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The Impact Of The Growth In The Number Of Tiktok Users On Digital Marketing Performance And Seller Sales

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Abstract

The rapid increase in the number of TikTok users in Indonesia has brought significant changes in digital marketing patterns and sales activities through the TikTok Shop feature. This study aims to examine the effect of TikTok user growth on digital marketing performance and seller sales by involving the variables of security, customer service quality, perceived value, e-trust, and repurchase intention. This study used a quantitative approach with 175 respondents. Data collection was carried out through the distribution of an online questionnaire compiled using a Likert scale and aimed at TikTok Shop users in Indonesia. The data analysis technique used was Partial Least Square (PLS). The results of the hypothesis testing indicate that customer service quality and perceived value have a significant effect on e-trust. In addition, the variables of security, customer service quality, e-trust, and perceived value were proven to have a significant effect on repurchase intention. However, the results also showed that the security variable did not have a significant effect on e-trust.

Keywords: Security, Customer Service Quality, Perceived Value, E-Trust, Repurchase Intention.

INTRODUCTION

The rapid development of digital technology has driven an increase in the number of internet users globally, including in Indonesia. This transformation has also shifted the economic system toward an increasingly digital form through the concept of electronic commerce (e-commerce). One form of e-commerce experiencing significant growth is online buying and selling activities integrated with social media, known as social commerce. In this context, TikTok has emerged as a platform that functions not only as an entertainment medium but also as a means of marketing and digital transactions through the TikTok Shop

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feature. The integration of video content, social interaction, and the transaction system makes TikTok Shop attractive to various age groups due to its convenience, practicality, and interactive shopping experience (Nurhasanah et al., 2023).

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The increasingly widespread development of digital technology, particularly after the Covid-19 pandemic, has also influenced changes in consumer shopping behavior. Consumers are increasingly accustomed to conducting online transactions, encouraging businesses to adapt and optimize digital marketing strategies through various e-commerce and social media platforms, such as TikTok Shop, Shopee, Lazada, and Tokopedia. One strategy widely utilized on TikTok Shop is the live streaming feature, which allows consumers to view products directly, read reviews, and interact with sellers before making a purchasing decision. Furthermore, promotional programs such as free shipping and cashback further increase consumer appeal to the platform (Juliana, 2023).

In online transactions, consumer trust is a key factor determining the success of an e-commerce platform. Several previous studies have shown that security, particularly personal data protection and transaction system reliability, plays a crucial role in building consumer trust. Inadequate security can increase perceived risk and decrease consumer interest in transactions, including repeat purchases. Therefore, in the context of social media-based e-commerce platforms like TikTok Shop, security is crucial given the high frequency of data exchange and digital transactions.

Besides security, customer service quality also plays a crucial role in building consumer trust. Responsive, communicative, and solution-oriented service can create a positive shopping experience and increase consumer e-trust in both the seller and the platform. Good service quality not only contributes to customer satisfaction but also has the potential to strengthen loyalty and encourage repeat purchase intentions.

Another factor influencing repeat purchase decisions is perceived value. This value encompasses the functional, emotional, social, and economic aspects experienced by consumers during the shopping process. Consumers who perceive the benefits they receive as equal to or exceed the costs incurred tend to have higher levels of satisfaction and demonstrate a tendency to repeat purchases. Therefore, increasing perceived value through

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product quality, ease of transaction, and relevant promotional programs is a crucial strategy in driving repurchase intention.

Based on the above description, this study has high urgency because it aims to analyze the influence of security, customer service quality, and perceived value on e-trust, as well as the influence of security, customer service quality, e-trust, and perceived value on repurchase intention among TikTok Shop users. This study is expected to provide theoretical contributions in the development of digital marketing and social commerce studies, while providing practical implications for business actors in designing effective and sustainable marketing strategies on the TikTok Shop platform.

DISCUSSION

This study uses a quantitative approach with the Structural Equation Modeling–Partial Least Square (SEM-PLS) method to analyze the relationship between security, customer service quality, perceived value, e-trust, and repurchase intention among TikTok Shop users in Indonesia. The SEM-PLS method was chosen because it is able to test causal relationships between latent variables simultaneously, including testing mediating variables, and is suitable for use in research with complex models and data distributions that are not necessarily normal. Data were collected through an online questionnaire distributed to 175 TikTok Shop user respondents and analyzed using SmartPLS software version 3.

Based on the results of the measurement model testing (outer model), all research indicators have met the validity and reliability criteria, as indicated by the loading factor, average variance extracted (AVE), and composite reliability values that are above the required threshold. Furthermore, the evaluation of the structural model (inner model) shows that the research model has moderate predictive ability, as indicated by the R-square values for the e-trust and repurchase intention variables. Thus, the research model is considered suitable for use in hypothesis testing and discussing the relationships between variables.

Descriptive Analysis of Respondents and Variables

Based on the descriptive analysis, the study respondents were predominantly of productive age, with a relatively balanced gender balance between men and women. This indicates that TikTok Shop users come from a digitally active market segment and are responsive to online marketing strategies.

Table 1. Descriptive Statistics of Research Variables

Variables	Mean	Category
Security	3,73	Tall
Customer Service Quality	3,04	Currently
Perceived Value	3,61	Tall
E-Trust	3,57	Tall

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Repurchase Intention	3,69	Tall

Descriptive analysis of the research variables showed that security, perceived value, e-trust, and repurchase intention were high, while customer service quality was moderate. These findings indicate that TikTok Shop users have positive perceptions of the platform's security, perceived value, and likelihood of repeat purchases, although customer service quality still needs to be improved to cope with the surge in users.

Evaluation of Measurement Model (Outer Model)

Measurement model evaluation was conducted to ensure that each indicator adequately represents the latent variable being measured. Test results showed that all indicators had factor loading values above the minimum required threshold, and average variance extracted (AVE) and composite reliability values met the criteria. This indicates that the research instrument has good validity and reliability.

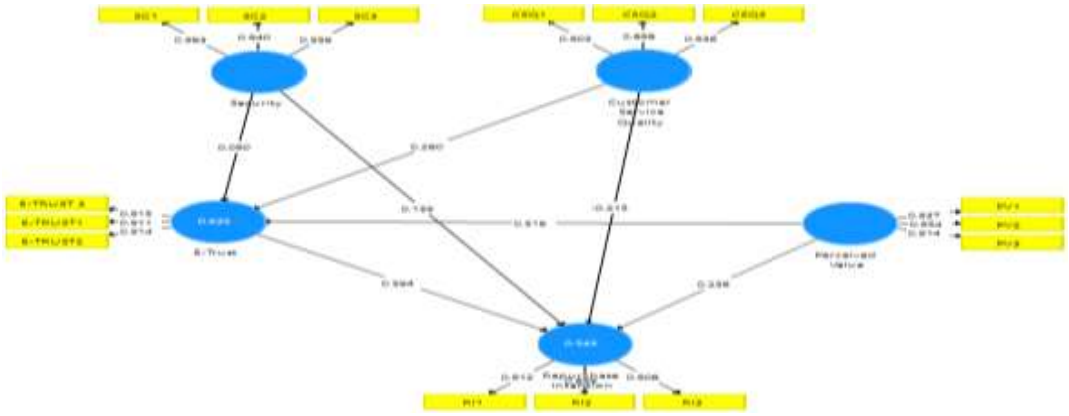


Figure 1. Research Model

Figure 1 shows the results of the research model analysis using the SEM-PLS method, which describes the relationship between Security, Customer Service Quality, and Perceived Value on E-Trust and Repurchase Intention. All indicators have loading factor values above 0.70, indicating that the measurement model has met the validity criteria. The results of the structural model indicate that Perceived Value and Customer Service Quality have a positive effect on E-Trust, while Security has a relatively weak effect. Furthermore, E-Trust is the most dominant factor in influencing Repurchase Intention, followed by Perceived Value and Security. The R-square value of 0.635 for E-Trust and 0.543 for Repurchase Intention indicates that the model has moderate predictive ability.

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Structural Model (Inner Model)

The structural model (inner model) is used to analyze causal relationships between latent variables and to test the strength of the influence of exogenous variables on endogenous variables in the research model. Evaluation of the structural model is performed by examining the R-square value and path coefficients generated from the bootstrapping process using SmartPLS.

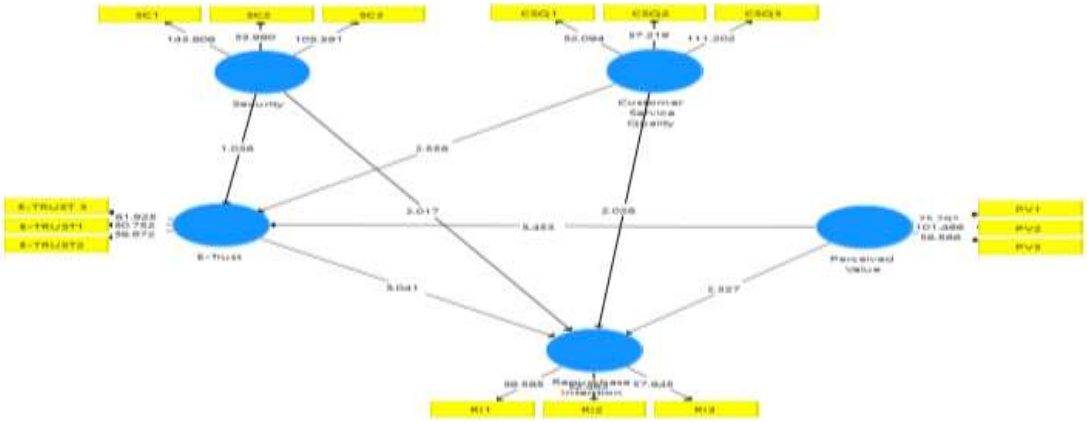


Figure 2. Hypothesis test results

The analysis results show that the R-square value for the E-Trust variable is 0.635, meaning that Security, Customer Service Quality, and Perceived Value are able to explain 63.5% of the variation in E-Trust. Meanwhile, the R-square value for the Repurchase Intention variable is 0.543, indicating that Security, Customer Service Quality, Perceived Value, and E-Trust are able to explain 54.3% of the variation in repurchase intention. Both values are in the moderate category, so the model has quite good predictive ability in explaining the behavior of TikTok Shop users.

Based on the path coefficient values, Perceived Value and Customer Service Quality have a positive influence on E-Trust, while Security shows a relatively weak influence. Furthermore, E-Trust is the most dominant variable in influencing Repurchase Intention, followed by Perceived Value and Security. Thus, the constructed structural model is declared suitable for use in hypothesis testing and further discussion.

IMPLICATIONS AND DISCUSSION

The research results show that in the context of entertainment-based social commerce like TikTok Shop, user experience plays a more dominant role than purely technical aspects. The finding that security has no significant effect on e-trust indicates that users, particularly younger generations, tend to view security as a basic feature that is

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already the responsibility of the platform. Therefore, while security is not yet a primary factor in building trust, it still plays a significant role in driving repeat purchase intentions when users make in-person transactions.

Conversely, customer service quality and perceived value were shown to significantly influence e-trust. This suggests that service responsiveness, ease of interaction, and perceived usefulness of TikTok content and features are key factors in building digital trust. Users who perceive greater value, both functionally and emotionally, tend to have higher levels of trust in the platform and sellers. These findings reinforce the view that trust in the digital ecosystem is formed through interactive experiences and ongoing perceptions of value.

Furthermore, e-trust proved to be the most dominant variable influencing repurchase intention. High trust encourages users to make repeat purchases because they feel safe, comfortable, and confident in the credibility of the platform and seller. Although customer service quality showed a significant negative effect on repurchase intention, this indicates the possibility of user expectations increasing as the intensity of service interactions increases. Therefore, if the service does not meet expectations, it can reduce the likelihood of repeat purchases. Therefore, service quality management needs to be carried out consistently to align with user expectations.

Practically, the results of this study imply that TikTok Shop businesses and managers need to prioritize increasing perceived value through relevant, interactive, and authentic content, as well as strengthening e-trust through transparency, consistent service, and responsive interactions. Meanwhile, security remains essential as a foundation for digital transactions to encourage repeat purchases and maintain user loyalty amidst increasingly fierce competition on social commerce platforms.

CONCLUSION

Based on the analysis and discussion, it can be concluded that descriptively, the variables security, perceived value, e-trust, and repurchase intention are in the high category, while customer service quality is in the medium category. These findings indicate that TikTok Shop users have a positive perception of platform security, perceived value, and a tendency to repeat purchases. Creative promotional content, product reviews, and user interactions are important factors in shaping perceived value and trust, thus driving repeat purchase intentions. Therefore, content creativity and the presentation of authentic information are crucial aspects for sellers in attracting and retaining consumers. The results of the hypothesis testing indicate that security has no significant effect on e-trust, indicating that security is not yet a primary factor in shaping user trust. Conversely, customer service quality and perceived value have a positive and significant effect on e-trust, indicating that service quality and perceived value play a crucial role in building digital trust. Furthermore,

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security, customer service quality, perceived value, and e-trust were shown to have a significant influence on repurchase intention, with e-trust being the most dominant factor. This shows that trust built from positive experiences, perceived value, and a sense of security in transactions encourages users to make repeat purchases on TikTok Shop.

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