




The Influence of Perceived Usefulness, Perceived Ease of Use, and Electronic Word of Mouth on Customer Loyalty Through Repurchase Intention in the TikTok Shop Feature

Dika Ayu Kusuma Ningtyas¹ and Dediek Tri Kurniawan² 

^{1,2} Department of Management, Faculty of Economics & Business, Universitas Negeri Malang, Indonesia

dediek.kurniawan.fe@um.ac.id

Abstract. Currently, in the digital business development era, regarding the number of users who actively utilize the TikTok app, Indonesia comes in second place globally. This, of course, significantly affects the outcome of TikTok Shop in the Indonesian e-commerce world. Therefore, e-commerce needs to implement various attractive strategies to further increase customer loyalty. This research aims to explain how perceived usefulness, perceived ease of use, and electronic word of mouth influence customer loyalty through repurchase intentions on the TikTok Shop feature. Quantitative data was utilized in this study using the SEM-PLS method with a research sample of 250 respondents from generation Z TikTok Shop customers in Malang City. The research results show that perceived usefulness and electronic word-of-mouth have an effect on customer loyalty through repurchase intention, and perceived ease of use has no effect on customer loyalty through repurchase intention with the TikTok Shop feature.

Keywords: perceived usefulness, perceived ease of use, electronic word of mouth, customer loyalty, repurchase intention

1 Introduction

In the current era of globalization, communication and information are developing very quickly; distance and time do not seem to be an obstacle. The ease of the internet which can be accessed by all levels of society, as well as the existence of new innovations that people can see and feel now, for example, in the development of digital business [1]. The existence of this digital business has caused changes, one of which is the presence of online shopping services, or what is known as e-commerce. Until now, countless e-commerce services have appeared and are predicted to continue to grow [2].

Reporting from CNBC Indonesia 2023[3], Indonesia is in second place globally with an active TikTok user base of 113 million. TikTok, which was previously only limited to social media, has just officially launched a new feature, namely a shopping center, often called TikTok Shop, in October 2022. This has caused quite a stir in the world of social media and e-commerce because one of the applications above, namely

TikTok, was previously only limited to social media. has just officially launched its new feature, and currently, in 2023, TikTok Shop is the strongest competitor in the Indonesian e-commerce market, which cannot be underestimated. Interestingly, TikTok Shop is different from other e-commerce. The spending of TikTok Shop users caused other e-commerce sites to experience a decline, such as Shopee and Lazada [4]. The achievement of TikTok Shop cannot be separated from factors that can influence consumers, such as personal factors and social influence factors, which positively shape behavioral intentions by continuing to make purchases, thereby making consumers loyal to the e-commerce site. Therefore, customer loyalty is an important and interesting topic of discussion in this research.

In this analysis, this study used Davis' 1989 model [5][6], the Technology Acceptance Model. This model has two components that influence the use of information technology systems, namely perceived benefits and ease of use [7]. Perceived usefulness and ease of use are also forms of personal factors that were first introduced by [8], namely the Theory of Reasoned Action. This theory reveals that perspective, or attitude, is the first component related to personal aspects. Attitude is defined as a person's perception of their positive or negative beliefs or feelings if they are required to carry out the behavior they will carry out. This is in line with the definition of perceived usefulness according to [9], who explain that perceived usefulness is the level at which a technology is considered or believed to be useful for its users.

There is research from [10], who said that E-WOM on repurchase intention does not have a positive relationship, and research conducted by [11] which says that the E-WOM variable on customer loyalty has no influence between the two. From the two statements above, it can be concluded that there is an interesting research gap, which will be discussed in more depth in this analysis. Based on the results of several previous studies that researchers have read and understood and based on the *Theory of Reasoned Action* (TRA), it was concluded that there is actually an indirect relationship between the TAM and E-WOM variables on customer loyalty through return intention, but there has been no previous research that says that there is a direct relationship between these variables. This theory states that intention is a component that influences a person's actions. Personal factors and social influence factors are the two main components that influence intentions. This research aims to fill the gaps found in previous research, and there will be new findings or updated research that will contribute both to science and to life.

2 Research Method

This research was conducted with a quantitative design. To examine populations and samples using research instruments intended to test hypotheses that have been created using quantitative research [12]. Descriptive research is the method used in this analysis. The five main variables in this research are three independent variables, one mediating variable, and one dependent variable. The aim is to analyze the influence of perceived usefulness, perceived ease of use, and electronic word of mouth on customer loyalty through repurchase intention on the TikTok Shop feature.

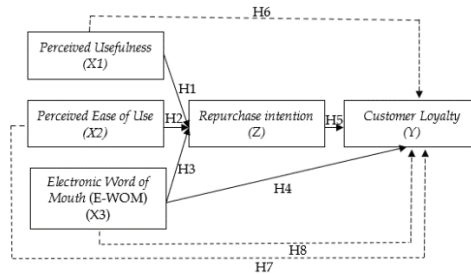


Fig. 1. Research Design

Hypothesis:

H1: Perceived usefulness has a positive and significant effect on repurchase intention among TikTok Shop users.

H2: Perceived ease of use has a positive and significant effect on repurchase intention among TikTok Shop users.

H3: E-WOM has a positive and significant effect on repurchase intention among TikTok Shop users.

H4: E-WOM has a positive and significant effect on customer loyalty among TikTok Shop users.

H5: Repurchase intention has a positive and significant effect on customer loyalty among TikTok Shop users.

H6: Perceived usefulness has a positive and significant effect on customer loyalty through repurchase intention among TikTok Shop users.

H7: Perceived ease of use has a positive and significant effect on customer loyalty through repurchase intention among TikTok Shop users.

H8: E-WOM has a positive and significant effect on customer loyalty through repurchase intention among TikTok Shop users.

This analysis uses data derived from the results of a questionnaire, with the sample size calculated using the [13] formula, or what is usually called quantitative data. This resulted in a sample of 250 respondents using a non-probability sampling technique, namely the purposive sampling method, to determine respondents. So, this research has certain criteria, namely: (1) generation Z (11-26 years) in Malang City; (2) have a TikTok account; and (3) make at least 2 purchases at the TikTok Shop. Questionnaires are used to collect data which have been shared using Google Form using a 1–5-point Likert scale. The scoring results of respondents' answers will be distributed widely, later becoming the data that will be processed in this analysis. Descriptive statistical analysis and inferential statistical analysis are two techniques used in this analysis. There is descriptive statistical analysis to determine each variable's interpretation value, which can be seen from the mean table by explaining the variables used in this analysis [12]. Meanwhile, inferential statistical analysis uses the Structural Equation Modeling (Partial Least Square) method because it has a high level of flexibility for research that connects theory and data. Several previous studies were used to develop variable measurement scales to measure perceived usefulness and perceived ease of use using each of the five items from the study [14]. Electronic word of mouth is taken from research [15]. Then six customer loyalty items from research [16]. Lastly, repurchase intention

has four items taken from studies [17]. The resulting data is then processed using SmartPLS3 software.

3 Results & Discussion

3.1 Respondent Demographics

Research data was collected from 250 respondents who met the criteria. Based on the findings of this analysis, it can be concluded that women dominate purchases at the TikTok Shop by 67 percent. Ages 18 to 20 years dominate purchases by 55 percent. College students also dominate purchases by 50 percent compared to other jobs. Monthly expenses of IDR 1,500,000 to IDR 2,000,000 also dominate at 26 percent, slightly different from other nominal expenses. The fashion product shopping category also dominates at 31 percent.

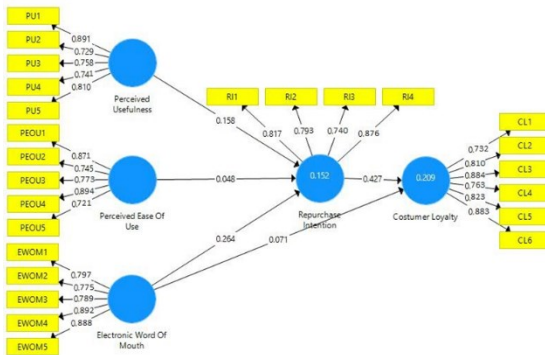


Fig. 2. Outer Model
Source: Data processed by SmartPLS

3.2 Measurement Model

The first stage in analyzing data is the outer model. Validity and reliability tests are carried out to prove whether the research instrument is valid and reliable so that it is suitable for use for measuring. The validity test is carried out by determining based on the factor loading value or loading factor with > 0.70 [18]. Meanwhile, the reliability test uses composite reliability means and Cronbach alpha with the evaluation value being said to be good if > 0.70 while it is said to be good if > 0.50 in the average variance extracted value [18].

From the results of data analysis, all items from the variables perceived usefulness (5 items), perceived ease of use (5 items), electronic word of mouth (5 items), repurchase intention (4 items) and customer loyalty (6 items) were declared valid. This is related to the standardized loading factor > 0.70. Based on the Cronbach’s alpha value, the composite reliability of all variables is said to be reliable because it is > 0.70 and AVE > 0.50.

Table 1. Cronbach's Alpha, AVE, & Composite Reliability

Variables/Indicators	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability	Conclusion
Perceived Usefulness		0.773	0.722	0.817	Reliable
- PU1	0.891				Valid
- PU2	0.729				Valid
- PU3	0.758				Valid
- PU4	0.741				Valid
- PU5	0.810				Valid
Perceived ease of use		0.775	0.850	0.729	Reliable
- PEOU1	0.871				Valid
- PEOU2	0.745				Valid
- PEOU3	0.773				Valid
- PEOU4	0.894				Valid
- PEOU5	0.721				Valid
Electronic word of mouth		0.653	0.779	0.793	Reliable
- EWOM1	0.797				Valid
- EWOM2	0.775				Valid
- EWOM3	0.789				Valid
- EWOM4	0.892				Valid
- EWOM5	0.888				Valid
Repurchase intention		0.846	0.884	0.760	Reliable
- RI1	0.817				Valid
- RI2	0.793				Valid
- RI3	0.740				Valid
- RI4	0.876				Valid
Customer Loyalty		0.606	0.812	0.704	Reliable
- CL1	0.732				Valid
- CL2	0.810				Valid
- CL3	0.884				Valid
- CL4	0.763				Valid
- CL5	0.823				Valid
- CL6	0.883				Valid

Source: Data processed by SmartPLS

3.1. Descriptive Statistical Test

The mean value is used to identify the tendency of the middle value, or central tendency. Meanwhile, the standard deviation is used to determine the difference from the average value itself. Data processing was carried out using SmartPLS 3. From the results processing the data below, variables (X1) perceived usefulness 4.22 (X2) perceived ease of use 4.10 (X3) Electronic word of mouth 4.12 (Z) repurchase intention 4.12 (Y) Customer Loyalty 4, 26. Each variable has a grand mean that falls into the "very good" category, indicating that the respondent completely agrees with the researcher's statements in the questionnaire.

Table 2. Descriptive Statistical Test

Variable	Indicator	Mean	Grand Mean
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	PU1	4,216	4.22
	PU2	4,332	
Perceived usefulness (X1)	PU3	4,244	
	PU4	4,124	
	PU5	4,228	
	PEOU1	4,132	4.10
	PEOU2	4,172	
Perceived ease of use (X2)	PEOU3	4,132	
	PEOU4	4,036	
	PEOU5	4,056	
	EWOM1	3,992	4.12
	EWOM2	4,060	
Electronic word of mouth (X3)	EWOM3	4,196	
	EWOM4	4,160	
	EWOM5	4,192	
	RI1	4,208	4.12
	RI2	4,240	
Repurchase intention (Z)	RI3	4,016	
	RI4	4,016	
	CL1	4,088	4.26
	CL2	4,288	
Customer Loyalty (Y)	CL3	4,344	
	CL4	4,356	
	CL5	4,432	
	CL6	4,076	

Source: Data processed by SmartPLS

3.3 Direct Effect Test

If, based on the findings resulting from the outer model evaluation, all instruments have been declared valid and reliable, then proceed with the inner model evaluation. The inner model describes the relationships that exist between the research variables or hypotheses that are built. The inner model was evaluated using hypothesis testing, multicollinearity testing (F-Square), and coefficient of determination (R-Square). When testing the hypothesis, the criteria used are positive coefficient values or original sample values, which show a positive influence, > 1.96 on the t-statistic value, and < 0.05 on the P value [19], which shows the significance of an independent variable that can influence the dependent variable.

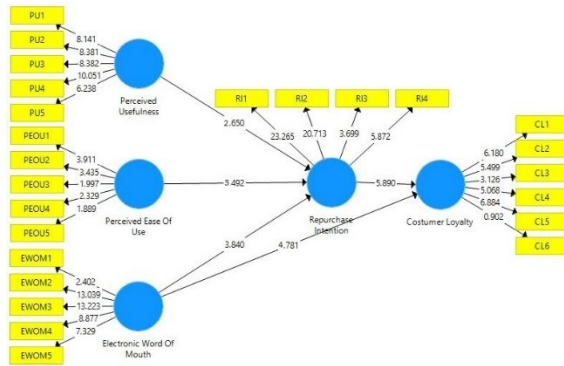


Fig. 3. Inner Model

The first finding shows that H1 where perceived usefulness is supported positively and significantly on repurchase intention ($O = 0.155$, t -statistic = 2.650, $p < 0.05$). Then the relationship between perceived ease of use and repurchase intention in H2 is accepted because it is supported positively and significantly at ($O = 0.350$, t -statistic = 3.492, $p < 0.05$). H3 shows that electronic word of mouth is supported positively and significantly on repurchase intention ($O = 0.268$, t -statistic = 3.840, $p < 0.05$). Furthermore, the relationship between electronic word of mouth and customer loyalty is supported positively and significantly by H4 ($O = 0.122$, t -statistic = 4.781, $p < 0.05$). Meanwhile, H5 between Repurchase Intention and customer loyalty is supported positively and significantly at ($O = 0.456$, t -statistic = 5.890, $p < 0.05$).

3.4 Indirect Effect Test

In testing the mediation effect, this research uses the bootstrapping method to find the indirect influence of the repurchase intention variable, which is a mediating variable. This research examines three hypotheses that have an indirect influence using positive coefficient values or original sample values that show a positive influence and are > 1.96 on the t -value and < 0.05 on the P value [19].

Table 3. Direct Effect Test

Hypothesis	Connection	Original Sample	T-Statistics	P-Values	Information
H1	Perceived Usefulness → Repurchase Intention	0.155	2,650	0,000	H1 Accepted
H2	Perceived Ease of Use → Repurchase Intention	0.350	3,492	0,000	H2 Accepted
H3	Electronic Word of Mouth → Repurchase Intention	0.268	3,840	0,000	H3 Accepted
H4	Electronic Word of Mouth → Customer Loyalty	0.122	4,781	0.001	H4 Accepted
H5	Repurchase Intention → Customer Loyalty	0.456	5,890	0,000	H5 Accepted

Source: Data processed by SmartPLS

Table 4. Mediation Test

Hypothesis	Connection	Original Sample	T-Statistics	P-Values	Information
H6	Perceived Usefulness → Repurchase Intention → Customer Loyalty	0.471	2,579	0.012	H6 Accepted
H7	Perceived Ease of Use → Repurchase Intention → Customer Loyalty	0.523	0.510	0.610	H7 Rejected
H8	Electronic Word of Mouth → Repurchase Intention → Customer Loyalty	0.122	3,375	0.001	H8 Accepted

Source: Data processed by SmartPLS

3.2. R Square Test

The R square test functions to measure the predictive accuracy of the model, can also be seen as the combined effect of exogenous variables, and is able to provide the percentage or proportion of the total variation in the dependent variable that explains the independent variable. The value is 0-1 on the R square, where if the R square value is 0.75, it is concluded to be strong; a value of 0.50 can be concluded to be moderate value and a value of 0.25 can be concluded to be weak value[19]. Because all endogenous variables have an R square value > 0.50, the model is acceptable, as shown in Table 8. The customer satisfaction variable has an R square value of 0.591, or in the moderate category, and the repurchase intention variable has an R square value of 0.642 in the same category, namely moderate.

Table 5. R Square

Variable	R Square	R Square Adjusted	Results
Repurchase Intention	0.615	0.610	Moderate
Customer Loyalty	0.582	0.580	Moderate

Source: Data processed by SmartPLS

3.3. F Square Test

The F square measurement is used to assess the relationship between the predictor construct and the endogenous construct, which has an effect size value of 0.02, which is in the weak category, while a value of 0.15 is in the moderate category and 0.35 is in the strong category. Thus, the researcher also assessed the F square size, which resulted in H1, H3, and H5 being in the moderate category and H2, H4 being in the strong category.

Table 6. F Square

Construct	F Square	Results
H1: Perceived Usability – Repurchase Intention	0.272	Moderate
H2: Perceived Ease of Use – Repurchase Intention	0.355	Strong
H3: Electronic Word Of Mouth – Repurchase Intention	0.268	Moderate
H4: Electronic Word Of Mouth – Customer Loyalty	0.363	Strong
H5: Repurchase Intention – Customer Loyalty	0.263	Moderate

Source: Data processed by SmartPLS

3.5 Discussion

The Influence of Perceived Usefulness on Repurchase Intention. The findings from this analysis prove that perceived benefits have a positive and significant relationship with repurchase intentions. This proves that perceived usefulness is important to influence consumer behavior. When customers feel the benefits, they will buy a product or service again, which can have a strong influence on consistently predicting repeat purchase actions. This shows that perceived usefulness can dominantly influence customers' interest in repurchasing. The results of this analysis are in line with the research results of [20]–[22], which prove the existence of a significant relationship between *perceived usefulness* and repurchase intention.

The Influence of Perceived Ease of Use on Repurchase Intention. The results of this study prove that repurchase intention is positively and significantly influenced by perceived ease of use. In this context, positive findings prove that consumers are more likely to make repeat purchases when they feel that a product or service is easy to use. Perception of ease of use is a key to purchasing decisions. The perceived ease of use factor has a strong impact in predicting whether consumers will make a repeat purchase. This study is in line with the study results of [20], [23][24] which say that there is a relationship positive and significant between perceived ease of use and repurchase intention.

The Influence of Electronic Word of Mouth (E-WOM) on Repurchase Intention. The results of this study prove that E-WOM has a positive and significant relationship with repurchase intention. This shows that E-WOM plays an important role in influencing consumer behavior. In an increasingly digitally connected world, information and recommendations spread through electronic platforms and social media have become key factors in purchasing decisions. However, it is important to remember that the level of consumer trust in the source of E-WOM greatly influences its impact. Consumers tend to trust advice or reviews from trustworthy sources, such as friends, family, or other users who have had positive experiences. Therefore, it is important to consider the psychological mechanisms behind the influence of E-WOM on repurchase intention, focusing on aspects of trust in the context of information spread via electronic platforms. The results of this study are following the results of other studies from [25][26][27] which shows that repurchase intention is positively and significantly influenced by E-WOM.

The Influence of Electronic Word of Mouth (E-WOM) on Customer Loyalty. The results of this study state that customer loyalty is positively and significantly influenced by E-WOM. These findings illustrate the importance of online interactions in forming lasting relationships between consumers and brands. In this context, positive evidence of E-WOM in influencing customer loyalty shows that recommendations, positive reviews, and other customer experiences shared electronically have a strong impact in retaining customers. Consumers tend to give more trust to information that comes from

their peers or online sources that are considered credible. The findings of this analysis are in line with research [27]–[30] which shows that E-WOM and customer loyalty have a positive and significant relationship.

The Influence of Repurchase Intention on Customer Loyalty. The findings of this analysis prove that repurchase intentions have a positive and significant influence on customer loyalty. The finding that repurchases intention positively and significantly influences customer loyalty proves that the intention to repurchase from a brand or company is a key factor in building customer loyalty. This means that when customers have a strong intention to return to purchase products or services from a brand, they are more likely to remain loyal to that brand. This has a positive impact on customer retention, development of long-term relationships, and ultimately, increased company revenue. These results are in line with the analysis carried out [31], [32] which proves that repurchase intention and customer loyalty have a positive and significant relationship.

The Influence of Perceived Usefulness on Customer Loyalty through Repurchase Intention. The findings from this analysis prove that perceived benefits positively and significantly influence customer loyalty with repurchase intention as a mediating variable. The finding that perceived usefulness has a positive and significant relationship with customer loyalty and repurchase intention as a mediating variable clarifies the importance of customer perceptions of the benefits of products or services in building their loyalty to a brand or company. The finding that perceived usefulness has a positive and significant relationship with customer loyalty with repurchase intention as a mediating variable clarifies the importance of customer perceptions of the benefits of products or services in building loyalty to a brand or company. This finding is in line with research by [33]–[36], which states that perceived usefulness indirectly has a positive relationship with customer loyalty even though through several different mediating variables. This statement aligns with the theory introduced by [8], namely TRA.

The Influence of Perceived Ease of Use on Customer Loyalty through Repurchase Intention. The findings of this analysis prove that perceived ease of use has a positive but insignificant relationship on customer loyalty and repurchase intention as a mediating variable. Perceived ease of use describes how well customers feel that using the product or service offered by a brand or company is easy and uncomplicated. These findings identify that even though consumers feel that a product or service is easy to use, they tend to reconsider becoming loyal customers. In this case, repurchase intention only has a limited impact as a mediating variable in this relationship. This research is in line with research [37] which states that perceived ease of use has a positive but not significant relationship with customer loyalty.

The Influence of Electronic Word of Mouth (E-WOM) on Customer Loyalty through Repurchase Intention. The findings from this study prove that E-WOM has a positive and significant relationship with customer loyalty and repurchase intention

as a mediating variable. These findings strengthen our understanding of the important role of E-WOM in shaping customer behavior and influencing their loyalty. Findings indicating that E-WOM and customer loyalty are supported have a positive and significant relationship, with repurchase intention acting as a mediating variable, highlighting the strong influence of information and recommendations spread through digital platforms. E-WOM includes customer reviews, views and recommendations circulating in various online channels, and the results of this research provide concrete evidence that when customers receive positive E-WOM about a service or product, they tend to become more loyal to that brand or company. Repurchase intention, in its role as a mediating variable, explains how the positive influence of E-WOM can influence customers to plan to purchase products or services again in the future. This statement aligns with the theory introduced by [8].

4 Conclusion

Based on the findings of this analysis, perceived usefulness, ease of use, and electronic word of mouth have a positive and significant relationship with repurchase intention. Meanwhile, E-WOM has a positive and significant relationship with customer loyalty. Perceived usefulness and electronic word of mouth have a positive and significant relationship with customer loyalty through repurchase intention. However, repurchase intention cannot mediate the relationship between perceived ease of use and customer loyalty. The implications that can be used for this research are e-commerce companies, especially TikTok shops, to improve and create perceived ease of use by simplifying the system and language, shortening steps, and adding information or instructions at every point. So that users do not experience difficulties or confusion when using it. Meanwhile, to increase perceived usefulness is to recommend shops with the lowest prices and display products at various price ranges. Apart from that, to improve the quality of electronic word of mouth, TikTok shop must always maintain and improve its best service to help customers and monitor and improve product quality and the quality of the TikTok shop website. This is intended to continue to focus on maintaining good relationships with customers. This research is inseparable from limitations and obstacles such as distributing questionnaires using closed question items so that respondents' answers cannot be explored. Apart from that, this research was only carried out in Malang City, which may hamper the generalization of this research. Furthermore, this research was conducted specifically in the e-commerce sector, where it is possible that the findings from this research cannot be generalized to other sectors or industries. In this case, the author would like to suggest that future studies can be carried out in other cities or even other countries with more complex variables discussed to increase the generalization of this topic.

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