



### Research Article

## The Effect of Delivery Services and Service Quality on Consumer Trust in Tiktok Online Stores

Sal Sabila Alamsyah<sup>1</sup>, Syahnur Aida Alifia<sup>2</sup>, Ahmad Nuh<sup>3</sup>

1. Sekolah Tinggi Ilmu Syariah Al Wafa, Indonesia; [salsasa1364@gmail.com](mailto:salsasa1364@gmail.com)
2. Sekolah Tinggi Ilmu Syariah Al Wafa, Indonesia; [syahnuraida3124@gmail.com](mailto:syahnuraida3124@gmail.com)
3. Sekolah Tinggi Ilmu Syariah Al Wafa, Indonesia; [nuh@belgifoods.com](mailto:nuh@belgifoods.com)

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**Abstract.** Online stores have become one of the most important aspects in the world of e-commerce, with increasing attention to factors that affect customer confidence in online transactions. The study aims to investigate the impact of service quality and customer satisfaction on customer confidence in the TikTok online store. The method used involves the use of online surveys using data filling forms (Google Forms) to users of the online shop. The data collected is analyzed using regression analysis to evaluate the relationship between independent variables (service quality and client satisfaction) and dependent variables (customer trust). The results show that good service quality and customer satisfaction levels positively affect the level of customer confidence in TikTok online stores. These findings show the importance of providing high-quality service and paying attention to customers' satisfaction to build trust in an e-commerce environment. The uniqueness of the study is the use of online surveys with data filling forms, which enables efficient data collection that can reach respondents from a variety of geographical backgrounds, as well as focusing on TikTok's still relatively

new online shopping platform in the e-commerce market, adding insight into factors affecting customer confidence.

**Keywords:** e-commerce, quality of service, customer confidence

## INTRODUCTION

This research tries to answer a question that is particularly relevant in today's digital age: how service quality and customer satisfaction impact customer trust on unique online shopping platforms like TikTok. Effects of Service Quality, Customer Trust, and Corporate Image on Customer Satisfaction and Loyalty, Relationship Marketing, Customer Loyalty, Perceived Value, Social Value, Price, and Quality (Setiawan and Sayuti 2017) (Anon 2018) Very influential on consumer trust and satisfaction in the TikTok online store.

Indeed, an interesting phenomenon is TikTok's shift from a social media platform to an e-commerce platform, demonstrating the company's adaptability and innovation in response to changing trends and market demands. One interesting aspect of the study is its focus on TikTok as a research subject, filling a gap in the literature that pays more attention to more established e-commerce platforms like Amazon or eBay. This opens up space for a deeper understanding of the dynamics underlying customer trust in the context of new and rapidly growing online shopping platforms like TikTok.

The problem or research gap from previous similar research is the lack of focus on the TikTok platform as a research subject in the context of customer trust in online transactions. Previous research may have been more likely to pay attention to more established e-commerce platforms like Amazon or eBay, leaving gaps in understanding of the factors that affect customer trust on new platforms like TikTok. In terms of theoretical approach, this research builds a strong foundation by applying customer trust theory and service quality theory in the context of e-commerce. As such, the framework used provides a solid foundation for analyzing how factors such as service quality and customer satisfaction interact and influence customer trust in TikTok as an online shopping platform.

One thing that makes this study special is its approach, which hasn't been explored much by researchers before. By delving deeper into the effect of service quality and customer satisfaction on customer trust on TikTok, the study provides valuable new insights for practitioners and researchers in the field of e-commerce. This not only helps in understanding consumer behavior better but can also provide guidance for companies to improve the customer experience and strengthen their position in this increasingly competitive market.

## LITERATURE REVIEW

Customer Trust and customer satisfaction

Consumer trust is consumer knowledge about an object, its attributes, and its benefits (Sumarwan, 2011). Trust is also defined as the subjective probability where

consumers expect sellers to make certain transactions in accordance with consumer confidence expectations (Romindo et al, 2019). Trust is a foundation in running a business. A transaction between two or more people will occur if both parties trust each other (Anwar & Adidarma, 2016). According to McKnight, Kacmar, and Choudry in Bachmann and Zaheer (2006) there are two dimensions of consumer confidence, namely:

### **Trusting Belief**

Trusting belief is the degree to which a person trusts and feels confident in others in a situation. Trusting belief is the perception of the party who trusts (consumers) to the trusted party (virtual store sellers) where the seller has characteristics that will benefit consumers. There are three elements that build trusting beliefs, namely benevolence (how much someone trusts the seller to behave well toward consumers). Benevolence is the seller's willingness to serve the interests of consumers), integrity (how much confidence someone has in the honesty of the seller to maintain and fulfill the agreement that has been made to the consumer), competence is one's confidence in the ability of the seller to help consumers do something according to the needs of the consumer. The essence of competence is how successful the seller is to producing what consumers want. The essence of competence is the ability of the seller to meet the needs of consumers. There are related studies that also examine consumer confidence in e-commerce.

## **THEORETICAL FOUNDATIONS**

### **Marketing**

The American Marketing Association defines marketing as an organizational function and set of processes to create, communicate, and deliver value to customers, as well as manage customer relationships in a way that benefits the organization and shareholders (Hery, 2019). An important source of information about a company can be obtained from its financial statements. The definition of marketing given by Philip Kotler is as follows: Marketing is a human activity directed at efforts to satisfy wants and needs through exchange (Warnadi and Triyono, 2019). Another understanding is that marketing is a process and managerial process that makes individuals or groups get what they need and want by creating, offering, and exchanging valuable products with other parties or all activities related to the delivery of products or services, ranging from producers to consumers (Shinta, 2011).

### **Consumer purchasing behaviour**

According to Swastha and Handoko in Sunarto (2018), consumer behavior is defined as the actions of individuals who are directly involved in the business of obtaining and using economic goods and services, including decision-making activities. While consumers can be divided into two categories, namely individual consumers and industrial consumers, Individual consumers, or end consumers, are individuals who make purchases to meet their personal needs or household consumption. Consumers of a business or institution are individuals or groups of individuals who make purchases on behalf of and for use by the institution. In this

case, institutions can mean companies, government agencies, and other institutions. According to Kotler and Armstrong in Sunarto (2018), consumer behavior can be influenced by several factors.

### **Service Quality towards Customer Trust**

According to Sousa and Voss (2009), online service is defined as "the delivery of a service using new media, such as the web." This understanding means the delivery of goods or services using new media, namely the website. According to Kasmir (2017: 64), service quality is the ability of a company to provide services that have a direct impact on customer satisfaction in accordance with their needs and desires. Tjiptono (2016: 178) Based on the description above in terms of quality, service has at least five dimensions, namely, tangibility, reliability, responsiveness, assurance, and empathy. The description is as follows: Tangible (physical evidence) is the appearance in the form of supporting facilities, officers, or communication facilities that accompany the product. Reliability is the ability to provide promised services efficiently, accurately, and satisfactorily. Responsiveness is the desire of staff and employees to help customers and provide responsive service. Assurance includes the knowledge, ability, courtesy, and trustworthy nature of the staff, free from danger, risk, or doubt. Empathy (empathy), which includes ease of doing relationships, good communication, personal attention, and understanding the needs of consumers.

Research by Dina Aprilia, Indonesian Islamic University which examines the Effect of Service Quality on Customer Satisfaction at XYZ Restaurant in 2022. Using XYZ Restaurant Customers as the object of his research. Stating that there is a positive and significant influence between the dimensions of reliability, responsiveness, assurance, empathy, and physical evidence on customer satisfaction. The dimensions of reliability and responsiveness have the most dominant influence on customer satisfaction.

### **Customer satisfaction towards Customer Trust**

According to Fandy Tjiptono (2014; 353), satisfaction can be interpreted as an effort to fulfill something or make something adequate. According to Kotler and Keller (2012), cited by Fandy (2014), customer satisfaction is the degree to which a person feels after comparing perceived results or performance compared to his expectations. Anderson and Srinifasan (2003), cited by Muhammad Ashoer et al. (2019; 241), describe e-satisfaction as a gratuity from a customer derived from previous real-life purchase experience with a particular e-commerce company. According to Szymanski and Hise (2000), cited by Ranjbarian et al. (2012).

Kotler and Keller (2012) suggest that retaining customers is more important than attracting customers. Therefore, there are 5 dimensions to measure consumer satisfaction, which are as follows:

1. Buy again;
2. Say nice things about the company to others and recommend it;
3. Pay less attention to competitors' brands and product advertisements;
4. Buying other products from the same company;
5. Offer product or service ideas to the Company

Customer satisfaction is a variable that measures customers' feelings of pleasure or disappointment with a product, service, or experience they receive. This level of satisfaction is shaped by a comparison between customers' perceptions of what they got with their previous expectations.

Customer Satisfaction Concept:

Perception: Customers have a perception of the features, functions, and benefits offered by a product or service. This perception can be formed from direct customer experience, information from advertisements and promotions, or stories from other customers. Expectations: Customers have expectations about what they will get when they buy a product or use a service. These expectations can be influenced by customer needs, previous experience, and promises delivered by the product or service provider. Comparison: Customers compare their perceptions with their expectations. Satisfaction: If the customer's perception exceeds their expectations, then the customer will feel satisfied. Conversely, if the customer's perception does not meet their expectations, then the customer will feel disappointed.

## **METHODOLOGY**

This research methodology involves several important stages. First, data was collected through surveys and interviews. Surveys are used to obtain an overview of a large population, while interviews aim to obtain more in-depth information about the research subject. Second, the collected data is then analyzed using various statistical techniques, including descriptive, inferential, parametric, and non-parametric analysis. Next, the validity and reliability of the indicators used to measure a particular concept are evaluated to ensure measurement reliability. (Hutama 2017)

Path analysis was used to understand the relationships between the investigated variables, with findings showing significant influences between ability, satisfaction, and trust. Finally, indirect effects analysis is used to explore how certain variables influence trust through their influence on satisfaction. Thus, this methodology includes various steps, from data collection to in-depth statistical analysis, to gain a comprehensive understanding of the research topic. (Muhson 2006)

### **Data Collection**

Data collection using quantitative methods through distributing questionnaires is the process of designing, distributing and analyzing questionnaires to collect data that can be measured numerically from respondents. Once designed, the questionnaire is distributed to respondents who are asked to answer the questions asked. The collected data is then analyzed using statistical techniques to obtain relevant and accurate information about the research subject. With this approach, researchers can gain a deep understanding of the phenomenon under study with the support of empirical data. (Prayoga 2020)

With this approach, researchers can gain a deeper understanding of the phenomenon being studied with the support of empirical data collected through surveys. This allows researchers to draw stronger conclusions and produce more relevant and accurate findings about the research subject under study. (Bambang Sudaryana et al. 2022)

The elements of the items question were obtained from various studies, including:  
Ability

ABLT1: I feel that this Tik Tok online shop provides services well and safely.

ABLT2: I am satisfied with the speed of the goods delivery process at the TikTok online shop.

ABLT3: The efficient and accurate search system in the TikTok online store makes it easy for me to find the products I'm looking for.

Assurance

ASRC1: Insurance helps with the risk of loss or damage to my goods during shipping.

ASRC2: I'm more likely to choose an online store that offers insurance options.

ASRC3: I feel safe when making transactions at the Tik Tok online shop.

Integrity

ITGR1: I feel that this Tik Tok online shop is honest with its customers.

ITGR2: I feel that the delivery service in this online shop performs as promised.

ITGR3: I feel that the appearance of the features listed on the Tik Tok online shop attracts customers to buy the product.

Service Quality

SQLY1: The TikTok online store handles customer complaints well.

SQLY2: TikTok online stores with high service quality tend to get positive reviews from me.

SQLY3: A smooth and enjoyable shopping experience at the Tik Tok online shop makes me want to shop there again.

SQLY4: Timely and safe delivery is an important part of the quality of TikTok online store service for me.

Customer Satisfaction

CSPCT1: The goods I ordered at the TikTok online shop met my expectations.

CSPCT2: I have done the right thing by purchasing goods at the TikTok online shop.

CSPCT3: I am satisfied with the service provided by the Tik Tok online shop.

CSPCT4: I feel happy that the delivery at the TikTok online shop is fast and reliable.

Customer Trust

CTRS1: As a customer, my satisfaction with the shopping experience at the TikTok online store can influence my decision as the main choice for online shopping in the future.

CTRS2: I feel that e-market places can provide services and meet customer needs well.

CTRS3: My satisfaction as a customer with the shopping experience at the TikTok online store can influence my recommendations to friends and family.

## CONCLUSION

The results show that good quality of service and customer satisfaction have a positive impact on the level of customer confidence in TikTok's online store. Thus,

customers' satisfaction plays an important role in building trust in the e-commerce environment, especially on new and growing online shopping platforms such as TikTok. From a literature review, it can be concluded that customer trust is heavily influenced by several factors, including service quality, customer satisfaction, capabilities, integrity, and guarantees. These factors interact in shaping customer perception and confidence towards an online shopping platform.

Besides, the concept of customer satisfaction also plays a key role in building trust, with high satisfaction tending to form a strong trust in a brand or company. Therefore, it is important for companies to pay attention, improve the quality of their services, and ensure that customers feel satisfied with their shopping experience

#### Theoretical and managerial implications

The theoretical implication of the journal is that the concept of customer trust in the e-commerce context is strongly influenced by several factors, including service quality, customer satisfaction, and characteristics such as ability and integrity. These findings corroborate theories that suggest that trust is a key aspect of customer-company relationships, and that certain factors can strengthen or undermine that trust. In addition, this research also underlines the importance of customer satisfaction as an important predictor of trust, highlighting the close relationship between customer satisfaction and customer trust in the context of online shopping platforms. The theoretical implication of the journal is that the concept of customer trust in the e-commerce context is strongly influenced by several factors, including service quality, customer satisfaction, and characteristics such as ability and integrity.

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#### Managerial Implications

From a managerial perspective, this research provides several practical implications. First, e-commerce companies, especially new and emerging platforms like TikTok, need to pay attention to the quality of service provided to customers to build strong trust. This can include improving responsiveness, reliability, and the overall shopping experience. Second, companies must strive to increase the level of customer satisfaction through good service and a satisfying shopping experience. High customer satisfaction can result in a greater level of trust from customers towards the platform, which in turn can increase customer loyalty and other positive impacts for the company.

#### Future research directions

For future research, there are several interesting directions to explore. First, consider additional factors that influence customer trust in e-commerce, such as technology and the security of online transactions. Second, compare the influencing factors of customer trust on various e-commerce platforms. Longitudinal studies can provide insight into how customer trust develops over time. Cross-cultural studies

are also important for understanding how culture influences customers' perceptions of trust. Finally, the development of predictive models can help in predicting customer trust based on the variables that influence it. Through these studies, we can better understand the dynamics of customer trust in e-commerce, helping companies develop more effective strategies to build trust and improve their business performance.

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