

**ANALYSIS OF *DIGITAL MARKETING, PRODUCT QUALITY, AND CUSTOMER TRUST* STUDIES  
ON CONSUMER SATISFACTION ON TIKTOK SHOP**

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**Abstract:**

This study examines the impact of trust, the quality of merchandise, and various online marketing methods on customer satisfaction of TikTok Shop users in Semarang. Focused on the 18-25 year old Gen Z population who frequently use the TikTok Shop, the study sample consisted of 50 participants. The researchers used survey instruments consisting of Likert-type scales, and then afterward carried out multiple regression analysis with SmartPLS 4.0 software. The results of the study hypothesize that online promotions, merchandise quality, and trust as independent and composite variables will positively influence customer satisfaction. This study enhances existing social commerce and online customer behavior knowledge while providing TikTok Shop owners with tactical suggestions on developing better community-driven marketing, enhancing product quality, and building trust to increase customer loyalty.

**Keywords:** digital marketing, product quality, consumer trust, customer satisfaction, TikTok Shop

**INTRODUCTION**

The evolution of digital technologies has fundamentally transformed the business landscape, particularly within electronic and social commerce domains. Social commerce represents an international phenomenon that integrates commercial transactions with social media platforms, thereby exerting substantial impact on consumer purchasing patterns. Platforms such as TikTok Shop serve as concrete manifestations of this trend.

Initially only known as a short video sharing platform, TikTok has now evolved into Indonesia's premier social commerce marketplace, ranking among the nation's most extensive platforms in this sector. Through live streaming features, creative ad content, and collaborations with influencers, the platform offers an interactive and entertaining shopping experience. Annur (2022) noted that as many as 76.75% of Indonesian consumers choose TikTok Shop because of the price war; Attractive promotions are in second place with a percentage of 65%, while attractive explanations from hosts reach 52%. The data shows how effective TikTok Shop is in influencing purchase decisions. This trend is particularly pronounced within Generation Z demographics, which constitute TikTok's primary user base, with individuals between 20-29 years representing 35% of the platform's audience, while the 10-19 age demographic accounts for an additional 28% (Angelia, 2021).

Amidst escalating rivalry and the extensive variety of items available on TikTok Shop, entrepreneurs encounter major obstacles in sustaining customer contentment. According to Ardila and Christiarini (2023) various elements shape buyer satisfaction, such as tactics in online promotion, the caliber of merchandise, and the extent of shoppers' confidence in vendors. Discrepancies between the anticipated benefits promoted through ads and the actual standards of delivered goods frequently serve as the key trigger for buyer discontent, as highlighted by Shabirah et al. (2024). In contrast, shoppers' reliance particularly on secure exchanges and open disclosure of details plays a vital role in fostering enjoyable purchasing interactions, as indicated by Prajoko et al (2022).

Engaging and engaging content is available through various forms of digital marketing and is likely a great way to capture consumer interest. However, the effectiveness of such an approach depends largely on what consumers expect and need (Siregar, 2024). Close to this, product quality in terms of product life, suitability/suitable specifications, and aesthetic impression are directly related to consumer satisfaction (Aunila et al., 2025). Concurrently, trust in online transactions forms a vital cornerstone, as the absence of direct physical interaction often generates uncertainty Merritt & Zhao, (2022). It emerges as pivotal to comprehend the interlinked relationships between digital marketing strategies, product excellence, and customer trust, particularly for the attainment of satisfaction metrics that invigorate TikTok Shop's

ecosystem, as this would facilitate growth of the business and enhance the loyalty of the consumers.

This research intends to assess the effects of various factors including the type of digital marketing strategies used, the standard of the product, and the level of trust the customer has in the brand, on the customer satisfaction attained on the TikTok Shop, focusing on the case of Gen Z users in Semarang Regency. It is also the aim of this research to fulfill the need of practitioners who try to construct better promotional strategies. It is anticipated that the research will also enrich the literature on social commerce.

## LITERATURE REVIEW

### Digital Marketing

Today's computers and the internet have played a significant role in the development of many new forms of marketing, including digital marketing. Purnomo (Purnomo, 2021), describes it as a social and managerial process enabling individuals or collectives to satisfy their requirements and aspirations by creating and trading valuable offerings. This approach surpasses traditional marketing by providing extensive market exposure, cost efficiency, and direct consumer interaction. Pradiani (2018) shows that online promotional activities enhance sales, driven by customers' growing tendency to research and buy online. Additionally, Rachman et al. (2024) Note that real-time data analysis supports dynamic strategies, playing a crucial role in boosting customer satisfaction through improved information access and engagement.

### Product Quality

A product's quality reflects its potential to satisfy or exceed user expectations, covering elements such as functionality, resilience, and aesthetics. Kotler and Armstrong, cited in Kumrotin and Susanti (2021), assert that quality serves as the primary influence on customer satisfaction by shaping the perceived value. Aunila et al. (2025) confirm that raising product standards significantly boosts customer satisfaction, as top-quality goods meet consumer needs effectively. Meanwhile, Herlambang and Komara (2022) highlight that strong product quality enhances brand perception and influences buying behavior, positioning it as an essential tactic for sustaining customer loyalty.

### Customer Trust

Consumer confidence stems from trust in a company's or product's integrity, consistency, and prestige, especially in digital transactions without physical interaction. Minget et al. in Merritt & Zhao (2022) indicate that this trust builds from

satisfaction, comfort, and the product's reputation. They also find that live streaming features on online shopping platforms lessen consumer uncertainty, promoting trust. Consistent with this, uncertainty reduction theory asserts that robust company-consumer relationships hinge on open communication and positive interactions, with Zheng et al. in Merritt & Zhao (2022), noting these factors boost satisfaction and drive buying interest.

### Consumer Satisfaction

A sense of consumer delight or dissatisfaction arises when people evaluate a product or service's actual performance against their expectations. Kumrotin & Susanti (2021), argue that satisfaction occurs when a product delivers or exceeds anticipated results. Meanwhile, Richard Oliver, in Kumrotin & Susanti (2021) views it as a consumer's emotional response to fulfilled needs, fostering a state of comfort. Research indicates that satisfaction hinges on product quality, trust in the provider, and the shopping process, which together establish a basis for cultivating loyalty and encouraging repeated buying.

### Hypothesis Development

#### The relationship between digital marketing and Consumer satisfaction behavior

Digital marketing has emerged as a key approach for engaging consumers and enhancing their satisfaction. Research by Ibrahim & Thawil (2019) demonstrates that digital marketing significantly and positively affects customer satisfaction with Samsung Galaxy smartphone products, contributing 46.2% to the variation in consumer satisfaction. Similarly, Malik & Zuhijjah (2022) found that digital marketing plays a crucial role in boosting customer satisfaction within JNE's courier services by facilitating easier access to information and more effective communication.

Overall, these studies confirm that strategically implemented digital marketing can elevate consumer satisfaction. Drawing from these empirical insights, we formulate the subsequent research propositions:

H0: Digital marketing has no partial effect on consumer satisfaction.

H1: Digital marketing implementation generates a meaningful and favorable influence on customer contentment levels.

#### The relationship between Product quality in Consumer satisfaction behavior

The quality of a product plays a pivotal role in shaping consumer satisfaction. When products align with customer expectations in terms of functionality, reliability, aesthetics, and durability, they tend to foster positive consumption experiences, thereby increasing the likelihood of repeat purchases.

Research conducted by Langgeng Sri Handayani (2022) on MS Glow Beauty consumers revealed that product quality significantly impacts consumer satisfaction, as evidenced by a significance value of 0.032. This finding indicates a strong positive correlation between the perceived high quality of a product and elevated levels of customer satisfaction. Additionally, a study by Pratiwi & Fadhli (2021) research examining Poskopi Zio Jombang customers reinforces this viewpoint by revealing how merchandise quality substantially influences customer contentment through partial effects. These findings, along with other research, emphasize the essential nature of this relationship and highlight the fundamental importance of quality in determining consumer satisfaction levels. need for companies to consistently maintain and enhance product quality as a strategic approach to sustaining long-term customer loyalty and satisfaction.

Based on the above discussion, the hypotheses proposed in this study are:

H0: Product quality does not have a partial effect on consumer satisfaction.

H2: Product quality significantly influences consumer satisfaction.

#### **The relationship between customer trust in Consumer satisfaction behavior**

Consumer confidence serves as a critical pillar in fostering enduring relationships between businesses and their customers. When customers believe in the integrity, reliability, and competence of a product or service provider, their perception of the overall service quality is significantly influenced, directly impacting their satisfaction levels. A study by Devi et al. (Devi et al., 2024) demonstrates that consumer confidence positively and significantly affects satisfaction among users of the Dana digital wallet application, with a significance value of 0.010 ( $p < 0.05$ ). This suggests that higher levels of trust correlate strongly with increased customer satisfaction.

Comparable findings emerged from research by Gemilang & Sutedjo (2023) on ASUS Republic of Gamers laptop users, where consumer confidence was shown to have a significant effect on satisfaction, evidenced by a significance value of 0.004. These results reinforce the notion that trust in a brand, encompassing perceptions of product reliability and reputation, plays a substantial role in driving customer satisfaction.

Furthermore, a study by Sabtu (2018) supports this perspective, revealing that consumer confidence significantly influences customer loyalty at McDonald's fast-food restaurants. Although the primary focus was loyalty, the findings highlight that trust acts as a key driver of loyalty through consistent customer satisfaction.

Based on these empirical findings, the hypotheses proposed for this study are:

H0: Consumer confidence does not partially influence customer satisfaction.

H3: Consumer confidence has a significant impact on customer satisfaction.

#### **Integrated Impact of Digital Marketing, Product Quality, and Customer Trust Towards Customer Satisfaction**

The interplay of digital marketing strategies, product excellence, and consumer confidence significantly shapes customer satisfaction. Through digital marketing, businesses can engage a broader audience interactively, fostering positive perceptions and enhancing customer contentment (Irawati & Setiawan, 2023). High quality products are equally vital, as customers evaluate them based on how well they meet expectations the better the quality, the greater the satisfaction experienced (Andila & Hayu, 2023).

Moreover, consumer trust emerges from consistent positive interactions, reliability, and transparency, which indirectly strengthens the bond between customers and companies, thereby boosting satisfaction levels.

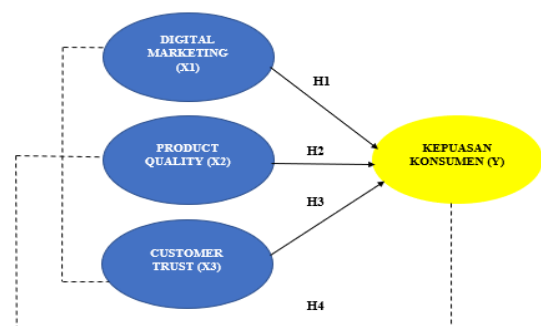
Findings from two studies confirm that these three factors collectively exert a substantial impact on consumer satisfaction. Research by Irawati & Setiawan, (2023) indicates that digital marketing, pricing, and product quality account for 56.8% of the variation in customer trust. Meanwhile, Andila & Hayu (Andila & Hayu, 2023) reveal that digital marketing significantly drives satisfaction, whereas product quality has a stronger influence on loyalty, with customer trust implicitly tied to long-term relationships and positive experiences.

Based on these findings, the following hypotheses are proposed:

H0: Digital marketing, product quality, and customer trust do not collectively have a significant effect on consumer satisfaction.

H4: Digital marketing, product quality, and customer trust collectively have a significant effect on consumer satisfaction.

#### **Conceptual Model**



Information	Quantity	Percentage
<b>Gender</b>		
Male	37	74%
Female	13	26%
<b>Age</b>		
18-21	13	26%
22-25	37	74%
<b>Application Usage Duration</b>		
< 1 year	15	30%
< 1-3 years	26	52%
> 3 years	9	18%

Figure 1. Conceptual Model

## RESEARCH METHODS

This research employs a quantitative methodology utilizing a survey approach, concentrating on specific variables. The study targets Generation Z individuals aged 18–25 residing in Semarang Regency.

Table 1. Respondent Criteria

The sample was chosen using a nonrandom sampling strategy, specifically through judgment sampling. Respondents were selected based on their prior experience with online shopping via TikTok Shop, resulting in a total of 50 participants. Data collection involved distributing offline questionnaires to these respondents for subsequent analysis. Responses were evaluated using a Likert scale ranging from 1 to 5 points. For data analysis, the study applied multiple linear regression with a Structural Equation Modeling-Partial Least Squares (SEM-PLS) model, processed using SmartPLS software version 4.0. Drawing from prior research constructs, the variable measurement scale used in this study is presented in Table 1 below:

Table 2. Research Variable Indicators

Variable	Indicator
<b>Digital marketing (X1)</b>	1. Website
	2. Search Engine Marketing
	3. Web Banner
	4. Social Network
	5. Email Marketing
	6. Affiliate marketing (Putri & Marlien, 2022)

<b>Product Quality (X2)</b>	1. Performance
	2. Durability
	3. Compliance with specifications
	4. Features (Larrebbe & Boyd, 2008:19)
<b>Customer Trust (X3)</b>	1. Benevolence
	2. Reliability
	3. Competence
	4. Honesty
	5. Openness (Tschannen Moran & Hoy, 2001)
<b>Consumer Satisfaction (Y)</b>	1. Feeling satisfied
	2. Expectations are met
	3. Willingness to buy more products (Irawan, 2008)

## RESULTS AND DISCUSSIONS

### Respondent Description

This study focuses on Generation Z individuals aged 18–25 years residing in Semarang Regency who actively engage with TikTok Shop. A total of 50 respondents were chosen through judgment sampling. Hypothetical data collection reveals that 60% of the respondents are female, while 40% are male. Among them, 70% fall within the 18–21 age range, and 30% are aged 22–25, highlighting the prevalence of female users and younger age groups, as noted by Angelia (2021). Regarding their usage of TikTok Shop, 20% have been using the platform for less than one year, 50% for 1–3 years, and 30% for over three years. This indicates that most respondents possess sufficient experience with the platform, making them suitable for assessing consumer satisfaction within the scope of this study.

### OUTER MODEL

#### Discriminant validity

Discriminant validity evaluation serves to demonstrate that individual measurement constructs maintain sufficient differentiation and do not reflect identical underlying concepts.

Table 3. Discriminant Validity Testing

Outer loadings - Matrix				
	CT X3.	DG X1.	KK Y1.	PQ X2.
CT X3.1	0.881			
CT X3.2	0.866			
CT X3.3	0.872			
CT X3.4	0.829			
CT X3.5	0.786			
DG X1.1		0.855		
DG X1.2		0.888		
DG X1.3		0.901		
DG X1.4		0.824		
DG X1.5		0.918		
DG X1.6		0.800		
KK Y1.1			0.922	
KK Y1.2			0.959	
KK Y1.3			0.927	
PQ X2.1				0.881
PQ X2.2				0.860
PQ X2.3				0.915
PQ X2.4				0.837
PQ X2.5				0.819
PQ X2.6				0.889
PQ X2.7				0.857

According to Table 3, above, it is evident that each indicator of each latent variable has a larger loading factor, which indicates good discrimination, where each latent variable has a measure that has a stronger correlation with the same construct than with other constructs.

### Composite Reliability

Drawing from the data in Table 4, the analysis reveals that both the Cronbach alpha scores and the composite reliability measures for each variable exceed the 0.70 threshold. This outcome verifies that each variable satisfies the criteria for reliability and validity, paving the way for a deeper assessment of the structural model.

Table 4 Composite Reliability Test

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_0)	Composite reliability (rho_0)	Average variance extract...
CT X3.	0.902	0.912	0.927	0.718
DG X1.	0.933	0.944	0.947	0.749
KK Y1.	0.930	0.931	0.955	0.877
PQ X2.	0.944	0.952	0.954	0.750

## INNER MODEL

### Normality Test

The normality test using the residual histogram on the PLS displays a normalized (standardized) distribution graph of the residual for all observations so that it reflects all the data. The purpose of this graph is to see if the rest of the data follows a normal distribution pattern. A good histogram is usually in the shape of a symmetrical bell. If the shape of the histogram resembles a bell and is evenly distributed around the zero value, then it can be said that the assumption of normality is most likely fulfilled (Hair et al., 2021).

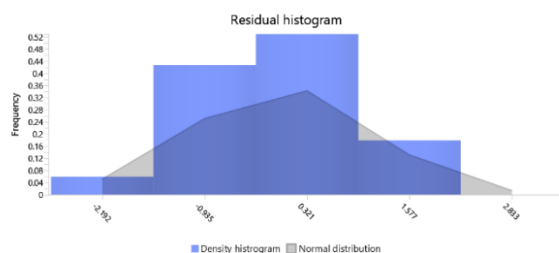


Figure 2. Residual Histogram

Figure 2, illustrates that the residual histogram forms a balanced bell-shaped curve, indicating that the dataset employed meets the criteria of a normal distribution.

### Multicollinearity Test

A fundamental requirement in the partial least squares model analysis is the absence of multicollinearity, meaning there should be no significant correlation among latent variables. In SmartPLS version 4, collinearity is evaluated using the Variance Inflation Factor (VIF) metric. Multicollinearity, a frequent issue in statistical analysis, occurs when two or more independent variables or exogenous constructs exhibit strong correlations, which can diminish the model's predictive accuracy Sekaran & Bougie (2019). Ideally, VIF values should remain below 5; values exceeding 5 suggest the presence of collinearity among constructs Hair et al., (2021). In this study, indications of multicollinearity are evident through substantial correlations among independent variables, as reflected in the VIF scores of the Deep Model presented below.

Table 5. VIF Value

Inner model				
	CT X3.	DG X1.	KK Y1.	PQ X2.
CT X3.			1.000	
DG X1.			1.000	
KK Y1.				
PQ X2.			1.000	

Based on Table 5 above, the VIF value is less than 5, so there is no problem of multicollinearity in this study.

### Heteroscedasticity Test

The Breusch-Pagan test is a statistical method used to detect heteroscedasticity in a regression model. In the context of Partial Least Squares (PLS), this test helps us understand whether the residual variance is not constant (that is, whether the error variance varies across the range of predictor values). To determine whether or not heteroscedasticity exists, it can be seen from the P value in the output results. If the P value is greater than 0.05 ( $> 0.05$ ), then the hypothesis is rejected or it means there is no heteroscedasticity. Conversely, if the P value is less than 0.05, then the hypothesis is accepted and heteroscedasticity occurs (Hair et al., 2021).



Table 6. Breusch-Pagan Test

Breusch-Pagan Test			
	Test-Statistic	df	P value
Breusch-Pagan Test	5.836	3	0.120

The output results in Table 6 above show a P value of 0.120, which is greater than 0.05, which indicates that the hypothesis is rejected and there is no heteroscedasticity in this study.

### Regression Analysis

Multiple linear regression refers to a statistical approach that incorporates several independent variables to predict a dependent variable. This method is employed to assess how each independent variable impacts the dependent variable and to identify the nature of their relationships. The outcomes of data analysis conducted using SmartPLS 4.0 are presented in Figure 3 and Table 7 below:

From the data shown in Figure 3 and Table 7, the regression model can be expressed as  $Y = 0.000 + 0.297X_1 + 0.293X_2 + 0.293X_3$ .

Figure 3. Graphic Output

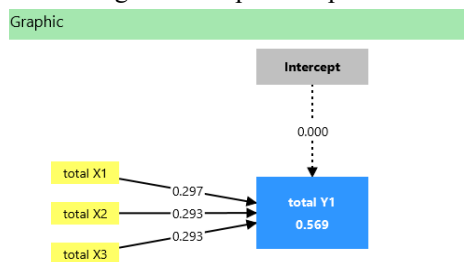


Table 7. Summary Coefficients

Summary coefficients							
	Unstandardized coefficients	Standardized coefficients	SE	T value	P value	2.5 %	97.5 %
total X1	0.129	0.297	0.056	2.306	0.026	0.016	0.341
total X2	0.111	0.293	0.049	2.279	0.027	0.013	0.309
total X3	0.170	0.293	0.078	2.187	0.034	0.014	0.327
Intercept	2.662	0.000	1.184	2.248	0.029	0.280	5.043

The regression coefficient for the digital marketing factor (X1), valued at 0.297, indicates that a rise in digital marketing efforts leads to a corresponding 0.297 increase in consumer satisfaction. Conversely, a decline in digital marketing efforts results in a 0.297 reduction in consumer satisfaction. Similarly, the product quality factor (X2) with a coefficient of 0.293 suggests that enhancing product quality boosts consumer satisfaction by 0.293. On the other hand, a reduction in product quality lowers consumer

satisfaction by the same amount, 0.293. Additionally, the customer trust factor (X3), also with a coefficient of 0.293, implies that a one-unit increase in customer trust elevates consumer satisfaction by 0.293, provided that digital marketing and product quality levels remain constant.

### Hypothesis Testing

To evaluate the regression models, a t-test, a statistical approach applied in regression analysis, is utilized to assess their significance. The t-value serves as a measure to determine the relevance of individual regression coefficients. Within the framework of Partial Least Squares (PLS) analysis, the t-value is similarly employed to gauge the importance of these coefficients. A t-value exceeding a P-value threshold of 0.05 is deemed statistically significant.

### The influence of digital marketing on consumer satisfaction

Based on the analysis of data presented in Table 7, the findings reveal that the t-value for perceived ease has a P-value of 0.026, which is less than 0.05. This indicates that digital marketing significantly influences consumer satisfaction, thereby confirming hypothesis 1.

### The Influence of Product Quality on Consumer Satisfaction

According to the data presented in Table 7, the t-value for perceived safety yielded a p-value of 0.027, which is less than the 0.05 threshold. This finding supports the hypothesis that product quality has a positive and significant impact on customer satisfaction, thereby confirming hypothesis 2.

### The Influence of customer trust on consumer satisfaction

Building on the data in Table 7, the results indicated that the t-value for the non-physical work environment yielded a P-value of 0.034, which exceeds the 0.005 threshold. This demonstrates that customer trust has a significant and positive effect on consumer satisfaction, thereby supporting the acceptance of hypothesis 3.

### Summary Anova (F-Test)

The ANOVA summary test (F test) explains the effect of each variable at the structural level.

Table 8. Summary Anova

Summary ANOVA					
	Sum square	df	Mean square	F	P value
Total	141.620	49	0.000	0.000	0.000
Error	60.991	46	1.326	0.000	0.000
Regression	80.629	3	26.876	20.271	0.000

As seen in the ANOVA results, the regression model holds statistical significance, yielding an F-value of 20.271 and a p-value ( $p < 0.05$ ). This suggests that the dependent variable responds considerably to the independent variables when taken together. Also, the regression mean square is noted at 26.876 whereas the error mean square stands at 1.326. Since the model's controllable variation is greater than the uncontrollable variation, these results underscore that the model is robust and suitable for further analysis.

### R Square (R<sup>2</sup>)

The coefficient of determination ( $R^2$ ) quantifies the extent to which the model accounts for endogenous variation. The concept is referred to as the R-squared value. The structural model (inner model) predicts causal links among latent variables.

Table 9. R-Square Value Results

R-square - Overview		
	R-square	R-square adjusted
KK Y1.	0.594	0.567

The adjusted R-squared analysis presented in Table 9 demonstrates that consumer satisfaction achieves a coefficient of 0.567, indicating that digital marketing, product quality, and customer trust collectively explain 59.50% of the variance in consumer satisfaction outcomes. According to the classification framework established by Sarstedt et al. (2021), this statistical result positions the predictive model within the moderate effectiveness range.

## DISCUSSION

### The Influence of Digital Marketing on Consumer Satisfaction

When examining the hypotheses through statistical analysis, this research demonstrates that users' perception of simplicity plays a crucial role in their willingness to embrace electronic payment technologies. The computational findings show a probability value reaching 0.000, which falls

substantially beneath the established significance level ( $\alpha = 0.05$ ). This finding is consistent with Wang et al. (Wang et al., 2022) who suggest that users feel more secure when they can manage their payment options and security settings, thereby enhancing their perception of ease. According to Wu et al. in Hafidz (2024) users prioritize payment methods that offer both convenience and security, highlighting ease as a key driver in the uptake of mobile payment platforms. Norbu et al. (2024) further emphasizes that convenience plays a critical role in shaping consumers' decisions to embrace digital payment solutions.

### The effect of product quality on consumer satisfaction

The findings from the hypothesis testing in this study reveal that the perception of security significantly impacts the adoption of digital payment systems. Statistical analysis showed a P-value of 0.000, which falls below the 0.05 significance threshold ( $\alpha$ ). According to Lai and Liew (2021), perceived security plays a crucial role in shaping users' intentions to adopt mobile payment platforms, acting as a mediator between perceived ease of use and user intent.

### The influence of customer trust on consumer satisfaction

The analysis of hypothesis testing in this study reveals that social influence does not significantly affect the adoption of digital payment systems. This conclusion is supported by a P-value of 0.319, which exceeds the threshold of statistical significance ( $\alpha = 0.05$ ). These findings align with the work of Kurniasari et al. (2022) who determined that social influence lacks a notable impact on fostering customer confidence in using fintech-based digital payment platforms in Indonesia. Likewise, a study exploring QR code mobile payments among Malaysian Muslim millennials found that social influence did not meaningfully shape their intent to embrace these payment methods (Nawang & Ahd.Moess, 2023).

## CONCLUSION

Based on the analysis and discussion conducted, the researcher concludes that perceived ease of use and perceived security individually influence the adoption of digital payment systems among the millennial generation in Semarang. The greater the

sense of convenience and security perceived, the stronger the encouragement for individuals to opt for digital payment methods. Conversely, the independent variable of social influence does not significantly impact the adoption of digital payments among millennials in Semarang. This study aims to serve as a reference for Generation Z, Generation Alpha, and Generation Beta in making informed decisions about using digital payment applications in the future. For academics exploring digital payment adoption, this research can be a valuable resource and a foundation for investigating new variables not yet covered in this study.

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