

THE EFFECT OF E-SERVQUAL AND E-TRUST TOWARDS CUSTOMER SATISFACTION ON TIKTOK SHOP IN MANADO*PENGARUH E-SERVQUAL DAN E-TRUST TERHADAP KEPUASAN PELANGGAN PADA TIKTOK SHOP DI MANADO*

By

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Abstract: The rapid growth of E-Commerce makes customer satisfaction a crucial factor in the increasingly fierce market competition. In the world of e-commerce, customer satisfaction should be a major concern because it is influenced by various factors. To assess the level of customer satisfaction, two important aspects that need to be considered are service quality and E-Trust, which play a major role in building loyalty and improving the online shopping experience. The purpose of this study was to determine the effect of E-Service Quality, and E-Trust on Customer Satisfaction at TikTok Shop in Manado. The research method used in this study is quantitative. The data analysis techniques used in this research is multiple linear regression analysis, using the IBM SPSS 30 statistical program. The result of this study stated that E-Service Quality (X_1), and E-Trust (X_2) have a positive and significant effect on Customer Satisfaction (Y) partially, and then simultaneously E-Service Quality (X_1), and E-Trust (X_2) have a positive significant effect on Customer Satisfaction (Y).

Keywords: E-Service Quality, E-Trust, Customer Satisfaction

Abstrak: Pesatnya pertumbuhan E-Commerce membuat kepuasan pelanggan menjadi faktor krusial dalam persaingan pasar yang semakin ketat. Dalam dunia e-commerce, kepuasan pelanggan harus menjadi perhatian utama karena dipengaruhi oleh berbagai faktor. Untuk menilai tingkat kepuasan pelanggan, dua aspek penting yang perlu diperhatikan adalah kualitas layanan dan E-Trust yang berperan besar dalam membangun loyalitas dan meningkatkan pengalaman berbelanja online. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh E-Service Quality, dan E-Trust terhadap Kepuasan Pelanggan pada TikTok Shop di Manado. Metode penelitian yang digunakan dalam penelitian ini adalah kuantitatif. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda, dengan menggunakan program statistik IBM SPSS 30. Hasil penelitian ini menyatakan bahwa E-Service Quality (X_1), dan E-Trust (X_2) berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan (Y) secara parsial, kemudian secara simultan E-Service Quality (X_1), dan E-Trust (X_2) berpengaruh positif signifikan terhadap Kepuasan Pelanggan (Y).

Kata Kunci: E-Service Quality, E-Trust, Customer Satisfaction

INTRODUCTION

On the rapid growth of the e-commerce sector in Indonesia, customer satisfaction has become a very important aspect in the increasingly competitive market in Indonesia. Kotler and Keller (2016) stated customer satisfaction is the measure of a person's emotional reaction when they consider how their real experience or results align with what they were anticipating. Customer satisfaction is critical to a company's success and longevity, impacting multiple aspects of business operations. High levels of customer satisfaction foster loyalty and retention, encourage repeat purchases, and reduce the likelihood of customers switching to competitors. Meanwhile, consumer dissatisfaction can have a negative impact on business, such as a decrease in customer loyalty, a negative impact on the business's image and reputation, and a decrease in revenue. Overall, good customer satisfaction brings stability, growth, and competitive advantage to a company.

In assessing customer satisfaction in e-commerce, it is essential to take into account service quality and e-trust as significant factors. Customers experience greater satisfaction when they have trust in the security of transactions, the efficiency of order processing, and the protection of their privacy and data. Moreover, the system's

effectiveness in resolving issues and overcoming challenges is crucial for improving customer satisfaction. Customer satisfaction is influenced by the level of customer service offered and its quality, along with how attentive a company is to customer feedback. Continuous enhancements driven by customer feedback also play a role in boosting e-trust and overall customer satisfaction.

Service quality is one of the key factors in determining the success or failure of a business. E-Service Quality is basically the development of Service Quality applied to an electronic medium. According to Yang *et al.*, (2004) the definition of e-service quality is the degree to which an online service meets customers' expectations. Consumer expectations are the standards they have when using online services. These expectations can range from speed and efficiency of service, personal security, to ease of navigation on the online service media used. e-service quality is measured based on how well online services can meet or exceed the expectations that customers already have in mind. If online services can meet these expectations, customers are more likely to be satisfied and have a positive experience. Conversely, if the service does not meet expectations, customers may feel disappointed and dissatisfied. In other words, electronic service quality is considered good if customers feel that the service, they receive is appropriate or better than they expected.

According to Kotler and Armstrong (2018), Trust refers to a customer's descriptive thoughts about something, based on actual information, opinion, or belief, and may or may not have an emotional component. In the context of e-commerce, e-trust means that customers feel confident that they can carry out transactions safely and that the service or product they receive will match consumer expectations based on what is advertised or promised. According to Gefen, Karahanna, and Straub (2003), trust is important because it increases customer participation in online transactions. E-trust reduces the uncertainty and risk felt by users in the online environment. And high trust motivates users to share personal information and make purchases, which is essential for the growth of e-commerce. Juwaini *et al.* (2022) state that e-trust increases customer satisfaction by creating feelings of security and confidence in online transactions. High trust makes customers feel comfortable and satisfied with the services provided. Therefore, building strong e-trust is key in ensuring a positive online shopping experience and maintaining customer loyalty.

Understanding the factors that influence Consumer Satisfaction on TikTok Shop is critical for business leaders in E-commerce. Knowing what makes consumers satisfied or dissatisfied allows the business to discover areas for improvement in order to improve the consumer experience and sustain client loyalty. Furthermore, having a better grasp of these elements can aid in developing more successful marketing strategies and increasing firm competitiveness in an increasingly competitive market. Thus, research on the impact of e-servqual and e- on consumer satisfaction is not only useful in business, but it may also contribute significantly to the academic literature on service management and customer experience.

Research Objectives

The purposes of this research are:

1. To know the influence of E-Servqual effect on customer satisfaction on TikTok shop in Manado.
2. To know the influence of E-Trust on customer satisfaction on TikTok shop in Manado.
3. To know the influence of E-Service quality and E-Trust effect on customer satisfaction on TikTok shop in Manado.

LITERATURE REVIEW

E-Servqual

E-service quality is described as the ease with which a website supports the buying, purchasing, and delivery of goods and services (Singh, 2019). E-service quality is critical in acquiring and maintaining business-to consumer (B2C) customers in the e-commerce market. Furthermore, e-service quality is defined as the degree of electronic services that can effectively and efficiently satisfy the demands of relevant customers. Noorshella, Abdullah, and Nursalihah (2015) stated that electronic service quality was increasingly recognized as an important aspect as well as the key in determining the competitive advantage and factor in the long-term retention of firms operating online.

E-Trust

Online trust can be said as e-trust. E-trust is the basic consumer belief in an online-based service and is the basis for conducting online transaction activities. Liani and Yusuf (2021) define e-trust as customer confidence in firms that offer online products or services that they can trust or rely on to execute on their promises in accordance

with onsumer expectations. Meanwhile Malau (2018) define buyer trust as the most crucial factor, because commerce is conducted online, vendors and buyers may only interact indirectly.

Customer Satisfaction

Parasuraman (2010) state that customer satisfaction is the level of pleasure obtained by a consumer when comparing what is received with what the customer wants because it matches the expectations received based on the quality of a product and service provider, making consumers feel more satisfied. Apart from that, according to Kotler and Keller (2016), customer satisfaction is the key to creating loyalty and reducing the likelihood of customers switching to competitors.

Conceptual Framework

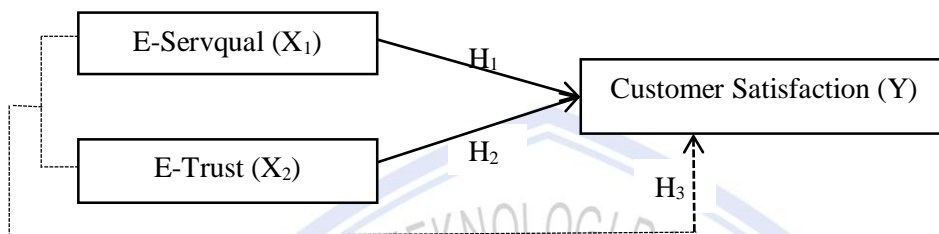


Figure 1. Conceptual Framework
 Source: Literature Review (2024)

Research Hypothesis

- H1: E-servqual is partially influence customer satisfaction on TikTok shop in Manado.
- H2: E-trust is partially influence customer satisfaction on TikTok shop in Manado.
- H3: E-servqual and E-trust are simultaneously influence customer satisfaction on TikTok shop in Manado.

RESEARCH METHOD

Research Approach

This research uses a quantitative method by collecting data through a Google Form-based questionnaire. The data obtained was analyzed using multiple linear regression methods with the help of SPSS version 30 software to ensure accurate and measurable results.

Population, Sample size, and Sampling Technique

This research focuses on TikTok Shop users in Manado with a sample of 100 respondents who have experience using the application. The sample selection was carried out using the purposive sampling method, where respondents were selected based on criteria in accordance with the research objectives.

Data Collection Method

This study used two data sources, namely primary data and secondary data. Primary data was collected through electronic questionnaires filled out by respondents, while secondary data was obtained from books, journals, and various relevant information accessed through the internet.

Operational Definition and Indicator Of Research Variables

1. E-Service Quality. E-service quality is a concept that refers to the measurement of service quality in an electronic or online environment. Indicators: Reliability, Responsiveness, Privacy/Security, Quality Information, Ease Of Use, Web Design (Ladhari, 2010)
2. E-Trust. E-trust refers to the degree of confidence of trust that an individual or customer has in a system, platform, of an electronicity. Indicators: Integrity, Competence, Consistency, Loyalty, Openness (Robbins and Judge, 2008).
3. Customer Satisfaction. Customer Satisfaction is the customer’s feelings of pleasure or disappointment resulting from comparing the product’s perceived performance to the customer’s expectation. Indicators: Consumer

Data Analysis Method

Validity and Reliability Tests

Validity is often defined as the extent to which an instrument measures what it asserts to measure. It is the degree to which the results are truthful. Ghozali (2011) state that the validity test aims to assess the validity of a questionnaire. A questionnaire is considered valid if the statements are able to reflect the aspects that the questionnaire wants to measure.

The reliability refers to a measurement that supplies consistent results with equal values. Reliability is used to evaluate the stability of measures administered at different times to the same individuals and the equivalence of sets of items from the same test (Kimberlin and Winterstein, 2008). According to Ghozali (2011), a questionnaire is categorized as reliable or trustworthy if the responses to the statements remain consistent or stable over time

Testing of Classical Assumption

Multicollinearity Test

Ghozali (2011) state that the multicollinearity test aims to identify whether the regression model found a strong correlation between the independent variables. A good regression model should not correlate. To determine whether or not there is multicollinearity in the regression model, it can be seen from the following condition: if the tolerance value is ≥ 0.10 and $VIF \leq 10.00$ it can be concluded that there is no symptoms of multicollinearity; and if the tolerance value is < 0.10 and $VIF > 10.00$ it is concluded that symptoms of multicollinearity have occurred.

Heteroscedasticity Test

Ghozali (2011) state that the heteroscedasticity test aims to test whether the regression model has an inequality of variance and residuals from one observation to another observation. Good regression should not occur in heteroscedasticity. To find whether or not there is heteroscedasticity in the regression model, it can be seen from the following condition: If the sig value ≥ 0.05 then the heteroscedasticity test passes; and if the sig value < 0.05 then it does not pass the heteroscedasticity test

Normality Test

The purpose of the normality test is to see whether in the regression model the independent variable, dependent variable, or both are normally distributed or not.. The basis for drawing conclusions can be seen from the significance below: If the sig value is ≥ 0.05 then the data is normally distributed; and if the sig value is < 0.05 then the data is not normally distributed

Multiple Linear Regression Analysis

Multiple linear regression is used to model the relationship between one numeric outcome or response or dependent variable (Y), and several (multiple) explanatory or independent or predictor or regression variables (X). The formula of multiple regression models in this research is shown below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:

Y = Customer satisfaction

α = Constant

X1 = E-service quality

X2 = E-trust

β_1 = The regression coefficient of E-service quality

β_2 = The regression coefficient of variable E-trust

ε = Error

Testing Of The Goodness Of Fit: Coefficient Of Determination (R^2) and Coefficient Of Correlation (R)

The coefficient of determination (r^2) is used to measure how far the independent variable (X) can explain the dependent variable (Y). The higher the (R^2) value indicates that the ability of the independent variable to explain variations in the dependent variable is stronger.

The correlation coefficient test (R test) aims to measure the extent of the relationship between the independent variable (X) and the dependent variable (Y). The R test value ranges from 0 to 1; the closer to 1, the stronger the relationship between the two variables, while values closer to 0 indicate a weaker relationship

Hypothesis Testing

F-Test

The F test is a testing method used to reveal the significant influence of independent variables simultaneously on the dependent variable. The F test can be searched by using the method:

- If the $F_{count} \geq F_{table}$ as confidence level of 95% ($\alpha=0.05$), It means the original hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. Then all the independent variables have a significant effect on the independent variable simultaneously.
- If the $F_{count} < F_{table}$ as confidence level of 95% ($\alpha=0.05$), It means the original Hypothesis (H_0) is accepted and the alternative hypothesis (H_a) is rejected. Then all the independent variables do not have a significant effect on the dependent variable simultaneously.

T-Test

The t-test is a testing technique to determine the effect of the independent variable partially which affects the dependent variable. The t-test can be done by:

- If the $t_{count} \geq t_{table}$ as confidence level of 95% ($\alpha=0.05$), then H_a is accepted and H_0 is rejected. It means the independent variable has a significant effect on the dependent variable partially.
- If the $t_{count} < t_{table}$ as confidence level of 95% ($\alpha=0.05$), then H_a is rejected and H_0 is accepted. It means the independent variable has no significant effect on the dependent variable partially.

RESULT AND DISCUSION

Result

Validity and Reliability Test Result

Table 1. Result of Validity Test

Variable	Item	Rcount	Rtable	Status
E-Service Quality (X_1)	X _{1.1}	0,196	0,738	Valid
	X _{1.2}	0,196	0,788	Valid
	X _{1.3}	0,196	0,799	Valid
	X _{1.4}	0,196	0,881	Valid
	X _{1.5}	0,196	0,819	Valid
	X _{1.6}	0,196	0,790	Valid
E-Trust (X_2)	X _{2.1}	0,196	0,813	Valid
	X _{2.2}	0,196	0,848	Valid
	X _{2.3}	0,196	0,832	Valid
	X _{2.4}	0,196	0,881	Valid
	X _{2.5}	0,196	0,852	Valid
Customer Satisfaction (Y)	Y1	0,196	0,871	Valid
	Y2	0,196	0,871	Valid
	Y3	0,196	0,819	Valid
	Y4	0,196	0,840	Valid
	Y5	0,196	0,897	Valid
	Y6	0,196	0,819	Valid

Source: Data Processed (2024)

Based table 1, it can be concluded that all question items in the independent and dependent variables are declared valid. This is because each statement meets the predetermined criteria, which is the Rcount must be greater than Rtable of 0.196.

Table 2. Result of Reliability Test

Variable	Cronch's Alpha	Cronch's Alpha Value	Description
E-Service Quality (X ₁)	0.890	>0.60	Reliable
E-Trust (X ₂)	0.898	>0.60	Reliable
Customer Satisfaction (Y)	0.935	>0.60	Reliable

Source: Data Processed (2024)

Based table 2, it can be seen that the E-Servqual (X₁) and E-Trust (X₂) variables, as independent variables in this research, have an average Cronbach Alpha coefficient value of 0.89. Meanwhile, for the dependent variable, namely Customer Satisfaction, the Cronbach Alpha value reached 0.932. This shows that both variables, both independent and dependent are reliable.

Classical Assumption Tests

Normality Test

Table 3. Result of Normality Test

→ NPar Tests

		Unstandardize d Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.19097650
Most Extreme Differences	Absolute	.088
	Positive	.063
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed) ^c		.056
Monte Carlo Sig. (2-tailed) ^d	Sig.	.057
	99% Confidence Interval	
	Lower Bound	.051
	Upper Bound	.063

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processed (2024)

The results of the normality test show that the significant value is 0.57 > 0.05, indicating that the data is normally distributed.

Multicollinearity Test

Table 4. Result of Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.450	2.222
	X2	.450	2.222

a. Dependent Variable: Y

Source: Data Processed (2024)

Based table 3, the multicollinearity test results of both independent variables have a tolerance value > 0.10 and VIF < 10.00. With E-Servqual (X₁) whose tolerance value is 0.450 and VIF is 2.222. And E-Trust (X₂) has a tolerance value of 0.450 and a VIF of 2.222. So, it can be concluded that there is no symptoms of multicollinearity.

Heteroscedasticity Test

The results of the heteroscedasticity test show that all independent variables have a sig value > 0.05. Variable E-Servqual (X₁) is 0.136 and E-Trust (X₂) is 0.231. From the result it can be concluded that there is no symptoms of heteroscedasticity or passing the heteroscedasticity test.

Table 5. Result of Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.372	.877		2.703	.008
	X1	-.083	.056	-.225	-1.502	.136
	X2	.086	.071	.180	1.204	.231

a. Dependent Variable: ABS_RES

Source: Data Processed (2024)

Multiple Linear Regression Analysis

Table 6. Result of Multiple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.512	1.279		-.400	.690
	X1	.330	.081	.306	4.071	<.001
	X2	.849	.104	.616	8.194	<.001

a. Dependent Variable: Y

Source: Data Processed (2024)

The equation as follows:

$$Y = -0.512 + 0.330X_1 + 0.849X_2 + e$$

The explanation of the statistical equation is:

1. The constant value of -.512 is obtained. This means that if the independent variable E-Servqual (X₁) and E-Trust (X₂) are equal to zero, then the value of the dependent variable Customer satisfaction (Y) is -.512.
2. The regression coefficient beta of variable (X₁) which in this study is Eservice Quality has a value of 0.330. Which means that if E-Service Quality increases by 1 unit assuming other variables are constant, then the dependent variable Customer Satisfaction (Y) changes by 0.330.
3. The regression coefficient beta of variable (X₂), which in this study is ETrust, has a value of 0.849, which means that if the E-Trust increases by 1 unit assuming other variables are constant, the E-Trust (X₂) variable will affect Customer Satisfaction (Y) by 0.849.

Coefficient of Determination (R²) and Coefficient of Correlation (R) Test Result.

Table 7. Result of R² AND R Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.753	.748	3.22371

a. Predictors: (Constant), X₂, X₁

Source: Data Processed (2024)

Based on the table 7, the adjusted R Square value is 0.753. This means that the Coefficient of Determination value shows that the independent variable EServqual (X₁), and E-Trust (X₂) contribute to dependent variable, the Customer Satisfaction (Y) variable by 0.753 while 0.247 is influenced from other variables outside this regression model. Then for the correlation coefficient (R) shows a value of 0.868, which indicates that the relationship between E-Service Quality (X₂) and E-Trust (X₂) on Customer Satisfaction (Y) is identified as very strong.

Hypothesis Testing

T-Test Result

Table 6 shows that:

1. Tcount of E-Servqual (X_1) is $4.071 > t_{table} 1.985$. Then (H_1) is accepted and (H_0) is rejected. It means the independent variable E-Servqual (X_1) partially have a positive effect on the dependent variable Customer Satisfaction variable (Y) on TikTok Shop in Manado.
2. Tcount of E-Trust (X_2) is $8.194 > t_{table} 1.985$ then (H_2) is accepted and (H_0) is rejected. It means the independent variable E-Trust (X_2) partially have a positive effect on the dependent variable Customer Satisfaction variable (Y) on TikTok Shop in Manado.

F-Test

Based on the table 8, the result show that Fcount $148,020 > F_{table} 3,089$, and the sig value is $<.001$. That means, (H_0) is rejected and (H_3) is accepted. Meaning that independent variable E-Servqual (X_1) and E-Trust (X_2), simultaneously or together have a positive effect on the independent variable Customer Satisfaction (Y) on TikTok Shop Manado.

Table 8. Result of F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3076.539	2	1538.270	148.020	<.001 ^b
	Residual	1008.051	97	10.392		
	Total	4084.590	99			

a. Dependent Variable: Y
 b. Predictors: (Constant), X2, X1

Source: Data Processed (2024)

Discussion

The Effect of E-Service Quality (X1) on Customer (Y)

The results show that E-Service Quality has a significant positive impact on Customer Satisfaction at TikTok Shop in Manado. This finding confirms that the E-Service Quality provided by e-commerce platforms plays an important role in shaping consumers' shopping experience. A good level of E-Service Quality is closely correlated with a positive shopping experience for consumers. The results of this study are in line with the findings of a previous study by Prasetyo and Yusran (2022), which showed that the provision of good E-Service Quality on e-commerce platforms has a positive and significant effect on consumer satisfaction. These two findings indicate that the better the quality of electronic services provided by the provider, in this case the e-commerce platform, the higher the level of satisfaction felt by consumers. Indriastuti et al., (2022) research also provides similar results, which further strengthens the understanding that optimal digital service quality is essential in increasing customer satisfaction in the e-commerce market. In this study, E-Service Quality is measured using several indicators, namely consistency in service provision, ease of use of the platform, data and transaction security, reliability of information provided, and attractive visual appearance. All of these indicators are important in creating a satisfying shopping experience for customers. Therefore, TikTok Shop's efforts to maintain and also improve electronic aspects of service quality can be a strategic step to remain competitive and excel in an increasingly crowded market. Given the rapid growth of the e-commerce industry in Indonesia, competition in the e-commerce market is also getting tougher. This condition encourages companies to continue to innovate and create various strategies to attract consumer attention. One factor that is now a major concern is E-Service Quality. Modern consumers are not only looking for quality products, but also a fast, convenient and enjoyable online shopping experience. Therefore, focusing on improving and maintaining E-Service Quality has become very important for e-commerce platforms.

The Effect of E-Trust (X2) on Customer satisfaction (Y)

The results show that E-Trust has a significant positive impact on Customer Satisfaction at TikTok Shop. This finding confirms that the level of E-Trust that consumers have towards e-commerce platforms plays an important role in shaping their shopping experience. A high level of trust is closely correlated with a positive shopping experience for consumers. The results of this study are in line with the findings of a previous study by Fauziah, Arisman, dan Lestari (2023) which stated that E-Trust has a positive effect on consumer satisfaction. This means that if the supporting indicators of E-Trust are well implemented by the TikTok Shop e-commerce platform, consumers will feel safe in their involvement with this provider which in turn will result in feelings of pleasure and

satisfaction. Kundu and Datta (2019) also provides similar results, which further strengthens the understanding that optimal fulfillment of E-Trust indicators is also important in increasing customer satisfaction in the e-commerce market. The E-Trust in this study is measured using several indicators, such as integrity, competence, consistency, loyalty, and openness in its application. These things refer to the company's ability to be able to provide services with integrity in providing services must ensure that the services provided are honest, consistent, and fulfill the commitments that have been made to consumers. In addition, it is important for companies to protect personal data and consumer transactions safely, in accordance with the promises made. Transparency in policies and procedures is also a key aspect, where companies must clearly communicate the rules that apply and ensure that these policies are implemented consistently. By maintaining integrity in every aspect of service, companies can build strong consumer trust, which in turn will increase customer satisfaction and loyalty. The importance of paying attention to the E-Trust aspect for e-commerce lies in its central role in building a strong and lasting relationship between ecommerce platforms and consumers. In the growing digital era, consumers need a sense of security in online transactions, especially in relation to the protection of personal data and the reliability of the information provided. E-Trust includes factors such as transaction security, policy transparency, and assurance that promised services will be delivered as expected. When consumers feel trust and confidence in e-commerce platforms, they tend to make more frequent purchases and become loyal customers. In the midst of increasingly fierce e-commerce market competition, maintaining and building E-Trust is important to be considered by the TikTok Shop platform. Because being able to maintain consumer trust well can be a significant competitive advantage for TikTok Shop. Moreover, currently in Indonesia, the e-commerce market is now filled with many choices for consumers.

The Effect of E-Service Quality (X1) and E-Trust (X2) on Customer Satisfaction (Y)

The results showed that E-Service Quality and E-Trust have a significant positive impact on Customer Satisfaction at TikTok Shop. This finding is supported by Fauzi (2021) that both aspects simultaneously affect consumer satisfaction. This indicates that the better the quality of electronic services and the level of trust provided by TikTok Shop, the higher the level of satisfaction felt by consumers. In the context of E-Service Quality, several important aspects are of primary concern, such as consistency in service provision, ease of use of the platform, data and transaction security, information reliability, and attractive visual displays. These aspects play an important role in creating a fast, convenient, and enjoyable shopping experience. When the quality of service provided by TikTok Shop meets or even exceeds consumer expectations, this directly contributes to increased customer satisfaction with the platform. Conversely, if these aspects are not managed well, consumers may feel frustrated and reluctant to use the platform. On the other hand, E-Trust is a key element in building a strong relationship between TikTok Shop and its customers. This trust includes integrity, competence, consistency, loyalty, and openness. In practice, the company's integrity is seen through its commitment to providing honest and consistent services, as well as fulfilling promises made to consumers. Competence refers to the platform's ability to provide reliable services that meet consumer expectations, while consistency requires TikTok Shop to maintain service standards in every transaction. Loyalty and transparency require the company to be transparent in its policies and procedures, and ensure that they are implemented fairly and consistently. In addition, in the risky digital era, protection of personal data and transaction security is an inevitable requirement. Consumers need assurance that their information is safe and their transactions are protected, which if not met, can affect their level of trust in the platform. Therefore, TikTok Shop's focus on maximizing E-Service Quality and E-Trust can be strategic to create a positive shopping experience, which in turn will increase Customer Satisfaction and strengthen the platform's position in an increasingly competitive market.

CONCLUSION AND RECOMMENDATION

Conclusion

1. E-Service Quality partially has a significant positive influence on Customer Satisfaction in TikTok Shop in Manado.
2. E-Trust partially has a significant positive influence on Customer Satisfaction in TikTok Shop in Manado.
3. E-Service Quality and E-Trust simultaneously have a significant positive influence on Customer Satisfaction on TikTok Shop in Manado.

Recommendation

1. Electronic Service Quality greatly affects customer satisfaction. Based on the results of the study, it is suggested that TikTok Shop needs to improve or maintain aspects of their online service quality such as application navigation, payment and shipping speed, data security with two-factor authentication, responsive customer service, and transparency of product information through reviews and videos. These improvements will strengthen customer trust, loyalty, and satisfaction.
2. E-Trust plays an important role in customer satisfaction at TikTok Shop. Based on the research results, it is recommended that TikTok Shop maintain and improve aspects that can provide a feeling of security and comfort for consumers when engaging with this platform such as strengthening transaction and data security, increasing transparency of return policies and product information, providing clearer seller reviews and transaction history, and ensuring responsive communication. With consistency and transparency, TikTok Shop can build trust, loyalty, and satisfaction for customers.
3. To maintain customer satisfaction, TikTok Shop needs to deliver relatable emotional content, implement community-based marketing strategies, and provide clear product information. Loyalty programs, discounts, and personalized follow-up can encourage repeat purchases, while user communities strengthen trust. Business transparency, quick response to complaints, and user interface optimization will ensure a smooth shopping experience. With these measures, TikTok Shop can increase customer satisfaction and loyalty.

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