



## **Analysis Of Interest In Shopping Again Online On The Tiktok Store**

Muhamad Adrian Agusta

Management Department, Indonesian Islamic University Yogyakarta

### **INFO ARTIKEL**

### **Abstract**

#### **Keywords:**

TikTok, consumer experience, perceived value, satisfaction, purchase intention

*A This research aims to look at the factors that influence consumers' interest in shopping again on the TikTok Shop application. The data used was 207 respondents who had used TikTok shop for shopping. The analysis methodology used is Structural Equation Modeling Partial Least Square (SEM-PLS). The results of this research found that consumers' interest in shopping again on the TikTok Shop application is positively influenced by variables such as TikTok video content, consumer experience, perceived value and consumer satisfaction. Furthermore, this research also found that consumer satisfaction in shopping at TikTok Shop can be positively influenced by the quality of TikTok video content, consumer experience and perceived value. The findings of this research can certainly be useful in determining the business strategy needed for applications like TikTok.*

✉ Corresponden Author  
(\* ) Author

Email:  
[adrianagusta00@gmail.com](mailto:adrianagusta00@gmail.com)

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### **INTRODUCTION**

Currently, online buying and selling is no longer only done through marketplace platforms, but is also done massively through social media. Most social media are equipped with marketplace features, making it possible for consumers to transact online via their social media. Based on Statista data (2023), Facebook is still the social media platform most used by Indonesians, followed by Instagram and YouTube. However, apart from the three big social media, TikTok is one that has experienced quite significant development in recent years.

TikTok is a social media application that allows users to create and share short videos immortalized with music and special effects. TikTok has become very popular all over the world and is often used to create funny, creative and

entertaining content. TikTok (2021) revealed that their active users reached 1 billion every month.

One of the things that differentiates TikTok from other social media platforms is its focus on creating and sharing short videos immortalized with music and special effects. TikTok also has features that allow users to easily create and edit videos, as well as find and follow content they like using a sophisticated recommendation algorithm.

Research conducted by Sharabati et al. (2022) showed that the following factors significantly influence satisfaction with using TikTok: self-expression, informativeness, sense of belonging, and trends on TikTok. However, the following factors did not have a significant effect on satisfaction: socialization, affection on TikTok, and past experience on TikTok. These factors can explain 48.5% of satisfaction. Finally, satisfaction has a significant positive influence on intention to continue using TikTok and can explain 30.6% of intention to continue using TikTok.

This repurchase behavior at the TikTok Shop is known as repurchase intention. Repurchase intention refers to the level of consumer willingness to repurchase a product or service, which is a clear, objective, and observable purchasing behavior (Huang et al., 2014). Repurchase intention also refers to a consumer's intention to make another purchase of a particular brand or company in the future. This intent is often influenced by the consumer's overall satisfaction with the product or service, their perceived value for money, and their overall experience with the company.

Harrison (2004) considers repurchase as the actual intensity of repurchase behavior. Consumers with stronger repurchase intentions are more likely to make repeat purchases. The relationship between behavior and repurchase intention is similar to the relationship between behavior and awareness, and understanding the factors that influence repurchase intention can help promote repurchase behavior.

Repurchase intention is a measure of consumer satisfaction which is measured through behavior such as asking consumers whether they plan to shop or use the company's services again (Tjiptono, 2014). In the context of e-commerce, individuals' repurchase intentions can be reflected in their decisions to make additional purchases after experiencing a satisfactory shopping experience on the platform. This satisfaction, called electronic satisfaction or e-satisfaction, is the enjoyment obtained from using e-commerce applications.

Short videos are a new form of video that are usually played by viewers who are active on social media. The duration of short videos is vaguely defined. In general, short videos are five seconds to five minutes long. Production is relatively easy and the cost is low. Meanwhile, the content is usually rich and smooth, and adapts to a fast-paced life. In addition, the vertical screen mode in line with mobile phone users' habits and the application of artificial intelligence technologies such as facial recognition make short videos more entertaining and interactive (Xiao et al., 2019).

Digital content like what is available on TikTok can act as a medium for digital marketing. Currently, digital marketing is widely distributed via social media platforms. Research by Manzoor et al. (2020) found that social media has a significant influence in encouraging interest in shopping online. Therefore, marketing via social media is very necessary today.

Consumer satisfaction is an important element in service delivery because understanding and satisfying consumer needs and desires can result in increased

market share from repeat purchases. In general, consumer loyalty is behavior while consumer satisfaction is attitude. Therefore, there are certain differences between the factors that influence consumer satisfaction and consumer loyalty (Gajjar, 2013).

There are several theories that have been put forward to explain how consumer satisfaction is formed and how it influences it. One of the most well-known theories is Expectation Disconfirmation Theory, which states that consumer satisfaction is determined by the extent to which consumer expectations are met or exceeded. According to this theory, consumers form expectations about a product or service based on past experiences, advertising, and other sources of information. When a product or service meets or exceeds these expectations, consumers are satisfied. If a product or service fails to meet these expectations, consumers are dissatisfied.

Boydric (1996) states that one of the most important goals of business is to increase profits in a sustainable manner. Therefore companies need to improve their relationships with consumers, improve consumer experience and create good brand loyalty.

According to Carbone & Haeckel (1994), consumer experience is the aggregate consumer perception created by the entire process experienced by consumers when shopping and using the products purchased. This entire process involves the emotions and perceptions of consumers. Chang & Horng (2010) introduced the Quality Experience Model where the quality of experience is determined by five main dimensions, namely the physical surroundings, the consumer himself, the service provider, other consumers, and customer companions.

Zeithaml (1988) defines perceived value as a consumer's overall assessment of the usefulness of a product based on perceptions of what is received and what is given. The process of determining perceived value is clearly presented from the definition. Perceived value is the result of consumers' perceptions (expectations) before purchase, evaluation during the transaction (expected vs. received), and post-purchase assessment (expected vs. realized).

Consumer perceived value involves the difference between benefits and sacrifices received. McDougall & Levesque (2000) define perceived value as the results or benefits that consumers receive in relation to the total cost of the price paid plus other costs associated with the purchase. These benefits include the value that consumers want. Meanwhile sacrifices include monetary and non-monetary sacrifices (Dodds et al, 1991).

In several previous studies, Song et al. (2022) found that the live streaming feature had a positive impact on consumers' perceived utility value and trust. While Lin et al. (2022) found that the presence of short video content can increase the level of consumer satisfaction when shopping online. This research even found that short video content, consumer experience, and consumer perceived value can drive consumer satisfaction to different levels.

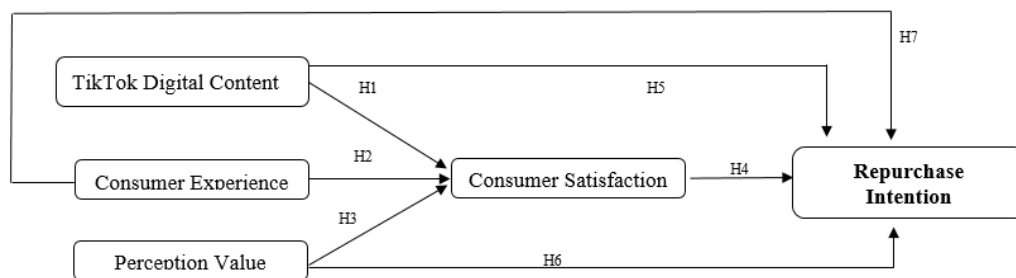
Meanwhile, Peter and Olson (2010) argue that consumer satisfaction is an important concept in the study of marketing and consumer behavior. If consumers are satisfied with a product or brand, they will continue to repurchase the product.

Dalla (2015) shows that consumer experience is an important element in the process of forming consumer satisfaction. Relevant consumer experiences derived from various elements of the marketing mix in a particular context should

be considered as drivers of consumer satisfaction. Product experiences are the result of an emotional connection, while emotions are the result of internal stimuli. Meanwhile, they share the belief that consumer satisfaction is a manifestation of emotions that can be positive or negative, and short-term or long-term (Šerić et al., 2020).

Sweeney & Soutar (2001) revealed that if a consumer perceives a higher functional value of a product or service to meet his or her requirements and needs, the overall evaluation and feelings emanating from the product or service will be enhanced accordingly. In line with these results, Zang et al. (2022) found that perceived functional value had a positive effect on community interactions but did not have a significant effect on consumers' repurchase intentions.

This research tries to develop previous research conducted by Lin et al. (2022). In contrast to this research, the model in this research also tests the relationship directly from exogenous variables such as TikTok video content, consumer experience, and perceived value. In this way, the research model can be seen as below:



**Figure 1. Research Model**

## RESEARCH METHODOLOGY

The analytical method used in this research is Structural Equation Modeling Partial Least Square. SEM-PLS SEM-PLS testing in this research was carried out using Smart PLS 3.0 software. According to Hair et al. (2019), Smart PLS makes it easier to carry out tests more simply.

The type of data used in this research is primary data. The sampling method used in this research was purposive sampling. In this study, the purposive sampling criteria were TikTok users and had shopped on TikTok.

## RESULT

The amount of data collected through distributing questionnaires was 213 samples. However, of the 213 samples obtained, there were 6 samples that had a missing value problem in one of the indicators, so only 207 samples were used as research objects. A further general description of the data sample can be seen in the table below.

Validity and Reliability. Reliability can be achieved when the composite reliability (CR) value is in the range of 0.60 to 0.70 or more (Nunally & Bernstein, 1994). In the table above, we can see that the Composite Reliability (CR) value for all variables is greater than 0.6. The consumer experience variable is more than 0.6, meaning that the indicators for each variable are reliable.

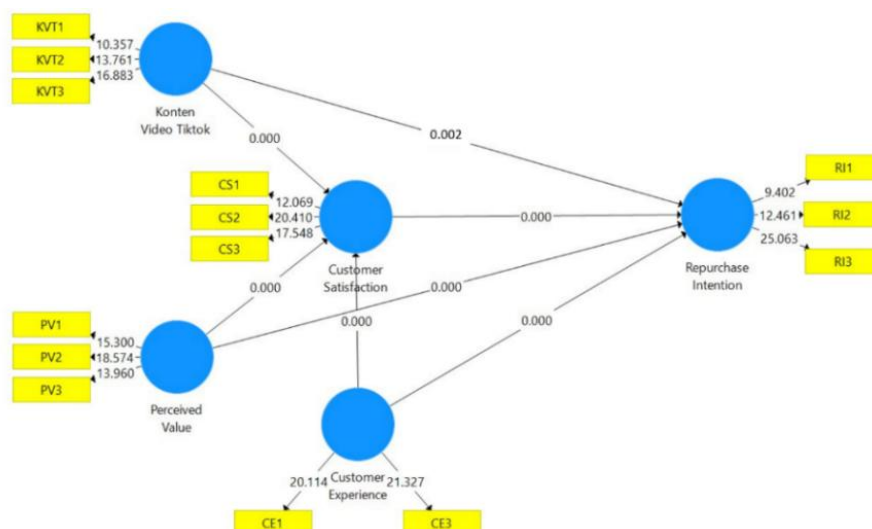
The next stage is to see the results of convergent validity testing. The convergent validity of an indicator can be seen through the values of outer loading and Average Variance Extracted (AVE). The condition for fulfilling convergent validity is when the outer loading value of each indicator is at least 0.708 and the AVE value is at least 0.5. The results of convergent validity testing can be seen in the table below:

**Table 1. Validity and Reliability**

	Outer Loading	Average Variance Extracted (AVE)	Composite Reliability
CE1 <- Experience consumer	0.825	0.679	0.809
CE3 <- Experience consumer	0.822		
CS1 <- Satisfaction consumer	0.721		
CS2 <- Satisfaction consumer	0.806	0.579	0.804
CS3 <- Kepuasan consumer	0.781		
KVT1 <- Konten Video Tiktok	0.716	0.553	0.787
KVT2 <- Konten Video Tiktok	0.742		
KVT3 <- Konten Video Tiktok	0.772		
PV1 <- Persepsi nilai	0.754	0.589	0.811
PV2 <- Persepsi nilai	0.785		
PV3 <- Perception mark	0.762		
RI1 <- Intention buy return	0.727	0.592	0.813
RI2 <- Intention buy return	0.749		
RI3 <- Intention buy return	0.828		

Based on the table above, in general the outer loading value for all indicators is greater than 0.708, meaning that all indicators have met the minimum required loading factor value. Furthermore, the AVE values for all variables also show greater than 0.5. This means that it can be concluded that all the indicators in this research have met the requirements specified in convergent validity. The loading factor values of all indicators are also greater than the cross loading values. Thus, all indicators have met the requirements for discriminant validity.

Significance Test. This test is carried out to find relationships between variables according to the research model used. The decision whether a variable has an influence or not can be seen from the p-value and t-statistic.



**Figure 2. SEM PLS Analysis Results**

	Original Samples	Standard Deviation	T Statistics	P Values
Experience consumer -> Satisfaction consumer	0.229	0.046	4,942	0,000
Experience consumer -> Intent buy return	0.212	0.053	4,023	0,000
Satisfaction consumer -> Intent buy return	0.287	0.077	3,689	0,000
TikTok Video Content -> Satisfaction consumer	0.368	0.062	5,879	0,000
TikTok Video Content -> Intent buy return	0.106	0.064	3. 2 40	0.0 02
Perception value -> Satisfaction consumer	0.375	0.071	5,350	0,000
Perception value -> Intent buy return	0.366	0.063	5,854	0,000

## DISCUSSION

Based on test results, TikTok video content is proven to influence the level of consumer satisfaction in shopping on TikTok. These results are in line with research conducted by Lin et al. (2022) who also found that short video content can increase consumer satisfaction in online shopping. Currently, video content is often used as a promotional medium in the digital era. Through video content, sellers can visualize the products being sold very well. So users feel more helped in determining which product they should buy.

TikTok video content helps consumers shop online. The TikTok report (2022) reveals that 48% of TikTok users discover new products through content created by celebrities and public figures. 25% of users discover new products through content created by TikTok creators. 23% of audiences discover new products based on trends provided by TikTok. TikTok also helps consumers to research the products they want to buy.

TikTok video content has also been proven to have a positive influence on consumers' interest in shopping again online. These results are in line with research by Lin et al. (2022) who also found the same results. Currently, the existence of visual content has become an important medium to support online transactions. Video-based content can help consumers to visually see the quality of the products they are going to buy. So consumers will feel confident that the product they buy is as described by the seller.

The test results also found that consumer experience during shopping can increase consumer satisfaction when shopping online on TikTok. These results are in line with the findings of Lin et al. (2022); Ellitan & Richard (2022). To increase consumer satisfaction in online shopping, companies need to know what variables reflect the shopping experience. That way, if the company succeeds in managing and improving the consumer experience, the level of satisfaction with goods and services will also increase (Foster, 2017). Satisfaction describes consumers'

feelings when carrying out transactions. If consumers feel satisfied with the transactions made, they will tend to buy products at the same place.

Consumer experiences during online shopping can positively influence consumers' interest in shopping again through the TikTok shop application. This means that the better the consumer's experience, the greater the consumer's tendency to shop again. On the other hand, if the perceived shopping experience is not good enough, then consumers' interest in shopping again will be lower.

This research found that perceived value has a positive effect on consumer satisfaction during online shopping at TikTok Shop. This means that the better the value perceived by consumers regarding TikTok Shop, the higher the level of consumer satisfaction in shopping online at TikTok Shop. Conversely, if consumers feel that the perceived value is not good enough, then the level of consumer satisfaction will also decrease. The results of this study are in line with the findings of Lin et al. (2022) where perceived value can influence consumer satisfaction in online shopping.

Meanwhile, consumer satisfaction can positively influence consumers' interest in shopping again on TikTok. These results are in line with the findings of Lin et al. (2022) who also found the same results. This means that the higher the consumer's satisfaction with the TikTok Shop application, the greater the possibility that consumers will shop again through the TikTok application. On the other hand, if consumers are not satisfied enough when shopping on TikTok, then consumers will be less interested in shopping again. PwC research (2017) found that 59% of consumers in America decided not to shop anymore after having several bad experiences while shopping. Meanwhile, 17% of consumers actually decide not to shop anymore when they have just had one bad shopping experience. Most online shopping platforms provide space for consumers to provide ratings regarding the satisfaction they felt last night shopping on the platform.

Perceived value also has a positive influence on consumers' interest in shopping again through the TikTok application. This means that the better the consumer's perceived value regarding the product purchased through the TikTok application, the greater the likelihood that the consumer will shop again. On the other hand, if consumers feel that the products they buy via TikTok are not good enough, it is unlikely that consumers will decide to shop again.

These results are in line with the findings of Lin et al. (2022) who also found the same results, where consumers who shop online are often strongly influenced by the perceptions they have of the products they buy.

In online transactions, perceived value plays an important role in online repurchase. Perceived value refers to the perceived benefits customers believe they will receive from a product or service compared to the costs incurred. When it comes to online repurchases, perceived value greatly influences a customer's decision to continue purchasing from a particular online store.

## **CONCLUSION**

This research aims to see what variables can influence consumers' interest in shopping again on the TikTok application. Based on the results of the analysis and discussion presented in the previous chapter, there are several conclusions that can be obtained, namely:

TikTok video content has a positive effect on consumer satisfaction. These results mean that the better the quality of the content displayed on TikTok, the

higher consumer satisfaction in shopping at the TikTok shop. Apart from that, consumer experience can have a positive influence on consumer satisfaction when shopping online on TikTok. Meanwhile, perceived value has also been proven to have a positive influence on TikTok shop consumer satisfaction. This means that the better the consumer's perceived value towards the TikTok shop, the higher the level of consumer satisfaction.

TikTok video content has a positive influence on interest in shopping again at the TikTok shop. This means that the better the quality of the video content created, the higher the consumer's interest in shopping again through the TikTok Shop. Consumers' interest in shopping again at the TikTok shop can also increase when the experience experienced by consumers while shopping at the TikTok shop is very good. Interest in shopping again is also positively influenced by the value consumers feel when shopping through the TikTok shop application. The level of consumer satisfaction in shopping at the TikTok shop can also positively influence consumers' interest in shopping again at the TikTok shop. Consumers who are satisfied with shopping activities carried out on the TikTok shop will shop again on the same platform.

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