

ABSTRACT

Although TikTok Shop continues to grow, some student users still experience service quality issues, yet continue to make repeat purchases. This phenomenon raises questions about the role of customer satisfaction in bridging electronic service quality and repurchase intention. This study aims to examine the effect of E-Service Quality on Repurchase Intention with Customer Satisfaction as a mediating variable among student users of TikTok Shop.

This study employed a quantitative approach with a purposive sampling technique involving 150 respondents, analyzed using Partial Least Squares – Structural Equation Modeling (PLS-SEM) with SmartPLS 4.

The results show that E-Service Quality has a positive effect on Customer Satisfaction and Repurchase Intention, and Customer Satisfaction acts as a partial mediator between the two. Marketing efforts undertaken thus far have been carried out through features such as the Yellow Basket, live streaming, short-form video content, and affiliate programs; however, these efforts still result in dissatisfaction due to delivery delays and slow seller responsiveness. These findings indicate that increasing repurchase intention would be more effective if such marketing efforts first succeed in achieving customer satisfaction, particularly through fulfilling expectations related to the overall shopping experience and the degree of demand satisfaction. This study is expected to contribute theoretically to the study of consumer behavior and e-commerce, as well as offer practical insights for business actors.

Keywords: Retail marketing, E-Service Quality, Customer Satisfaction, Repurchase Intention, Social Commerce Platform