

ANALYSIS OF THE INFLUENCE OF WEBSITE APPEARANCE, SOCIAL MEDIA ENGAGEMENT, SERVICE QUALITY, AND USER EXPERIENCE ON TIKTOK CUSTOMER LOYALTY WITH CUSTOMER TRUST AS A MEDIATING VARIABLE

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Abstract

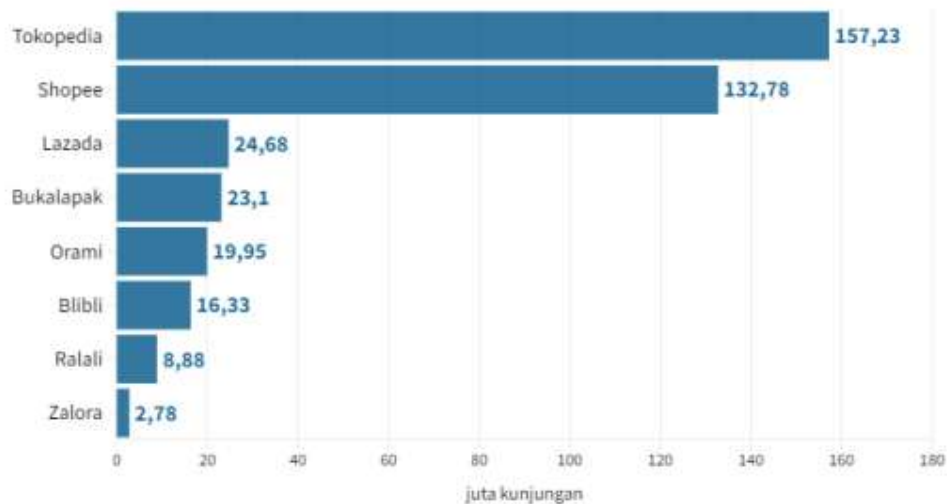
This study aims to analyze the influence of website appearance, social media engagement, service quality, and user experience on TikTok customer loyalty, with consumer trust as a mediating variable. The research method used is a quantitative approach with data collected through questionnaires distributed to active TikTok Shop users. Data analysis was conducted using Structural Equation Modelling (SEM) with the help of SmartPLS software. The research results indicate that website appearance, social media engagement, service quality, and user experience have a positive and significant effect on consumer trust. In turn, consumer trust has a positive and significant impact on customer loyalty. Additionally, consumer trust also mediates the effect of the independent variables (website appearance, social media engagement, service quality, and user experience) on customer loyalty. These findings suggest that to increase customer loyalty on the TikTok platform, companies need to focus on improving the quality of their website appearance, strengthening social media engagement, providing quality services, and creating a positive user experience, all of which contribute to enhancing consumer trust. This research contributes to the development of digital marketing strategies, particularly in the context of social media platforms like TikTok, by emphasizing the importance of building consumer trust as a key to increasing customer loyalty.

Keywords: *Website Appearance, Social Media Engagement, Service Quality, User Experience, Customer Loyalty, and Customer Trust*

INTRODUCTION

The development of the digital world today is so rapid, along with the shift in people's lifestyles towards digitalisation. The online realm experiences unavoidable annual advancements, with individuals ranging from teenagers to the elderly showing an understanding of how to use smartphones. This has a significant impact on various industries, including the business and economic sectors. The domain of digital commerce covers various sectors, including S-Commerce, which specifically relates to buying and selling. The presence of S-Commerce facilitates fast and convenient shopping for individuals. According to Biantoro et al. (2022), S-Commerce refers to a subset of electronic commerce that utilizes social media platforms to facilitate marketing, purchasing, and selling activities. This technology enables social interaction and user engagement in the aforementioned activities.

Starting in the second quarter of 2020, coinciding with the onset of the Covid-19 pandemic Indonesia, and experiencing a sharp increase until the end of the fourth quarter of 2020 and the beginning of 2021. This phenomenon is evidenced by the growing number of business professionals utilizing online platforms to expand their sales channels and interact with customers through chat applications as a means to increase their sales figures. TikTok is one of the companies involved in innovation as a result of the high public interest in e-commerce. Considering the high level of public enthusiasm for online shopping, according to Katadata (2023), Indonesia became the second-largest market of TikTok app users in the world, with 22.2 million monthly active users in 2023. Another distinctive feature of the social media platform TikTok is that it has unique and attractive special effects, allowing users to easily create short videos with impressive results. The videos created can also be shared with friends and other users. Besides TikTok, there are several e-commerce platforms that also have a wide market in Indonesia, as shown in Figure 1.1 below.



Source: (ipricel, 2023)

Figure 1: Most visited E-Commerce platforms in Q1 2023 in Indonesia

Based on the data presented from the 8 e-commerce providers in Indonesia, TikTok Shop as an e-commerce application is not included, while looking at its total users, TikTok had 63.3 million users in August 2023 as the best-selling application on both the Apple Store and Play Store (Delwa & Safitri, 2021). The data comparing customer growth and sales over the past three years can be seen in the table below as follows:

Table 1. Customer and sales data from 2018-2023

Description	Year	Customer Data	Sales Data
	2018	102,3 million	Rp 1.890.000.000

Tik tok	2019	107,8 million	Rp 1.620.000.000
	2020	113,2 million	Rp 1.485.000.000
	2021	117,1 million	Rp 1.760.000.000
	2022	121,1 million	Rp 2.128.000.000
	2023	130,3 million	Rp 3.891.000.000

Source: Data book, 2024

Generally, the use of service provider applications is closely related to service quality to ensure customer loyalty (Delima, Adel, Ashary, & Usman, 2019). According to Tjiptono, in Zahara (2020), customer loyalty means the customer's commitment to a brand, store, or supplier, and is based on a very positive attitude from the customer, reflected in their positive purchasing behavior. Several phenomena related to fraud in online stores can be highlighted, although there are no sources that specifically refer to TikTok Shop as the subject of fraud that ultimately affects customer loyalty. Customer loyalty can also be influenced by several factors, such as website appearance, social media engagement, service quality, and user experience (Hafizhoh et al., 2023). The main aspect that affects customer loyalty is the quality of the application's interface. The quality of an attractive app display will increase a person's purchasing interest because it adds value to a product and enhances consumer perception of the product's quality (Hafizhoh et al., 2023). Important elements in app display, such as ease of access, ease of transaction, and app information, need to be considered because the quality of information provided will also affect consumers' purchasing decisions. The clearer the information provided, the easier it is for consumers to decide to make a purchase (Banusetyo et al., 2023). This becomes a challenge for every online store on TikTok Shop.

The next factor that affects customer loyalty is service quality. According to Laksana in (Manengal, 2021), service quality is a dynamic condition closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. In terms of service, the TikTok Shop platform is considered good, for example with very easy payment methods and offers many options including GoPay, OVO, Dana, bank transfer, or cash at Indomaret and Alfamart, as well as product displays that appear in the yellow cart with neatly arranged products and clear descriptions for each product, making it easy for buyers to understand the products they want (Solikah & Kusumaningtyas, 2022). The quality of service is very important in motivating customers to make a purchase. Currently, TikTok Shop continues to receive complaints from customers. Based on reviews from sellers and buyers, the platform is lacking in terms of features that support TikTok Shop, especially with bugs and many content restriction issues with fashion category products.

Customer loyalty is influenced by several factors that can make customers tend to be loyal and feel satisfied with what is offered by the seller (Woen & Santoso, 2021). Another factor that can affect customer loyalty is customer experience and customer satisfaction. As stated by Wardhana (2016), a business must be able to create experiences that will generate customers' interest to remain loyal to a product after achieving satisfaction. In addition, according to research conducted by Kurniah & Awaluddin (2022), it is also stated that customer experience can create loyalty to a company through customer satisfaction. From these opinions, it can be understood that customer loyalty can be influenced by customer experience through customer trust. To improve customer satisfaction, TikTok should provide the best experience to its customers. Customer experience comes from an interaction between the customer and the product, which triggers a reaction. This experience is truly personal and implies customer engagement on different levels (both rationally and emotionally) (Safitri, 2017).

If consumers are impressed with a product and have a positive experience, they will always remember the product, and consumers will make repeat visits or consumption automatically based on the positive experiences they gain (Sahir Hafni Syafrida, 2020). Therefore, it can be concluded that customer memory of TikTok is so ingrained in their minds that the product's strength is very high. Providing the best service to customers by making them happy and satisfied is an effective way to increase loyalty among boutique customers. Some common issues related to the use of TikTok include social media addiction, where excessive use of TikTok can lead to social media addiction. Another phenomenon that occurs is data theft, as TikTok has been accused of acting as a conduit for the Chinese Communist Party to collect sensitive user data and send it to China. Online stores are required to be able to create customer trust and loyalty. This is because customer trust plays a crucial role in increasing

the intention to repurchase on online stores like TikTok Shop. According to (Zhou, 2016), customer trust creates a sense of security and confidence in repurchasing. When customers feel trust towards an online store or e-commerce platform, they tend to feel more comfortable making repeat purchases.

Thus, the identification of issues in this research can be summarized as follows: the use of the website still creates a gap among TikTok users and there is still a lack of competent human resources, both in website management and in news creation. As for the phenomenon related to service quality, the main issue for a service institution with many competitors is whether the services provided meet consumer expectations or not. Therefore, it is necessary to always maintain consumer trust by improving service quality and providing facilities so that consumer satisfaction increases, making users loyal to always use the TikTok application. Furthermore, regarding the TikTok user experience, for example, some videos often receive negative comments due to the actions and behavior of teenagers when posting their videos on TikTok. Then, eventually, it gives rise to and shapes a negative communication behavior.

Based on the explanation of the background of the problem above, the researcher is interested in conducting a study entitled "Analysis of the Influence of Website Appearance, Social Media Engagement, Service Quality, and User Experience on TikTok Customer Loyalty with Customer Trust as a Mediating Variable (Case Study on Master of Management Students at the Faculty of Economics and Business, Pertiba University)."

RESEARCH QUESTIONS

Based on the research background that has been described, this study aims to examine the factors influencing TikTok customer loyalty. Specifically, it investigates the effects of website appearance, social media engagement, service quality, and user experience on customer loyalty toward TikTok. Furthermore, this study analyzes the role of consumer trust as a mediating variable in the relationship between website appearance and customer loyalty, social media engagement and customer loyalty, service quality and customer loyalty, as well as user experience and customer loyalty. In addition, this research also seeks to determine the direct effect of consumer trust on TikTok customer loyalty.

LITERATURE REVIEW

According to Suparyanto and Rosad (2015), marketing management is the process of analyzing, planning, organizing, and managing programs that include the conception, pricing, promotion, and distribution of products, services, and ideas designed to create and maintain profitable exchanges with target markets to achieve company objectives. According to Sebok, Vermat, and team (2018), a website is a collection of interconnected pages that contain various items such as documents and images stored on a web server. A web app is an application located on a web server that users can access through a browser. Web apps typically display user data and information from the server.

According to (Sherman & Smith, 2018), social media engagement is the process of communication occurring through online platforms. Social media engagement is useful for building connections with others online, generating some form of reaction, interaction, or action. Manengal (2021) states that service quality is a dynamic condition closely related to products, services, human resources, as well as processes and environments that can at least meet or even exceed the expected service quality.

According to Schimitt in Hendarsono (2019), user experience is an experience where the experiences are personal events that occur and are felt due to certain stimuli (for example, provided by marketers before and after the purchase of goods and services). According to Kotler and Keller (2021), loyalty is a deeply held commitment to repurchase or support a favored product or service in the future despite situational influences and marketing efforts that might cause the customer to switch. Mowen and Minor in Suparwo and Rahmadewi (2021) state, "Consumer trust is all the knowledge possessed by consumers and all the conclusions drawn by consumers about an object, its attributes, and its benefits."

Based on the research framework, this study proposes several hypotheses regarding the factors influencing TikTok customer loyalty. It is hypothesized that website appearance, social media engagement, service quality, and user experience each have a significant effect on TikTok customer

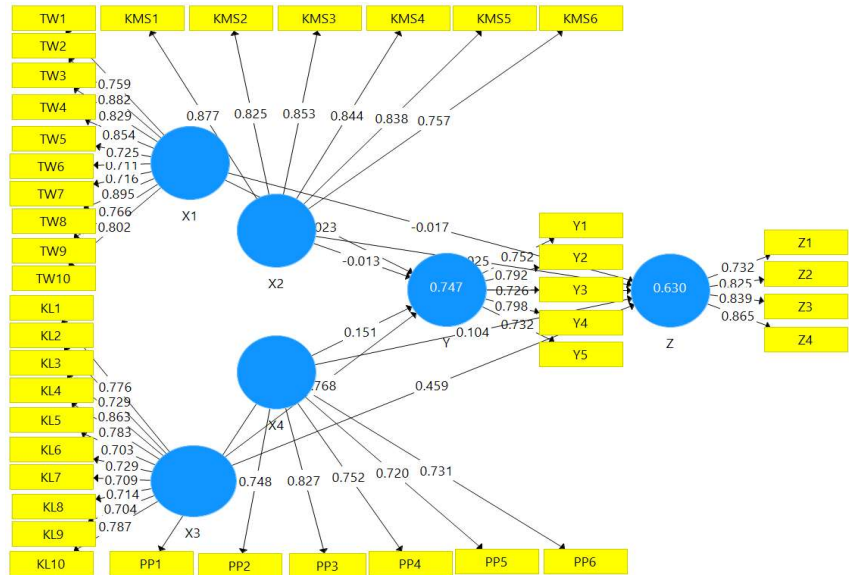
loyalty. Furthermore, this study hypothesizes that website appearance, social media engagement, service quality, and user experience also influence TikTok customer loyalty indirectly through consumer trust as a mediating variable. In addition, consumer trust is hypothesized to have a significant direct effect on TikTok customer loyalty.

RESEARCH METHOD

In this study, the population is TikTok users, specifically Master of Management students at the Faculty of Economics and Business, Pertiba University, Class of 2024, totaling 140 people. Sample Based on calculations using Slovin's formula with a known population of 140 people, it was determined that the number of samples studied was 104 people. The sampling method used in this study is a type of non-probability sampling with purposive sampling technique. According to Sugiyono (2021), non-probability sampling is a sampling technique in which not all members of the population have the same opportunity or chance to be selected as a sample. Meanwhile, according to Sugiyono (2021), purposive sampling is the selection of samples using certain considerations according to the desired criteria in order to determine the number of samples to be studied.

ANALYSIS RESULTS AND DISCUSSION

The management of research data was carried out using SmartPLS Version 4.0.9.4 software with Figure 3 as follows:



Source: SmartPLS Data Output Version 4.0.9.4, 2025

Figure 2: Data Processing Results (PLS Algorithm)

Validity Test

The validity test is used to measure the extent to which the accuracy and precision of a measuring instrument perform its function or provide measurement results that are appropriate by calculating the correlation between each statement and the total score. In research, the validity measurement consists of Convergent Validity and Discriminant Validity. A measurement can be categorized as having convergent validity if the Loading Factor value > 0.60, which is considered valid. The following are the results of the Convergent Validity data processing in the table below, showing the Outer Loading values as follows:

Table 2. Outer Loading Value

Description	Outer Loading	Rule of Thumb	Conclusion
X1.1	0,780	0,600	Valid
X1.2	0,917	0,600	Valid
X1.3	0,878	0,600	Valid
X1.4	0,890	0,600	Valid
X2.1	0,767	0,600	Valid
X2.2	0,745	0,600	Valid
X2.3	0,738	0,600	Valid
X2.4	0,897	0,600	Valid
X2.5	0,769	0,600	Valid
X2.6	0,883	0,600	Valid
X2.7	0,899	0,600	Valid
X2.8	0,885	0,600	Valid
X3.1	0,951	0,600	Valid
X3.2	0,930	0,600	Valid
X3.3	0,925	0,600	Valid
Y1	0,782	0,600	Valid
Y2	0,861	0,600	Valid
Y3	0,874	0,600	Valid
Y4	0,881	0,600	Valid
Z1	0,773	0,600	Valid
Z2	0,754	0,600	Valid
Z3	0,753	0,600	Valid
Z4	0,892	0,600	Valid
Z5	0,788	0,600	Valid
Z6	0,870	0,600	Valid

Source: SmartPLS Version 4.0.9.4 Data Output, 2025

Average Variance Extracted (AVE) Test

If the AVE value of each questionnaire item is greater than 0.5, then the statement can be considered good. In the table below, the results of the Average Variance Extracted (AVE) data processing are as follows:

Table 3. Average Variance Extracted (AVE) Value

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Description	Average Variance Extracted (AVE)	Description
X1	0,890	0,896	0,924	Reliable	0,753	Valid
X2	0,932	0,936	0,945	Reliable	0,682	Valid
X3	0,929	0,947	0,955	Reliable	0,875	Valid
Y	0,872	0,876	0,912	Reliable	0,723	Valid
Z	0,892	0,899	0,918	Reliable	0,651	Valid

Source: SmartPLS Version 4.0.9.4, 2025

As seen in the table above, the data processing results using SmartPLS Version 4.0.9.4 show that all indicators of all the variables above have AVE values > 0.5 . It can be concluded that the AVE values above have high validity. If the measurement model is valid and reliable, the next step, which is the evaluation of the structural model (inner model), can be carried out; if not, the path diagram must be reconstructed.

Reliability Test

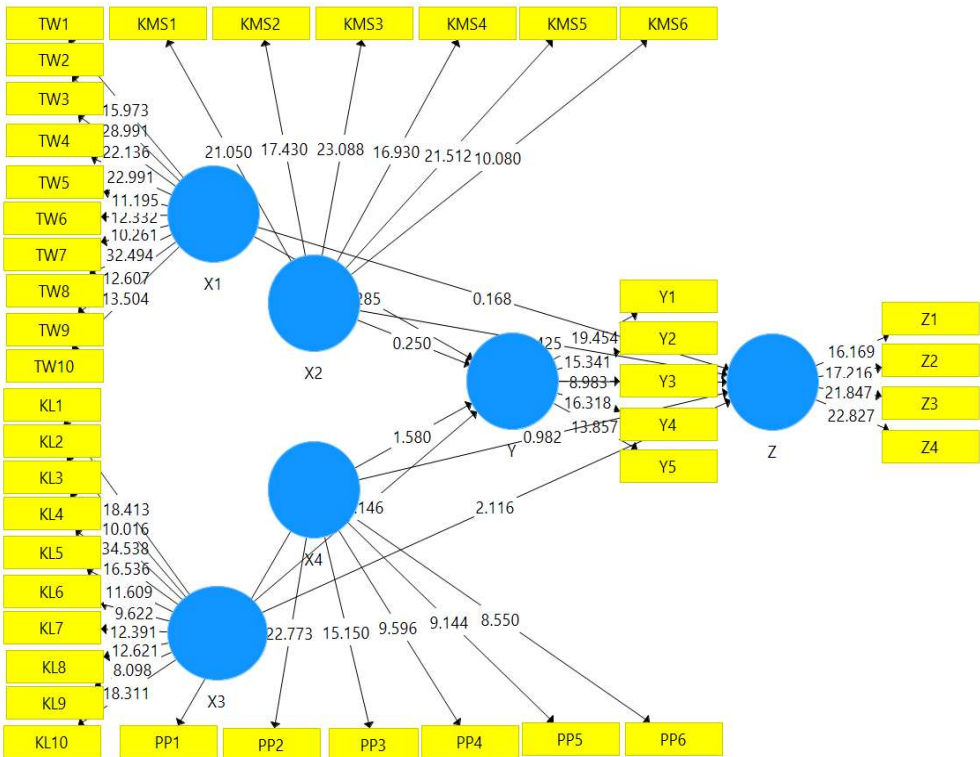
Measuring the reliability of a construct with reflective indicators can be done in two ways, namely using Cronbach’s Alpha and Composite Reliability. A rule of thumb for assessing construct reliability is that the Composite Reliability value must be greater than 0.70. The Composite Reliability values for each indicator can be seen in the following table:

Table 4. Construct Reliability and Validity

Variable	Composite Reliability	Cronbach’s Alpha	Conclusion
Website Appearance (X1)	0,945	0,935	Reliable
Social Media Engagement (X2)	0,932	0,912	Reliable
Service Quality (X3)	0,928	0,914	Reliable
User Experience (X4)	0,889	0,865	Reliable
Customer Loyalty (Z)	0,873	0,818	Reliable
Consumer Trust (Y)	0,889	0,834	Reliable

Source: SmartPLS Version 4.0.9.4 Data Output, 2025

Based on the Construct Reliability and Validity table above, it can be stated that the Composite Reliability value > 0.70 and the Cronbach’s Alpha value > 0.70, thus it is considered reliable. It can be concluded that the variables used have met the construct reliability with values greater than the required threshold, and can be referred to as reliable.



Sumber: Output Data SmartPLS Versi 4.0.9.4, 2025

Figure 3: Bootstrapping

Based on the bootstrapping results shown in the figure above, the following findings were obtained:

1. Website appearance has a significant effect on customer loyalty, as indicated by a t-statistic value of 7.285, which is greater than the t-table value (1.983), and a p-value of 0.005, which is less than 0.05.
2. Social media engagement has a significant effect on customer loyalty, as indicated by a t-statistic value of 8.250, which is greater than the t-table value (1.983), and a p-value of 0.006, which is less than 0.05.
3. Service quality has a significant effect on customer loyalty, as indicated by a t-statistic value of 5.146, which is greater than the t-table value (1.983), and a p-value of 0.000, which is less than 0.05.
4. User experience has a significant effect on customer loyalty, as indicated by a t-statistic value of 2.580, which is greater than the t-table value (1.983), and a p-value of 0.015, which is less than 0.05.
5. Website appearance has a significant effect on customer trust, as indicated by a t-statistic value of 8.168, which is greater than the t-table value (1.983), and a p-value of 0.006, which is less than 0.05.
6. Social media engagement has a significant effect on customer trust, as indicated by a t-statistic value of 6.425, which is greater than the t-table value (1.983), and a p-value of 0.001, which is less than 0.05.
7. Service quality has a significant effect on customer trust, as indicated by a t-statistic value of 2.116, which is greater than the t-table value (1.983), and a p-value of 0.035, which is less than 0.05.
8. User experience has a significant effect on customer trust, as indicated by a t-statistic value of 3.982, which is greater than the t-table value (1.983), and a p-value of 0.027, which is less than 0.05.
9. Customer trust has a significant effect on customer loyalty, as indicated by a t-statistic value of 2.561, which is greater than the t-table value (1.983), and a p-value of 0.007, which is less than 0.05.

R² (R-Square) Analysis

The R-Square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak, respectively (Ghozali & Latan, 2015). The following are the R-Square values in the table below:

Table 5. R Square Value

Variabel	R Square	R Square Adjusted
Y	0,747	0,737
Z	0,630	0,611

Source: SmartPLS Version 4.0.9.4 Data Output, 2025

Based on Table 5 above, from the data processing results on the R-Square value, it shows that the R-Square value of the simultaneous effect (X1, X2, X3) on Y is 0.747 with an Adjusted R-Square value of 0.737. In conclusion, it can be stated that all exogenous constructs (X1, X2, X3) simultaneously influence Y by 0.737 or 73.7%, while the remaining 26.3% is explained by other variables not included in the research model. Since the Adjusted R-Square is more than 50%, the influence of all exogenous constructs (X1, X2, X3) on Y is considered strong.

Meanwhile, the R-Square value for the simultaneous effect of X1, X2, X3, and Y on Z is 0.630, with an Adjusted R-Square value of 0.611. Therefore, it can be said that all exogenous constructs X1, X2, X3, and Y simultaneously affect Z by 0.611 or 61.1%, while the remaining 38.9% is explained by

other variables not included in the research model. Since the Adjusted R-Square is more than 50%, the effect of all exogenous constructs X1, X2, and X3 on Y is considered moderate.

CONCLUSION

From the analysis and discussion presented earlier, the following conclusions can be drawn:

1. Website appearance has a positive and significant impact on TikTok customer loyalty. An attractive interface design and easy navigation enhance user comfort, which in turn strengthens their loyalty.
2. Social Media Engagement has a positive effect on customer loyalty. The presence of social media platforms increases user engagement, which strengthens their relationship with the brand.
3. Service Quality has a significant impact on customer loyalty. Responsive and professional service improves customer satisfaction, encouraging them to remain loyal to the platform.
4. User Experience Positive experiences while using the TikTok platform contribute to increased customer loyalty. Enjoyable and seamless experiences make users more likely to continue using the service. The website's appearance positively affects TikTok customers' trust (case study on all Master of Management students at the Faculty of Economics and Business, Pertiba University).
5. Website appearance has a positive and significant effect on TikTok customer trust (case study on all Master of Management students at the Faculty of Economics and Business, Universitas Pertiba).
6. Social media engagement has a positive effect on TikTok customer trust (case study on all Master of Management students at the Faculty of Economics and Business, Universitas Pertiba).
7. Service quality has a positive effect on TikTok customer trust (case study on all Master of Management students at the Faculty of Economics and Business, Universitas Pertiba).
8. User experience has a positive effect on TikTok customer trust (case study on all Master of Management students at the Faculty of Economics and Business, Universitas Pertiba).
9. Customer trust has a positive effect on TikTok Customer loyalty (case study on all Master of Management students at the Faculty of Economics and Business, Pertiba University). Customer trust mediates the relationship between independent variables (website appearance, social media engagement, service quality, and user experience) and customer loyalty. High trust strengthens the positive influence of these factors on customer loyalty.

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