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The Role of Information Quality, Creator Credibility, and E-Service Quality in Enhancing Customer Satisfaction and Loyalty on Tiktok Shop

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Abstract: The precipitous expansion of social commerce has reconfigured consumer purchasing behaviour by consolidating product information, interactions with creators, and digital transactions within a singular platform. Endeavoured within this study is an examination of the influence exerted by information quality, creator credibility and e-service quality upon customer satisfaction and customer loyalty on TikTok Shop, particularly amongst consumers who procure beauty products. A quantitative approach was espoused in this study, whereby a questionnaire was disseminated to 147 consumers who have purchased beauty products via TikTok Shop. Subsequently scrutinised through variance-based structural equation modelling were the research data, so as to appraise both direct and indirect relationships amongst the research variables. Disclosed by the findings is that e-service quality and creator credibility exert a salutary and significant effect upon customer satisfaction, whereas information quality evinces no significant effect. Moreover, customer satisfaction is shown to exert a positive and significant effect upon customer loyalty and to mediate the influence of e-service quality and creator credibility upon customer loyalty. Accounted for by the research model is 68.9% of the variance in customer satisfaction and 47.9% of the variance in customer loyalty. This study concludes that customer loyalty on TikTok Shop is chiefly determined by satisfaction, which is, in turn, shaped by e-service quality and creator credibility.

Keywords: Creator Credibility, Customer Loyalty, Customer Satisfaction, Social Commerce, TikTok Shop.

INTRODUCTION

The rise of social commerce has transformed the digital market landscape and the way consumers make online purchases (Wang & Xie, 2020). Unlike conventional e-commerce platforms that focus on transactions, social commerce integrates entertainment, social interaction, user-generated content, and purchasing systems into a single digital ecosystem (Santos, 2022). TikTok Shop stands as one of the most dynamic representations of this

transformation through its combination of short videos, live streams, influencer marketing, and instant transaction features all within a single platform (J. Li et al., 2023; Prasetyo, 2024). This integration not only shapes how consumers obtain product information but also impacts the process of evaluating their experience and building customer loyalty after a purchase.

In social commerce environments, consumer decisions are no longer determined solely by product attributes, but also by the quality of communication and the service experience provided by the platform (Zhao et al., 2023). Previous research indicates that information quality, creator credibility, and e-service quality are key factors influencing consumer responses in digital environments (Singh & Pandey, 2024). Information quality pertains to the extent to which product information is perceived as accurate, relevant, and easy to understand by consumers (Jiang et al., 2021). Meanwhile, creator credibility reflects consumers' perceptions of the creator's expertise, trustworthiness, and appeal in presenting product content (Chekima et al., 2020). On the other hand, e-service quality represents the platform's ability to provide a reliable, responsive, and secure transaction system (Springer & Tyran, 2016; Syumantra & Aslami, 2022).

The nexus amongst these variables may be elucidated through the Elaboration Likelihood Model (ELM), which delineates a distinction between central and peripheral processing in the course of persuasion (El Hedhli & Zourrig, 2023). In this model, information quality acts as a central cue that drives cognitive processing of the message content (Vo & Wu, 2022), while creator credibility functions as a peripheral cue that influences consumer judgments through heuristic mechanisms (Javed et al., 2024). Moreover, service quality theory posits that appraisals of digital service performance constitute a pivotal determinant in shaping customer satisfaction and loyalty (Alberlianasari et al., 2022; M'rad, 2021).

Although widely recognised as determinants of customer loyalty within e-commerce, information quality and service quality (Situmorang & Mardhiyah, 2022; Zhai et al., 2022), the mechanisms underlying loyalty formation in social commerce still yield inconsistent results. A study in China found that content quality and platform service performance significantly influence TikTok Shop customer loyalty (Yang et al., 2024). However, research in Indonesia indicates that customer satisfaction does not have a significant effect on loyalty in the context of utilitarian and hedonic consumption (Putra et al., 2024). These differing findings suggest that the mechanisms of loyalty on social commerce platforms may differ from those of conventional e-commerce, which is more oriented toward utility and transactional efficiency.

This situation is becoming increasingly relevant because the characteristics of social commerce tend to drive consumers toward high churn rates due to content fatigue and a desire to seek out new variations (Handarkho, 2020). On platforms like TikTok Shop, users are constantly exposed to fast-paced content, entertainment-based promotions, and intensive interactions with creators (Leni et al., 2026). This situation has the potential to weaken long-term loyalty because purchasing decisions are often influenced by emotional engagement and temporary consumption experiences. Therefore, it remains unclear how various factors in social commerce shape customer loyalty on entertainment-based platforms like TikTok Shop. In this context, loyalty likely does not form directly through content quality or platform performance alone, but through an evaluative process involving customer satisfaction as a post-purchase response.

In light of these circumstances, this study endeavours to scrutinise the influence exerted by Information Quality, Creator Credibility, and E-Service Quality upon Customer Satisfaction, as well as their implications for Customer Loyalty on TikTok Shop. Using the Elaboration Likelihood Model (ELM) framework, this study seeks to explain how information quality, creator-related factors, and service performance shape customer

evaluations within an entertainment-based social commerce ecosystem. This study also contributes to clarifying the role of customer satisfaction as the primary evaluative mechanism in the formation of loyalty on TikTok Shop.

METHOD

Adopted in this study to scrutinise the relationship amongst Information Quality, Creator Credibility, E-Service Quality, Customer Satisfaction, and Customer Loyalty on TikTok Shop is a quantitative approach. Grounded upon the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986), e-service quality theory (Parasuraman et al., 2005), and the satisfaction–loyalty framework (Oliver, 1999) is the research model. Within this study, it is Customer Satisfaction that has been positioned as a mediating variable, one that elucidates the relationship between platform factors and Customer Loyalty in the context of social commerce.

To ensure theoretical consistency and construct validity, the research instruments were adapted from antecedent, validated studies. As for Information Quality, this was gauged through indicators of accuracy, relevance, completeness, and lucidity of product information (Liu et al., 2023). Creator Credibility is measured based on the dimensions of expertise, trustworthiness, and attractiveness (Amin, 2024). E-Service Quality is measured through reliability, responsiveness, assurance, and service support (Parasuraman et al., 2005). Customer Satisfaction is measured through overall evaluation and the fulfillment of customer expectations (Oliver, 1999), while Customer Loyalty is measured via repurchase intent, recommendation intent, and continued use of the platform (Oliver, 1999). A five-point Likert scale, spanning from 1 (strongly disagree) to 5 (strongly agree), was deployed to gauge all items.

Comprising the study population were TikTok Shop users in Indonesia who had procured beauty products through the platform. A purposive sampling technique was utilised, with respondents mandated to be at least 18 years old and to have effected a transaction on TikTok Shop. The focus on the beauty product category was chosen to ensure consistency in consumer experiences and evaluations, given that this category typically involves exposure to creator content, product explanations, and an intensive post-purchase service experience within the social commerce ecosystem.

Through an online questionnaire, 152 initial responses were collected in total. Following data screening, 147 responses were deemed valid and were thus incorporated into the analysis. In accordance with the recommendations of Hair et al. (2022), this sample size was deemed commensurate for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. With the assistance of SmartPLS software, data analysis was conducted employing the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. Encompassed within the analysis phase was the appraisal of both the measurement model and the structural model. So as to ensure construct reliability and validity, the measurement model was evaluated using outer loadings, composite reliability, and average variance extracted (AVE). Subsequently, path coefficients, t-statistics, p-values, and indirect effect testing via a bootstrapping procedure entailing 5,000 resamplings were deployed to analyse the structural model (Hair et al., 2022).

RESULTS AND DISCUSSION

Results

Respondent Characteristics

This study analyzed 147 valid responses from TikTok Shop users who had purchased beauty products. The majority of respondents were aged 18–23 years (55.8%), followed by 24–29 years (34.7%). Female respondents dominated the sample (94.6%), which is consistent

with the dominance of beauty product transactions among female consumers. In terms of purchase frequency, most respondents reported purchasing two to three times per month (62.6%), indicating relatively active transactional behavior within the platform

Table 1. Respondent Characteristics

Respondent Characteristics	Category	Frequency (n)	Percentage (%)
Age (Years)	18–23	82	55.8
	24–29	51	34.7
	30–35	9	6.1
	>35	5	3.4
Gender	Female	139	94.6
	Male	8	5.4
Employment Status	Employee	61	41.5
	Student	39	26.5
	Government Employee / SOE	21	14.3
	Entrepreneur / Freelancer	12	8.2
	Others	14	9.5
Monthly Income / Allowance	< IDR 2,000,000	38	25.9
	IDR 2,000,000–4,999,999	51	34.7
	IDR 5,000,000–9,999,999	48	32.7
	≥ IDR 10,000,000	10	6.8
Purchase Frequency on TikTok Shop	Once per 3 month	49	33.3
	2–3 times per 3 month	92	62.6
	More than 3 times per 3 month	6	4.1

The dominance of young and digitally active consumers aligns with prior findings that Generation Z demonstrates strong engagement with social commerce platforms (Nur Khobibah et al., 2023). This purchasing frequency suggests that TikTok Shop has become integrated into respondents' consumption routines, making it appropriate to examine loyalty formation within this ecosystem.

Measurement Model Evaluation

Antecedent to the testing of structural relationships, the measurement model was appraised so as to ensure construct reliability and validity. Outer loadings were deployed to assess indicator reliability, wherein most indicators surpassed the recommended threshold of 0.70 (Hair et al., 2022). Retained were several indicators with loading values above 0.50, as these remained acceptable for exploratory research and were buttressed by adequate Composite Reliability and Average Variance Extracted (AVE) values (Hair et al., 2022).

Deploying Cronbach's Alpha and Composite Reliability, internal consistency reliability was evaluated. Values above the recommended threshold of 0.70 were evinced by all constructs, indicating satisfactory reliability and internal consistency (Henseler et al., 2016). Convergent validity, meanwhile, was assessed via Average Variance Extracted (AVE), wherein the minimum threshold of 0.50 was surpassed by all constructs. Confirmed in the results presented in Table 2 is that commensurate levels of reliability and convergent validity were attained by the measurement model, thereby permitting further evaluation of the structural model.

Table 2. Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
Information Quality	0.871	0.905	0.658
Creator Credibility	0.823	0.871	0.533
E-Service Quality	0.824	0.877	0.587

Satisfaction	0.929	0.947	0.780
Loyalty	0.885	0.914	0.682

Structural Model Evaluation

Once the adequacy of the measurement model had been ascertained, the structural model was appraised via bootstrapping entailing 5,000 resamples. Indicated by the path coefficients are both the direction and the strength of relationships amongst constructs.

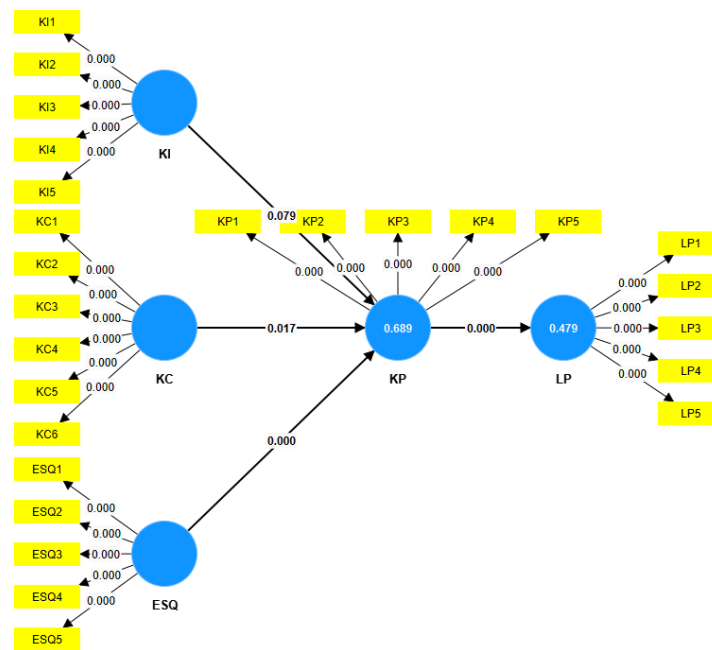


Figure 1. Structural Model with Path Coefficients

Demonstrated by the structural equation model is that the most pronounced influence upon Customer Satisfaction is exerted by E-Service Quality, with a path coefficient of $\beta = 0.631$ and significance at the 5% level ($p = 0.000$). Adduced by these findings is that platform service quality, encompassing system reliability, responsiveness, and transaction security, constitutes a pivotal determinant in shaping customer evaluations of TikTok Shop. In addition, a salutary and significant effect upon Customer Satisfaction is likewise exerted by Creator Credibility ($\beta = 0.165$; $p = 0.017$), indicating that a role in shaping consumers' evaluative experiences during the purchasing process in social commerce is played by creator credibility.

No significant effect upon Customer Satisfaction was exhibited by Information Quality ($\beta = 0.129$; $p = 0.079$). Indicated by these results is that product information quality does not constitute a dominant factor in shaping customer satisfaction within the context of TikTok Shop. Within a social commerce milieu oriented towards entertainment and expeditious content consumption, consumers are likely to rely more heavily upon their platform experience and the credibility of creators than upon in-depth processing of product information.

A salutary and significant influence upon Customer Loyalty was found to be exerted by Customer Satisfaction, with a path coefficient of $\beta = 0.575$ ($p = 0.000$). Indicated by this finding is that customer loyalty on TikTok Shop is shaped more by evaluations of the post-purchase experience than by platform factors directly. That Information Quality, Creator Credibility, and E-Service Quality account for 68.9% of the variation in customer satisfaction is indicated by the R^2 value of 0.689 for the Customer Satisfaction construct. Meanwhile, that

47.9% of the variation in customer loyalty can be explained by Customer Satisfaction within this research model is indicated by the R^2 value of 0.479 for the Customer Loyalty construct.

Hypothesis Testing Results

Examined via a bootstrapping procedure entailing 5,000 resamples within the PLS-SEM analysis was the significance of the proposed structural relationships. Bootstrapping enables the estimation of standard errors and the assessment of path significance without assuming data normality (Hair et al., 2022). Evaluated on the basis of the t-statistics and p-values obtained from the resampling process was the significance of each hypothesis. Deemed statistically significant is a structural path when the t-statistic surpasses 1.96 and the p-value falls beneath 0.05 at the 5 percent significance level. Presented in Table 3 are the granular results of the hypothesis testing.

Table 3. Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient (β)	t-value	p-value	Decision
H1	Information Quality → Customer Satisfaction	0.127	1.754	0.079	Not Supported
H2	Creator Credibility → Customer Satisfaction	0.161	2.382	0.017	Supported
H3	E-Service Quality → Customer Satisfaction	0.633	8.740	0.000	Supported
H4	Customer Satisfaction → Customer Loyalty	0.692	19.340	0.000	Supported

Indicated by the results of the hypothesis testing is that a salutary and significant effect upon Customer Satisfaction is exerted by E-Service Quality ($\beta = 0.633$; $p = 0.000$). Adduced by these findings is that a pivotal determinant in shaping customer satisfaction on TikTok Shop is constituted by the quality of the platform's services. Additionally, found likewise to exert a positive and significant effect upon Customer Satisfaction was Creator Credibility ($\beta = 0.161$; $p = 0.017$), indicating that consumer evaluations during the purchasing process are also influenced by creator credibility.

No significant effect upon Customer Satisfaction was exhibited by Information Quality ($\beta = 0.127$; $p = 0.079$). Indicated by these results is that product information quality does not constitute a dominant determinant in shaping customer satisfaction within the context of TikTok Shop. Furthermore, found to exert a salutary and significant effect upon Customer Loyalty was Customer Satisfaction ($\beta = 0.692$; $p = 0.000$). Suggested by this finding is that customer loyalty on TikTok Shop is shaped, in large measure, by customers' evaluation of their post-purchase experience.

Table 4. Indirect Effect Testing Results

Hypothesis	Indirect Relationship	Indirect Effect (β)	t-value	p-value	Decision
H5	E-Service Quality → Customer Satisfaction → Customer Loyalty	0.438	7.726	0.000	Supported
H6	Creator Credibility → Customer Satisfaction → Customer Loyalty	0.112	2.322	0.020	Supported
H7	Information Quality → Customer Satisfaction → Customer Loyalty	0.088	1.746	0.081	Not Supported

Presented in Table 4, indicated by the results of the indirect effect analysis, is that the effects of E-Service Quality and Creator Credibility upon Customer Loyalty are mediated by Customer Satisfaction. Yielded by the indirect effect of E-Service Quality upon Customer Loyalty was the strongest and most significant result ($\beta = 0.438$; $p = 0.000$), followed thereafter by Creator Credibility ($\beta = 0.112$; $p = 0.020$). These findings suggest that platform service quality and creator credibility contribute to customer loyalty by first fostering customer satisfaction. Meanwhile, no significant results were yielded by the indirect effect of Information Quality upon Customer Loyalty ($\beta = 0.088$; $p = 0.081$). Adduced by these results is that information quality has not yet evinced the capacity to engender customer loyalty via the satisfaction evaluation mechanism within the context of TikTok Shop..

Discussion

Evinced by the results of the study is that a salutary and significant effect upon Customer Satisfaction on TikTok Shop is exerted by E-Service Quality. Indicated by these findings is that a key factor in shaping customer evaluations remains constituted by digital service quality, even within the context of social commerce, which is dominated by entertainment content and creator interactions. Consumers continue to consider the platform's functional aspects, such as system reliability, transaction security, service responsiveness, and ease of use, when evaluating their purchasing experience. Concordant with the research by Yang and Lee (2022), which found that service quality, payment security, and platform experience are critical determinants in cultivating social commerce customer loyalty via customer satisfaction, are these findings. Corroborated likewise by these research results are Putri et al. (2024), Zainiyah et al. (2025), and Dwicahyo et al. (2025), who demonstrated that a significant influence upon both customer satisfaction and loyalty on TikTok Shop is exerted by service quality.

The dominant influence of E-Service Quality notes that although TikTok Shop has evolved as an entertainment-based platform, customer loyalty is still built through consistent and reliable service experiences. This finding reinforces the view that the success of social commerce depends not only on the ability to attract consumers' attention through content, but also on the platform's ability to provide a safe and convenient transaction experience. These results also supported by Bentang et al. (2025), which states that e-service quality and customer satisfaction are dominant predictors of user loyalty on digital platforms. In this context, entertainment elements and creator content serve as the initial triggers for consumer interaction, while the service experience becomes decisive in post-purchase evaluation.

Creator Credibility has also been shown to have a positive effect on Customer Satisfaction. This finding indicates that creator credibility plays a crucial role in shaping consumers' positive perceptions during the purchasing process. Creators who are perceived as possessing expertise, honesty, and appeal tend to be more effective at boosting consumer confidence in both products and platforms. This finding is consistent with the research by El Mehdi and Benabdelouhed (2025), which explains that expertise, trustworthiness, and attractiveness are the primary dimensions influencing consumer attitudes and behavior in a digital environment. The study by Esa et al. (2025) also indicates that expertise is the most dominant dimension of credibility in influencing consumer purchase intent compared to attractiveness alone. Nevertheless, the influence of Creator Credibility in this study is relatively lower than that of E-Service Quality. This finding suggests that while creator credibility can help build positive consumer experiences, it is not strong enough to replace the importance of platform service performance. The results indicate that creator credibility can help shape consumers' initial expectations and trust, but long-term loyalty remains influenced by the quality of the transaction experience as directly perceived.

No significant effect upon Customer Satisfaction was exhibited by Information Quality. Diverging from the studies by Zhai et al. (2022) and Li et al. (2024), which identified information quality as a key factor influencing digital consumer behaviour, is this finding. Indicated by the results of this study, however, is that within the context of TikTok Shop, product information quality does not constitute a dominant factor in shaping customer satisfaction. Elucidated through the Elaboration Likelihood Model (ELM), which delineates a distinction between central and peripheral processing pathways in persuasion, is this finding. Theoretically, Information Quality serves as a central cue that drives in-depth cognitive processing. However, within the TikTok Shop context, consumers likely rely more on peripheral processing, such as product visuals, creator recommendations, and platform usage experiences, rather than rationally evaluating textual information quality. These findings align with Yang and Lee (2022), who found that in mobile short-form video shopping, content quality and relationship quality are more effective in fostering customer stickiness than in-depth information evaluation.

Evinced likewise by this study is that a salutary and significant influence upon customer loyalty is exerted by customer satisfaction. Adduced by these findings is that customer loyalty on TikTok Shop is shaped by consumers' evaluations of their post-purchase experiences. The more positive the customer experience with the platform, the more likely customers are to make repeat purchases, recommend the platform, and continue using TikTok Shop in the long term. Reported by Yang and Lee (2022) is that customer satisfaction functions as a pivotal mediator in the relationship between platform factors and customer loyalty in social commerce. Reported likewise by Zainiyah et al. (2025) and Bentang et al. (2025) were kindred findings, indicating that a more dominant influence upon loyalty, compared to service factors directly, is exerted by customer satisfaction.

Further buttressed by the results of the indirect effect analysis is the role of Customer Satisfaction as the primary evaluative mechanism in the formation of customer loyalty. Found to influence Customer Loyalty via Customer Satisfaction were E-Service Quality and Creator Credibility, whereas no significant indirect effect was evinced by Information Quality. Suggested by these findings is that customer loyalty on TikTok Shop is more evaluation-driven than content-driven. Within the context of entertainment-based social commerce, consumer attention can indeed be attracted by creator content and information quality, yet long-term loyalty is ultimately determined by the service experience and the satisfaction evaluation perceived by customers after a transaction takes place.

Managerial Implication

Proffered by the findings of this study are several managerial implications for platform operators, sellers, and creators operating within social commerce ecosystems such as TikTok Shop. Adduced by the findings is that the most dominant determinant in shaping Customer Satisfaction and Customer Loyalty is constituted by E-Service Quality. Therefore, platform operators need to prioritize improving the quality of digital services, particularly regarding system reliability, transaction security, the speed of customer service responses, and the ease of the transaction process. Although TikTok Shop has grown through an approach centered on entertainment and creative content, a consistent service experience remains the primary factor in maintaining customer loyalty.

Creator Credibility has also been shown to contribute to Customer Satisfaction through the role creator play in influencing consumer perceptions of products and platforms. Therefore, sellers and platform managers need to be more selective when choosing creators for marketing activities. Collaborating with creators who possess credibility, strong communication skills, and a solid understanding of the product can help build trust and create a positive consumer experience throughout the purchasing process. Creator-based marketing

strategies should not only focus on the number of followers or virality, but also consider the quality of interactions and the audience's trust in the creator.

On the other hand, Information Quality does not have a significant impact on Customer Satisfaction. This finding indicates that TikTok Shop consumers tend to be more influenced by visual experiences, interactions with creators, and the platform experience than by detailed, textual product information. Therefore, platform managers and sellers need to adapt their marketing communication strategies to the more dynamic, visually-driven nature of social commerce. Presenting product information in a concise, engaging, and easy-to-understand manner is more relevant than providing information that is too long and complex.

Overall, the results of this study indicate that customer loyalty on TikTok Shop is largely shaped by customers' evaluations of their experience after a transaction has taken place. Therefore, customer retention strategies cannot rely solely on engaging content or short-term promotions; they must also be supported by consistent service quality and customer experience. These findings underscore that the success of social commerce is not solely determined by the ability to capture consumer attention, but also by the platform's ability to create satisfying and sustainable transaction experiences.

CONCLUSION

Analysed within this study are the effects of Information Quality, Creator Credibility, and E-Service Quality upon Customer Satisfaction, together with their implications for Customer Loyalty on TikTok Shop. Adduced by the results is that a salutary and significant effect upon Customer Satisfaction is wrought by E-Service Quality and Creator Credibility, whereas no significant effect is evinced by Information Quality. Furthermore, found to bear a salutary and significant effect upon Customer Loyalty was Customer Satisfaction.

Adduced by the results of the indirect effect analysis is that the influence of E-Service Quality and Creator Credibility upon Customer Loyalty is mediated by Customer Satisfaction. Suggested by these findings is that customer loyalty on TikTok Shop is shaped more by customers' post-purchase experience than by the quality of content or product information directly. In other words, customer loyalty can be fostered by the platform's service quality and creator credibility only if customer satisfaction is first engendered thereby.

Contributed by this study to the development of the social commerce literature is a demonstration that loyalty formation on entertainment-based platforms such as TikTok Shop tends to be evaluation-driven. In this context, service experiences and customer evaluations of the transaction process are more important factors than product information quality alone. These findings also show that although social commerce is influenced by creator content and digital entertainment activities, customer loyalty still depends on the platform's ability to create a positive and consistent user experience.

This study is attended by several limitations, including the use of a sample confined to beauty product consumers on TikTok Shop and the use of data collected within a specific time period. Therefore, future research is recommended to test the model across different product categories, compare various social commerce platforms, or incorporate additional variables related to digital consumer behavior to gain a more comprehensive understanding of how customer loyalty is formed within the social commerce ecosystem.

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