

## The Influence of E-Service Quality, Perceived Risk, and Customer Trust on Repurchase Intention (A Study on E-Commerce Tiktok Shop Users in Indonesia)



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**ABSTRACT:** Changes in the use of information media in commerce have driven a shift from conventional trading techniques to electronic commerce, facilitating online transactions and creating intense competition among retailers, especially with the increasing number of e-commerce sites in Indonesia. TikTok Shop is an e-commerce platform that offers an interactive shopping experience, allowing brands to sell directly through the TikTok app using short video content or live shopping, often with the help of celebrities or influencers to promote products. TikTok Shop's efforts to maintain consumer repurchase intention are influenced by various factors, such as e-service quality, perceived risk, and customer trust. This study aims to determine the influence of these factors on repurchase intention in TikTok Shop Indonesia. Data collection was conducted using an online survey method with purposive sampling. The study sample consisted of 241 respondents, all of whom were TikTok Shop users who had previously made online purchases and were over 18 years old. Data analysis employed the Structural Equation Model (SEM) using AMOS 24 software. The study found that e-service quality had a significant positive effect on customer trust, while perceived risk had a significant negative effect. E-service quality and customer trust increased repurchase intention, whereas perceived risk decreased it. Customer trust mediated the relationship between e-service quality and repurchase intention but was not strong enough to mediate the negative influence of perceived risk.

**KEYWORDS:** E-Service Quality, Perceived Risk, Customer Trust, Repurchase Intention

### I. INTRODUCTION

Changes in the way information media are used in trading activities have resulted in a shift in patterns from conventional trading techniques to electronic trading techniques, which then leads to buying and selling products online which is called e-Commerce. Now, there are more and more online trading sites, especially in Indonesia, which makes competition for retailers even tighter (Nasution et al., 2020).

Changes in consumer behavior have resulted in e-commerce in Indonesia experiencing very rapid development (Park & Lee, 2021). There is so much e-commerce in Indonesia that consumers have a variety of choices for the products they are looking for. According to (Ardiansah et al., 2020) e-commerce is the activity of selling products, buying resources, transferring and even exchanging products, services and information via the internet. E-commerce is also defined as a portal or website that connects sellers and consumers online to carry out sales and purchase transactions electronically (Rachmawati & Agus Ammalyah, 2020). On April 17 2021, TikTok Indonesia officially launched TikTok Shop. TikTok Shop is a social commerce that can provide a fun and comfortable shopping experience for brand owners as sellers, buyers and creators. Through TikTok Shop, brands can sell directly through the TikTok application without having to need a separate application. The TikTop Shop feature gives brands and sellers the opportunity to develop their business through short video content or by utilizing the live shopping feature of their business TikTok account. Many brands use the services of Indonesian celebrities or influencers to help sell their products via live streaming (Octavilia, 2023).

TikTok Shop also provides service features that can attract users, including TikTok Shop providing free shipping services, cashback and vouchers, discounts, and other service features that can make it easier for consumers to make online transactions or shopping. TikTok Shop also provides consumers with a secure payment process and integrated logistics arrangements (TikTok Shop, 2023). TikTok Shop also provides various payment options when shopping at TikTok Shop. TikTok Shop provides various

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payment methods such as GoPay, Dana, OVO, m-banking for Debit/Credit, Virtual Account, LinkAja, credit card installments to COD (Cash on Delivery), (TikTok Shop, 2023). The choice of cash on delivery (COD) payment can foster trust in consumers' mindsets towards online shopping in developing countries because payment is made after the product purchased by the consumer has arrived at the consumer's location (Jain Kumar et al., 2020). The success of a business on an e-commerce platform such as TikTok Shop can be seen from how willing consumers are to repurchase or repurchase intention.

### **Repurchase intention**

Repurchase intention or repurchase intention is the consumer's desire to repurchase products or services from the same company in the future. Repurchase intention is an important indicator in assessing consumer loyalty to a brand or product. According to Wu et al. (2021), repurchase intention can be defined as the behavioral tendency of consumers to make repeat purchases of the same product based on previous consumption experiences.

Maintaining customer repurchase intentions and avoiding switching behavior is critical, the cost of attracting new customers is greater than the cost of retaining current customers. Repurchase intention refers to the likelihood that a consumer will continue to purchase a product from a seller in the future (Correa et al., 2021).

Repurchase intention is considered as an individual's assessment of repurchasing products provided by the same company, taking into account current and future conditions. Repurchase intention is consumer behavior when satisfied with the purchasing experience and usually there is the influence of other behavioral patterns such as reputation and recommendations from other people (Tresna Wulan et al., 2019).

### **E-service quality**

E-service quality is perceived as one of the most crucial elements of trust in online shopping. Traditional service quality often relies on human interaction, while electronic service quality depends on technological advancements (Rahman Sabbir et al., 2020). Most online sales platforms gain customer trust and build long-term relationships by providing high-quality services (Qalati et al., 2021). E-service quality refers to the capability of a website system to facilitate shopping, transactions, and delivery effectively and efficiently. This concept covers the entire electronic service process, from pre-purchase (ease of use, product information, order information, and personal data protection) to post-purchase, including shipping and return policies (Mayasari et al., 2023). The development of service quality models has undergone a transformation from conventional or face-to-face services to IT-based services (Kumar & Dash Kumar, 2015).

E-service quality can influence customer trust. Consumers will trust e-commerce platforms if they provide good service quality, which can turn them into loyal customers (Juwaini et al., 2022). E-service quality is a key determinant of online business success. E-services offer two main advantages: information efficiency and transaction efficiency (Rachmawati & Agus Amalyah, 2020). E-service quality is seen as a measure of how well the level of service provided meets customer expectations. This service quality relates to the gap between customer expectations and the actual service received (Pasaribu et al., 2022). When consumers perceive high e-service quality, they will increasingly trust the seller, so their perception of the website's quality will positively correlate with trust (Chen & Chen, 2019). According to Mangkunegara (2017:77).

### **Perceived risk**

Risks in online shopping definitely exist because of the nature and basic structure of the internet. Consumers may feel confused and, especially in purchasing decisions in virtual and online environments, may experience uncertainty and fear of possible risks (Eine & Charoensukmongkol, 2021). Perceived risk can be said to be uncertainty or unfavorable outcomes related to searching for and selecting product and/or service information before making a decision (Kaur & Arora, 2020).

When shopping at offline stores, consumers can walk around the market to see, examine and try products to purchase them. However, currently consumers shop far from the products they want to buy, this certainly creates the concept of risk perception. In online shopping, the possibility of a negative purchase outcome or uncertainty is relatively high due to the risky, intangible nature of online shopping, lack of anonymity control, potential for opportunism and lack of protection and privacy (Kaur & Arora, 2020). When making a purchase on e-commerce, consumers must provide sensitive data such as credit card numbers, addresses, and names and so on which can increase privacy and security. In this way, perceived risk can be said to be consumer uncertainty regarding the results when carrying out an action (Neema et al., 2016). Perceived risk is a negative factor that influences customer trust in online transactions (Neema et al., 2016).

### **Customer trust**

Yang et al. (2020) state that customer trust in e-commerce refers to customers' belief and reliance on online sellers or platforms to fulfill their promises, protect customers' interests, and provide a satisfying shopping experience. Meanwhile, according to

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Nguyen et al. (2020), customer trust is crucial for the success of e-commerce businesses, as it influences customers' intentions to transact and make repeat purchases on online platforms. Furthermore, Chen et al. (2020) define customer trust in e-commerce as involving customers' belief and confidence in the reliability, integrity, and security of online sellers, platforms, and transactions.

Trust is considered a dimension of relationship quality, associated with a sense of security, the creation of a supportive environment, and the development of successful relationships. In the e-commerce environment, the increasing complexity of transactions consistently creates greater uncertainty, leading to a higher need for trust. Trust is recognized as an essential precursor to online consumer behavior due to the virtual nature of the environment (K. Amoako et al., 2019).

Trust in e-commerce occurs when consumers expose themselves to potential risks by making online purchases (K. Amoako et al., 2019). Consumer trust is an individual's willingness to engage with others in transactions because they trust the other party. Moreover, customer trust refers to consumers' belief that others will act according to their expectations and that the trusted party will not betray that trust (Mayasari et al., 2023). Customer trust is a product of excellent customer service. Trust is built when online sellers or business operators behave in a socially acceptable manner that aligns with customer expectations. Conversely, trust will decline if the trusted party fails to meet these expectations without a valid reason.

## II. METHODOLOGY

This research uses a quantitative approach with a focus on testing previously formulated hypotheses based on theoretical constructions, as well as applying causal research methods to prove causal relationships between the variables studied (Hair et al., 2019). This research uses a cross-sectional design with primary data collection through an online questionnaire using Google Form, according to the population of TikTok Shop users. The sample was selected using a purposive sampling technique with a total consisted of 241 respondents, all of whom were TikTok Shop users who had previously made online purchases and were over 18 years old. Data analysis employed the Structural Equation Model (SEM) using AMOS 24 software.

## III. RESULTS AND DISCUSSION

### Convergent Validity Test and Reliability Test

After conducting validity tests, including convergent validity and discriminant validity, as well as construct reliability testing using Cronbach's Alpha, it can be concluded that all indicators measuring the variables career development, self-efficacy, employee performance, and job satisfaction are declared valid and reliable. This is evident from the loading factor and AVE values which meet the convergent validity criteria, as well as the AVE root value which is greater than the correlation with other variables in accordance with the Fornell and Larcker Criterion for discriminant validity (Hair et al., 2014). In addition, the large Cronbach's Alpha coefficient of 0.6 indicates that all indicators are consistent in measuring the variables they measure (Sekaran et al., 2016). Therefore, the test results confirm the validity and reliability of the measuring instruments used in this research (Primary Data, processed 2024).

**Table 1. Results of Convergent Validity Test and Reliability Test**

Variabel	Cronbach's Alpha	Composite Reliability	Cut Off	Keterangan
X1	0.926	0.916	0.7	Reliabel
X2	0.927	0.924	0.7	Reliabel
Z	0.916	0.894	0.7	Reliabel
Y	0.867	0.865	0.7	Reliabel

Source: Primary Data (2024)

### Structural Model Test Results

Model suitability test results (goodness of fit) in the structural equation modeling (SEM) will be described in the table 2 below:

**Table 2. Results of Goodness of Fit**

Indeks	Goodness of Fit	Cut Off Value	Keterangan
CMIN/DF	1.118	< 2	Good Fit
p-value	0.099	≥ 0.05	Good Fit
GFI	0.917	≥ 0.9	Good Fit
RMR	0.038	≤ 0.5	Good Fit
RMSEA	0.022	≤ 0.08	Good Fit
TLI	0.992	≥ 0.90	Good Fit
NFI	0.938	≥ 0.90	Good Fit
AGFI	0.901	≥ 0.90	Good Fit
RFI	0.930	≥ 0.90	Good Fit
CFI	0.993	≥ 0.90	Good Fit

Source: Primary Data (2024)

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## Hypothesis Testing

The results of the analysis can be seen through the summary in Table 3 below:

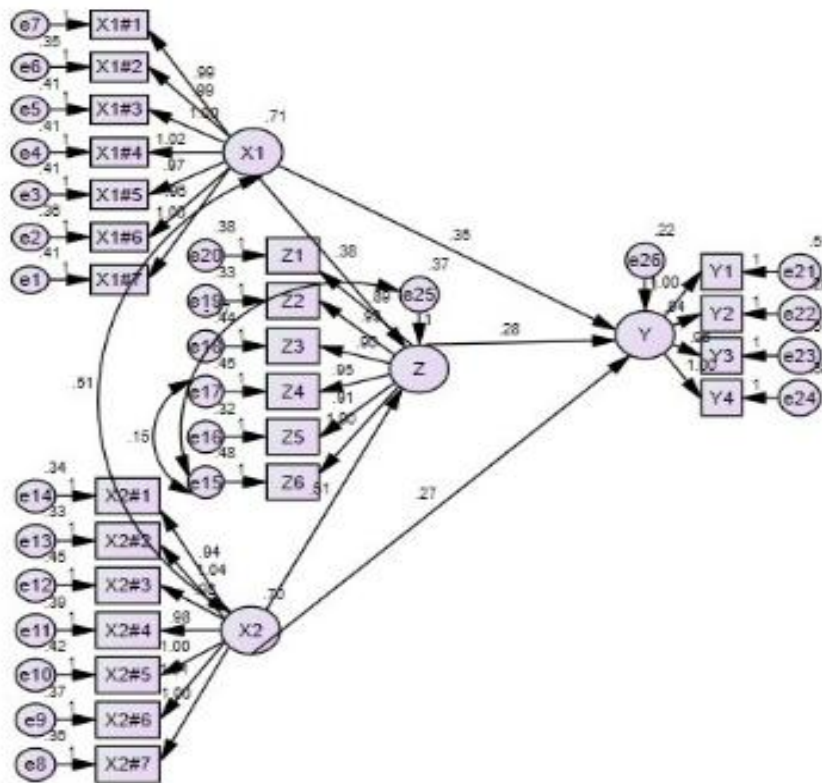


Figure 1. Standardized Solution (Overall Model)

Source: Primary Data (2024)

The results of hypothesis testing in this research used Structural Equation Modeling (SEM) processed through the AMOS application with hypothesis test results as follows:

Based on Figure 1, it shows two results on direct and indirect hypothesis testing of a positive relationship and significant relationship between variables are described in the table below:

Table 3. Results of Direct Hypothesis Testing

Hipotesis	Path Analysis	Standardized Coefficients	CR	P value	Decision
H1	E-service quality → Customer trust	0.346	4.827	***	Accepted
H2	Perceived risk → Customer trust	-0.463	-6.277	***	Accepted
H3	E-service quality → Repurchase intention	0.353	4.343	***	Accepted
H4	Perceived risk → Repurchase intention	-0.265	-3.182	0.001	Accepted
H5	Customer trust → Repurchase intention	0.311	3.777	***	Accepted
H6	E-service quality → Customer trust → Repurchase intention	0.108	0.045	0.010	Accepted
H7	Perceived risk → Customer trust → Repurchase intention	-0.144	0.049	0.007	Accepted

Source: Primary Data (2024)

Based on Table 3 above, the results of hypothesis analysis are as follows:

- The influence of e-service quality on customer trust resulted in a p-value of 0.000, which is less than the significance level (alpha = 5%). This test result indicates that there is a significant effect of e-service quality on customer trust. The e-service

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quality coefficient of 0.346 indicates that e-service quality positively influences customer trust. This means that the better the quality of electronic services (e-service quality), the more it can increase customer trust.

- The influence of perceived risk on customer trust resulted in a p-value of 0.000, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that the hypothesis is accepted, meaning perceived risk has a significant effect on customer trust. The perceived risk coefficient of -0.463 indicates that perceived risk negatively influences customer trust. This means that the lower the perceived risk, the more it can increase customer trust.
- The influence of e-service quality on repurchase intention resulted in a p-value of 0.000, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that the hypothesis is accepted, meaning e-service quality has a significant effect on repurchase intention. The e-service quality coefficient of 0.353 indicates that e-service quality positively influences repurchase intention. This means that the better the quality of electronic services (e-service quality), the more it can increase repurchase intention.
- The influence of perceived risk on repurchase intention resulted in a t-value of 0.001, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that the hypothesis is accepted, meaning perceived risk has a significant effect on repurchase intention. The perceived risk coefficient of -0.265 indicates that perceived risk negatively influences repurchase intention. This means that the lower the perceived risk, the more it can increase repurchase intention.
- The influence of customer trust on repurchase intention resulted in a p-value of 0.000, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that the hypothesis is accepted, meaning customer trust has a significant effect on repurchase intention. The customer trust coefficient of 0.311 indicates that customer trust positively influences repurchase intention. This means that the better the customer trust, the more it can increase repurchase intention.
- The influence of e-service quality on repurchase intention through customer trust resulted in a p-value of 0.010, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that the hypothesis is accepted, meaning customer trust can mediate the effect of e-service quality on repurchase intention. The coefficient value of 0.108 indicates that customer trust positively mediates the effect of e-service quality on repurchase intention. Therefore, the better the e-service quality, the more it will increase repurchase intention through customer trust.
- The influence of perceived risk on repurchase intention through customer trust resulted in a p-value of 0.007, which is less than the significance level ( $\alpha = 5\%$ ). This test result indicates that the hypothesis is accepted, meaning customer trust can mediate the effect of perceived risk on repurchase intention. The coefficient value of -0.144 indicates that customer trust negatively mediates the effect of perceived risk on repurchase intention. Therefore, the lower the perceived risk, the more it will increase repurchase intention through customer trust.

## DISCUSSION

### E-service quality affects customer trust

E-service quality has been identified as a crucial factor influencing customer trust in TikTok Shop. It encompasses various dimensions such as reliability, responsiveness, and assurance, which directly contribute to customers' sense of security and confidence in the platform. According to research by Park and Kim (2021), customers are more likely to trust e-commerce services that are reliable and provide a consistent user experience. High e-service quality forms the foundation for building strong customer trust.

### Perceived risk affects customer trust

Perceived risk significantly impacts customer trust in TikTok Shop. Consumers' perceived risks include concerns about data security, product reliability, and delivery uncertainty. When these risks are high, customer trust tends to decline. To enhance trust, TikTok Shop must manage and minimize perceived risks through data security measures, transparent product information, and reliable customer service. Zhang et al. (2022) highlight that high perceived risk directly reduces consumer trust, even when other e-service quality aspects are well met.

### E-service quality affects repurchase intention

E-service quality significantly influences consumers' repurchase intention on TikTok Shop. High-quality services, including reliability, convenience, security, and responsiveness, create a positive user experience. When customers are satisfied with the service's efficiency and speed, they are more motivated to return to the platform. Zhang et al. (2022) emphasize that a positive service experience encourages repeat purchases, particularly when key service aspects like accessibility and reliability are well-managed.



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## **Perceived risk affects repurchase intention**

Perceived risk has a negative impact on repurchase intention at TikTok Shop. Concerns about transaction risks, such as product quality, payment security, or delivery issues, lower consumers' intention to repurchase. Research by Putri and Suryani (2020) shows that high perceived risk can decrease customer trust in e-commerce, ultimately reducing their willingness to repurchase. If customers feel unsafe or find products inconsistent with descriptions, they are more likely to seek alternatives.

## **Customer trust affects repurchase intention**

Customer trust significantly and positively influences repurchase intention. Trust built between customers and TikTok Shop plays a vital role in enhancing loyalty and encouraging repeat purchases. Handayani and Setyowati (2020) state that when customers believe the platform delivers products and services as promised, they are more likely to repurchase. This trust often stems from positive previous experiences, transaction transparency, and consistent service quality.

## **Customer trust mediates the effect of e-service quality on repurchase intention**

Customer trust serves as a crucial mediating variable between e-service quality and repurchase intention. E-service quality, including reliability, ease of use, and responsiveness, increases customer trust in TikTok Shop. According to Wibowo and Santoso (2020), high e-service quality strengthens customer trust, which in turn boosts their repurchase intention. This suggests that improving e-service quality can indirectly enhance repeat purchases by fostering trust.

## **Customer trust mediates the effect of perceived risk on repurchase intention**

Customer trust mediates the relationship between perceived risk and repurchase intention, highlighting the importance of trust in online shopping behavior on TikTok Shop. Perceived risks, such as security and financial concerns, negatively impact consumers' willingness to repurchase. However, when customers trust the platform, their concerns about these risks diminish, increasing their likelihood of repeat purchases (Kamalul Ariffin et al., 2018). This relationship demonstrates how trust mitigates the negative impact of perceived risk, reassuring customers about the platform's reliability and security.

## **IV. CONCLUSIONS AND MANAGERIAL IMPLICATIONS**

### **CONCLUSIONS**

The findings of the investigation, drawn from linear regression analysis, support the following statements:

- E-service quality has a significant positive effect on customer trust. This means that the better the e-service quality provided by TikTok Shop, the stronger the customer trust will be. Conversely, perceived risk has a significant negative effect on customer trust, indicating that higher perceived risk from TikTok Shop leads to lower customer trust.
- E-service quality and customer trust have a significant positive effect on repurchase intention at TikTok Shop. This indicates that better e-service quality and higher consumer trust strengthen their intention to make repeat purchases. On the other hand, perceived risk has a significant negative effect on repurchase intention, meaning that the higher the perceived risk, the lower the consumers' intention to repurchase from TikTok Shop.
- Customer trust significantly mediates the relationship between e-service quality and repurchase intention, indicating that high e-service quality increases consumer trust, which in turn strengthens their repurchase intention at TikTok Shop. However, customer trust does not effectively mediate the relationship between perceived risk and repurchase intention. Higher perceived risk reduces trust and repurchase intention, showing that customer trust alone is not strong enough to convert the negative impact of perceived risk into a positive influence on repurchase intention.

### **MANAGERIAL IMPLICATIONS**

The research findings indicate that e-service quality has a positive and significant impact on customer trust, meaning that the better the digital services provided by TikTok Shop, the higher the consumer's trust. Therefore, TikTok Shop's management must continue to develop and optimize their digital services, such as improving customer service response time, enhancing user-friendly layout designs, and providing clear and accurate product information. These efforts are expected to strengthen consumer trust and ultimately create more solid long-term relationships with users.

On the other hand, perceived risk has a significant negative effect on customer trust, indicating that high perceived risk can undermine consumer confidence. To address this, TikTok Shop needs to reduce perceived risk by implementing transparent and reassuring security measures. For example, the platform could highlight advanced data security features, offer robust buyer protections, and establish fair and accessible return policies. Reducing perceived risk can significantly boost consumer trust, which is crucial for retaining long-term users.

Furthermore, e-service quality also significantly positively affects repurchase intention, showing that a good service experience encourages consumers to shop again. TikTok Shop should maintain and enhance key elements of their digital services, exploring

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AI technologies for personalized product recommendations and integrating more efficient and secure payment systems. Additionally, minimizing perceived risk is essential, as it negatively impacts repurchase intention. Clear communication about data protection and credible customer testimonials can help alleviate consumer concerns. By delivering a high-quality online shopping experience and addressing perceived risks, TikTok Shop can foster customer loyalty and ensure sustainable long-term growth.

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