtained a coefficient track of -0.061 and *P-Values* of 0.277 > 0.05, meaning price has No influential significance to Loyalty Customers Tiktok Shop for Medan City students. This aligns with research conducted by (Chaniago, 2020) (Ahsan & Lukman, 2021). Explain that price is not influential to loyal customers.

The Effect of Price on Satisfaction Customer

Based on the results of the study, This influences the price to Satisfaction customer obtain a coefficient track of 0.118 and *P-Values* of 0.026 <0.05, meaning price is influential and significant to the Satisfaction of the Customer TikTok Shop for Medan City students. Research result This is in line with research conducted by (Istiqamah et al., 2020), (Tirtayasa et al., 2022), and (Arif & Nirwana, 2020). Explain that price is influential, positive, and significant to the satisfaction of customers.

The Influence of Customer Satisfaction on Customer Loyalty

Based on the results study, This influences Satisfaction from customer to Loyalty customer obtains a coefficient track of 0.376 and *P-Values* of 0.000 <0.05, meaning Satisfaction Customer influential significant to Loyalty Customer Tiktok Shop for Medan City students. Research result This is in line with research conducted by, (Febrian & Nugroho, 2022)(Hanny & Krisyana, 2022) and (Haryeni et al., 2022). Explain that satisfaction is influential, positive, and significant to loyal customers.

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The Influence of Brand Image on Loyalty Customer Through Satisfaction Customer

Based on the results of the study, This influences the image of the brand to loyalty customers through satisfaction customers obtained a coefficient track of 0.157 and *P-Values* of 0.000 <0.05, meaning Brand Image has an influence significant Loyalty Customer Tiktok Shop via Satisfaction Customers from Medan City students. Research result This is in line with research conducted by (Widodo et al., 2022) (Arif & Syahputri, 2021). Explain that image brand influences loyalty customers through satisfaction customer.

Influence Quality Product To Loyalty Customer Through Satisfaction Customer

Based on the results study, This influences quality products to loyalty customers through satisfaction customers obtained a coefficient track of 0.150 and *P-Values* of 0.000 <0.05, meaning Quality Products is influential and significant to Loyalty Customer Tiktok Shop via Satisfaction Customers from Medan City students. Research result This is in line with research conducted by (Bali, 2022) (Saridewi & Nugroho, 2022)**.** Explain that quality products are influential to loyal customers through satisfaction customer.

The Effect of Price on Loyalty Customer Through Satisfaction Customer

Based on the results of the study, This influences the price to loyal customers through satisfaction customers obtain a coefficient track of 0.044 and *P-Values* of 0.048 <0.05, meaning Prices matter significantly to loyal customers Tiktok Shop via Satisfaction Customers from Medan City students. This is in line with research conducted by (Khair et al., 2023)**,** (Rizki & Prabowo, 2022)**.** Explain that price is influential to loyalty customers through satisfaction customer.

CONCLUSION

The influence of brand image, product quality, and customer satisfaction positively and significantly affects *Tiktok Shop's customer loyalty*. Brand image, product quality, and price positively and significantly affect *Tiktok Shop's customer satisfaction*. Meanwhile, price has no positive and insignificant effect on *TikTok Shop customer loyalty*. Brand image, product quality, and price positively and significantly affect *Tiktok Shop customer loyalty* through customer satisfaction among students in the city of Medan.

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