

The Influence of E-Service Quality, Product Authenticity, and Delivery Speed on Consumer Satisfaction in TikTok Shop

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ABSTRACT

This study aims to determine the influence of E-Service Quality, product authenticity, and delivery speed on consumer satisfaction at TikTok Shop. This research used a quantitative approach involving 180 students from the Faculty of Economics and Business at Universitas Muhammadiyah Palu as respondents, selected through purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression. The results of the study indicate that E-Service Quality does not have a significant effect on consumer satisfaction, while product authenticity and delivery speed have a positive and significant effect on consumer satisfaction. Simultaneously, the three variables significantly influence consumer satisfaction, with product authenticity being the most dominant factor.

INTRODUCTION

The development of digital technology in recent years has brought major changes in people's economic activities, especially in online shopping patterns through e-commerce platforms. According to Aksenta et al. (2023), digitalization has affected various aspects of life, including the way people conduct transactions and meet their daily needs. The ease of internet access, the use of smartphones, and the development of social media encourage people to switch from conventional shopping to digital shopping. One of the platforms that is growing rapidly until 2025 is TikTok Shop, which combines entertainment and shopping activities through the concept of social commerce.

In Indonesia, the growth of e-commerce shows a very significant increase every year. A report by Google, Temasek, and Bain & Company (2023) states that Indonesia is the largest e-commerce market in Southeast Asia with an increasing value of digital transactions. Competition between platforms such as Shopee, Tokopedia, Lazada, and TikTok Shop makes business actors required to provide the best service in order to be able to retain consumers. In the context of online shopping, consumers not only consider the price of the product, but also the quality of electronic services (e-service quality), product authenticity, and delivery speed as the main factors in determining their satisfaction.

E-service quality is an important aspect because customers only rely on information and digital displays in conducting online transactions. According to Alharthey (2021), good quality of electronic services such as ease of use of applications, transaction security, response speed, and customer service can increase consumer satisfaction in online shopping. Conversely, poor service quality can trigger customer complaints and lower consumer satisfaction levels with the platform.

In addition to service quality, product authenticity is also the main concern of consumers in shopping at TikTok Shop. By 2025, the Indonesian Food and Drug Supervisory Agency (BPOM) found thousands of viral

skincare products circulating without a distribution permit and containing harmful ingredients. This phenomenon shows that there are still many products marketed through digital platforms that do not comply with product safety descriptions or standards. This condition can cause disappointment and reduce consumer confidence in sellers and platforms. On the other hand, the speed of delivery is also an important factor because consumers want products to be received on time as per their expectations.

These three factors, namely e-service quality, product authenticity, and delivery speed have an important role in shaping customer satisfaction. Customer satisfaction is a consumer's evaluation of the shopping experience they feel during the transaction process. If the shopping experience is able to meet consumer expectations, then the level of customer satisfaction will increase and potentially create consumer loyalty to the platform.

Students as part of generation Z are a group of active users of social media and e-commerce who are very concerned about the quality of the digital experience in online shopping. This study aims to analyze the influence of e-service quality, product authenticity, and delivery speed on customer satisfaction in TikTok Shop users, especially students of the University of Muhammadiyah Palu. The results of the research are expected to contribute to the development of digital marketing strategies and improve the quality of services on e-commerce platforms.

RESEARCH METHODS

This research is a quantitative research with a causal-comparative approach. Quantitative research is used because the data collected is in the form of numbers and analyzed using statistical techniques. The causal-comparative approach aims to find out the extent of the influence of independent variables, namely E-Service Quality (X1), Product Authenticity (X2), and Delivery Speed (X3) on the dependent variables, namely Customer Satisfaction (Y). This research was carried out from December to March 2025. The place of research was determined at the Faculty of Economics and Business, University of Muhammadiyah Palu (UNISMUH PALU). This place was chosen because students in the neighborhood are active users of TikTok Shop, so it is relevant to the purpose of the research to analyze the behavior of online customers on the platform.

The population in this study is active students of the 2022 – 2025 batch of the Faculty of Economics and Business, University of Muhammadiyah (Unismuh) Palu who have purchased products through the TikTok Shop platform. Students were chosen as the population because they are active users of social media and tend to be responsive to online shopping trends, including through social commerce such as TikTok Shop.

Research Sample Based on the number of students of the Faculty of Economics and Business, University of Muhammadiyah Palu can be seen in Table 1 as follows:

Table 1. Number of Active Students of the Faculty of Economics and Business, University of Muhammadiyah Palu

Year	Management	Digital Business	Quantity
2022	67 orang	5 orang	72 orang
2023	79 orang	2 orang	81 orang
2024	71 orang	4 orang	75 orang
2025	84 people	13 people	97 people
Quantity			325

The data analysis method was carried out quantitatively, descriptively, and verifiably using SPSS version 23. Classical Assumption Test: a. Normality Test: Tests the normal distribution of data b. Multicollinearity Test: Tests the correlation between independent variables c. Autocorrelation Test: Tests the error correlation between times d. Heteroscedasticity Test: Tests the similarity of error variance.

Multiple Linear Regression Analysis The model used:

$$Y_{it} = A + b_1X_{1it} + b_2X_{2it} + This$$

Where:

Y_{it} = Return Shares i in period t

a = Intercept From the regression equation

(constant) $B_1, B_2,$ = Regression coefficient

No = Standard error

X_{1it} = Market Ratio (*Price Earning Ratio*) Company i in the year t X_{2it} = Profitability Ratio (*Return on Asset*) Company i in Year t

Uji Hypothesis

Test F: To see the simultaneous influence of independent variables on dependent variables.

t-test: To see the partial influence of each independent variable on the dependent variable.

Significance is determined by alpha 5%. If the p-value < 0.05 then H0 is rejected and H1 is accepted (there is a significant influence), and vice versa.

RESULTS

Results of the Classical

Assumption Test Normality Test

The normality test is used to see whether the residual value is distributed normally or not. A good regression model is to have a normally distributed residual value. So the normality test is not carried out on each variable but on its residual value. The results of the SPSS *output* normality test in the form of Normal PP Plot Standard Residual Regression can be seen in Figure 1 below:

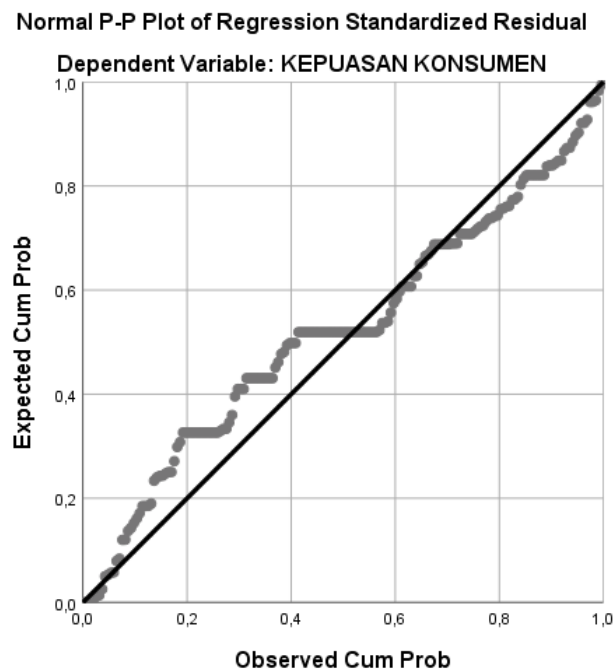


Figure 1. Normal PP Plot Standard Residual Regression

Figure 1 shows that on the PP Plot graph there is a spread of points that follow a diagonal line. The data is close to normal, thus it can be seen that the regression model has an assumption of normality.

Multicollinearity Test

The multicollinearity test aims to find out whether or not there is a relationship between independent variables. A good regression model does not have multicollinearity or independent variables have no relationship. The results of the multicollinearity test can be seen in the following Table 2:

Table 2. Multicollinearity Test Results
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	LIVE
1 (Constant)		
E-Service Quality	.404	2.477
Product Authenticity	.322	3.102
Delivery Speed	.576	1.735

a. Dependent Variable: RTSH

Table 2 shows the E-Service Quality variable with a *tolerance value* of 0.404 and a VIF value of 2.477, the Product Authenticity Variable with a *tolerance value* of 0.322 and a VIF value of 3.102, and the Delivery Speed Variable with a *tolerance value* of 0.576 and a VIF value of 1.735. Thus, it can be determined that there is no multicollinearity or relationship between independent variables.

Autocorrelation Test

The autocorrelation test is used to find out whether or not there is a deviation from the classic assumption of autocorrelation, which is the correlation that occurs between residual in one observation and another observation in the regression model. The results of the autocorrelation test can be seen in the following Table 3:

Table 3. Autocorrelation Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.015a	.664	.658	2,004

a. Predictors: (Constant), ROA, PER

b. Dependent Variable: RTSH

From the results of the autocorrelation test in Table 3 above, a *Durbin-Watson* (DW) value of 2.004 or $DW > 2$ was obtained, then the results showed that autocorrelation did not occur. Thus, the regression model can be stated to be good because it is free of autocorrelation.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether or not there is a deviation from the classical assumption of heteroscedasticity, namely the existence of variance from residual variance for all observations in the regression model. The results of the heteroscedasticity test are shown in Figure 2 as follows:

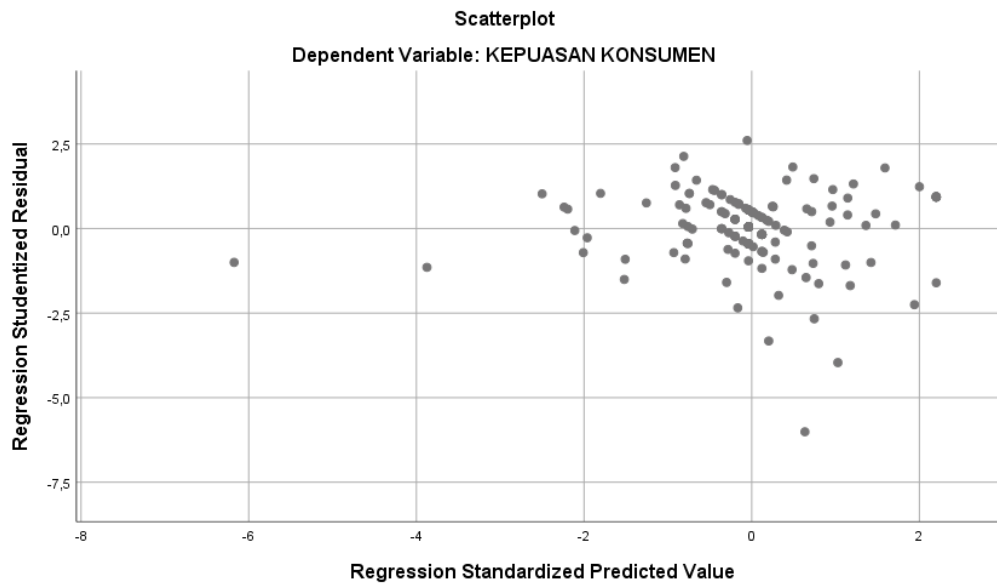


Figure 2. Scatterplot Heteroscedasticity Test

The results of the heteroscedasticity test in Figure 2 show that the dots do not form a clear pattern, and the dots are spread above and below the number 0 on the Y-axis.

Multiple Linear Regression Analysis Results

This analysis is to determine the direction of the relationship between independent variables and dependent variables whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The data used are on an interval or ratio scale, so the results of multiple linear regression analysis are obtained as shown in Table 4 below:

Table 4. Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.451	1.444		1.679	,091
E-Service Quality	,070	,042	,114	1.663	,098
Product Authenticity	,447	,088	,389	5.056	,000
Delivery Speed	,327	,046	,414	7.197	,000

a. Dependent Variable: CONSUMER SATISFACTION

Based on the results of multiple regression analysis in Table 4, multiple linear regression equations can be obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 2.451 + 0.070X_1 + 0.447X_2 + 0.327X_3$$

From the results of the multiple linear regression equation in the table above, it can be explained as follows:

The value of the constant is 2.451. This means that if the variables E-Service Quality (X1), Product Authenticity (X2), and Delivery Speed (X3) are valued, then the Consumer Satisfaction (Y) value is 2,451 units.

The regression coefficient value of the E-Service Quality variable (X1) was 0.070. This means that every increase in E-Service Quality by one unit will increase Consumer Satisfaction by 0.070 units, assuming other variables are constant.

The value of the regression coefficient of the Product Authenticity variable (X2) was 0.447. This means that every one unit increase in Product Authenticity will increase Consumer Satisfaction by 0.447 units, assuming other variables are constant.

The value of the regression coefficient of the Transmission Speed variable (X3) is 0.327. This means that every one unit increase in Delivery Speed will increase Consumer Satisfaction by 0.327 units, assuming other variables are constant.

Based on the explanation of the regression equation, the variables E-Service Quality (X1), Product Authenticity (X2), and Delivery Speed (X3) have positive coefficient values. This shows that the three independent variables have a positive relationship with Consumer Satisfaction (Y), so the better the quality of electronic services, product authenticity, and delivery speed, the higher the level of consumer satisfaction will also increase.

Simultaneous Regression Coefficient Test (F Test)

The F test is used to find out whether the independent variables (X1 and X2) together have a significant effect on the dependent variable (Y). Or to find out whether regression models can be used to predict dependent variables or not. The results of the F test can be seen in Table 5 as follows:

Table 5. F Test Results
ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1396,957	3	465,652	115,916	,000b
Residual	707,020	176	4,017		
Total	2103,9678	179			

a. Dependent Variable: CONSUMER SATISFACTION

b. Predictors: (Constant), E-Service Quality, Product Authenticity, Delivery Speed

Based on the results of the F test in Table 5, the F value was calculated at 115.916 with a significance value of 0.000. The significance value is less than 0.05 ($0.000 < 0.05$), so it can be stated that H_0 is rejected and H_a is accepted. Thus, the variables E-Service Quality (X1), Product Authenticity (X2), and Delivery Speed (X3) simultaneously or together have a significant effect on Consumer Satisfaction (Y).

Partial Regression Coefficient Test (t-test)

The t-test is used to find out whether the independent variable partially has a significant effect on the dependent variable. In the t-test, independent variable testing was carried out separately between the PER (X1) and ROA (X2) variables. The results of the t-test for the regression model can be seen in the following Table 6:

Table 6. Test
Results t
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1 (Constant)	2,451	1,444		1,697	,091
E-Service Quality	,070	,042	,114	1,663	,098
Product Kaslian	,447	,088	,389	5,056	,000
SpeedDelivery	,327	,046	,414	7,197	,000

a. Dependent Variable: CONSUMER SATISFACTION

E-Service Quality Variable Testing (X1)

Based on the results in the table above, a t-calculation value of 1.663 with a significance value of 0.098 was obtained. The significance value is greater than 0.05 ($0.098 > 0.05$), so H_0 is accepted and H_a is rejected. This means that the E-Service Quality (X1) variable partially does not have a significant effect on Consumer Satisfaction (Y).

Product Authenticity Variable Testing (X2)

Based on the results in the table above, a t-calculation value of 5.056 with a significance value of 0.000 was obtained. The significance value is less than 0.05 ($0.000 < 0.05$), so H_0 is rejected and H_a is accepted. This means that the Product Authenticity variable (X2) partially has a significant effect on Consumer Satisfaction (Y).

Variable Testing of Delivery Speed (X3)

Based on the results in the table above, a t-count value of 7.197 with a significance value of 0.000 was obtained. The significance value is less than 0.05 ($0.000 < 0.05$), so H_0 is rejected and H_a is accepted. This means that the Delivery Speed variable (X3) partially has a significant effect on Consumer Satisfaction (Y).

DISCUSSION

The Simultaneous Influence of E-Service Quality, Product Authenticity, and Delivery Speed on Consumer Satisfaction

The first hypothesis in this study states that E-Service Quality, Product Authenticity, and Delivery Speed simultaneously have a significant effect on Consumer Satisfaction in TikTok Shop users. Based on the results of the F test, the F value was obtained at 115.916 with a significance level of $0.000 < 0.05$. Thus, the first hypothesis is accepted, which means that the variables of E-Service Quality, Product Authenticity, and Delivery Speed together have a significant effect on Consumer Satisfaction.

The results of this study show that consumer satisfaction on the TikTok Shop platform is influenced by the quality of electronic services, the authenticity of the product, and the speed of delivery provided to customers. The better the quality of digital services, the more suitable the product that consumers receive with the information displayed, and the faster the delivery process is carried out, the level of customer satisfaction will increase. On the other hand, if one of these aspects is not met, then consumers tend to feel disappointed and lower their level of satisfaction with the platform and the seller.

The findings of this study are in line with the research of Hamzah and Yusof (2019) which states that e-service quality, product authenticity, and delivery reliability have an influence on customer satisfaction in online shopping. In addition, research by Farida and Yuliana (2020) also explains that product authenticity and delivery speed are important factors in building customer satisfaction in digital transactions. Thus, TikTok Shop needs to improve service quality, maintain product credibility, and accelerate the distribution process to maintain consumer satisfaction and loyalty.

The Partial Influence of E-Service Quality on Consumer Satisfaction

The second hypothesis states that E-Service Quality has a significant effect on Consumer Satisfaction. Based on the results of the t-test, a t-count value of 1.663 was obtained with a significance level of $0.098 > 0.05$. Thus, the second hypothesis is rejected, which means that E-Service Quality partially has no significant effect on Consumer Satisfaction.

The results of this study show that the quality of electronic services on TikTok Shop is not yet fully the main factor that determines consumer satisfaction. Consumers are likely to consider other factors such as product authenticity and delivery speed more than the digital service aspect provided. In addition, most TikTok Shop users are used to using digital platforms so the quality of electronic services is considered a basic standard in online shopping.

Although it does not have a partial significant effect, the E-Service Quality variable still has a positive relationship with Consumer Satisfaction. This finding is different from the research of Al Karim and Chowdhury (2022), Farida and Astuti (2022), and Huang and Lin (2022) who stated that e-service quality has a significant effect on customer satisfaction on e-commerce platforms. The difference in the results of this study shows that TikTok Shop consumer behavior tends to be more influenced by the real experience after the product is received than by the digital experience when making a transaction.

Partial Effect of Product Authenticity on Consumer Satisfaction

The third hypothesis states that Product Authenticity has a significant effect on Consumer Satisfaction. Based on the results of the t-test, a t-count value of 5.056 was obtained with a significance level of $0.000 < 0.05$. Thus, the third hypothesis is accepted, which means that Product Authenticity partially has a significant effect on Consumer Satisfaction.

The results of this study show that consumers are very concerned about the suitability of the products they receive with the information and promotions displayed on TikTok Shop. Products that are original, quality, and as described are able to increase consumer trust so that it has an impact on increasing customer satisfaction. On the other hand, if the product received does not meet expectations, consumers will feel disadvantaged and lose trust in the seller and the platform.

These findings are in line with the research of Wang and Chen (2019), Lee et al. (2020), and Kurniawan and Lestari (2020) who stated that product authenticity has an important influence on consumer trust and satisfaction in online transactions. In addition, research by Kartika and Dewi (2021) also shows that product originality is able to increase customer satisfaction and loyalty on e-commerce platforms. This shows that TikTok Shop consumers are increasingly critical in assessing the quality and authenticity of products before making a purchase.

Partial Effect of Shipping Speed on Consumer Satisfaction

The fourth hypothesis states that Delivery Speed has a significant effect on Consumer Satisfaction. Based on the results of the t-test, a t-count value of 7.197 was obtained with a significance level of $0.000 < 0.05$. Thus, the fourth hypothesis is accepted, which means that Delivery Speed partially has a significant effect on Consumer Satisfaction.

The results of this study show that delivery speed is one of the main factors that affect consumer satisfaction in shopping online at TikTok Shop. Consumers tend to feel satisfied if the products they order can be received quickly and on time. On the contrary, delivery delays often lead to complaints and lower customer satisfaction levels.

These findings are in line with the research of Kim and Park (2021), Pertiwi and Puspaningrum (2022), and Wijaya and Hartati (2023) who stated that delivery speed has a positive and significant influence on customer satisfaction on e-commerce platforms. In addition, Liu and Tang (2023) also explained that the quality of good logistics services can increase customer satisfaction and encourage repurchase intent in digital transactions. Therefore, TikTok Shop and business actors need to increase the effectiveness of the distribution system and work together with trusted logistics services so that customer satisfaction can continue to be improved.

CONCLUSION

Based on the results of research and multiple linear regression analysis regarding the influence of E-Service Quality, Product Authenticity, and Delivery Speed on Consumer Satisfaction on TikTok Shop users, several conclusions can be drawn as follows:

The variables of E-Service Quality, Product Authenticity, and Delivery Speed simultaneously have a significant effect on Consumer Satisfaction. These results show that the quality of electronic services, product suitability, and delivery accuracy are important factors that together can affect the level of consumer satisfaction in making transactions through TikTok Shop.

The E-Service Quality variable partially does not have a significant effect on Consumer Satisfaction. This indicates that the quality of electronic services has not yet become the main factor that determines the level of consumer satisfaction on the TikTok Shop platform. Consumers tend to consider the real experience after the purchase process, especially regarding product quality and delivery accuracy.

Product Authenticity Variables partially have a positive and significant effect on Consumer Satisfaction. These findings show that products that consumers receive are in accordance with descriptions, have good quality, and are guaranteed authenticity can increase consumer trust and satisfaction in online shopping.

The Delivery Speed variable partially has a positive and significant effect on Consumer Satisfaction. This shows that the accuracy and speed of the product delivery process are one of the factors that can increase consumer satisfaction on the TikTok Shop platform. The faster the product is accepted by consumers, the higher the level of satisfaction felt by customers.

RESEARCH IMPLICATIONS

For business actors and sellers on the TikTok Shop platform, the results of this study show the importance of maintaining product authenticity and improving delivery accuracy to create consumer satisfaction. Sellers need to ensure that the products marketed are in accordance with the description, have good quality, and are guaranteed authenticity in order to increase customer trust. In addition, cooperation with professional and timely logistics services needs to be improved to minimize delivery delays that can lower the

level of customer satisfaction. For TikTok Shop, this study provides an overview that consumer satisfaction is not only influenced by the quality of digital services, but also by the consumer experience after a transaction is made. Therefore, platforms need to strengthen the supervision system for marketed products, improve transaction security, and improve the quality of service to customers. For consumers, the results of this research can be a consideration in choosing a seller who has a good reputation, positive reviews, and a fast and timely delivery rate.

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