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Building Customer Loyalty of TikTok Shop Gen Z Medan City: Mediation Analysis of Product Quality Satisfaction

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Product quality, customer satisfaction, customer loyalty.

Abstract

Purpose: *This study aims to analyze the influence of product quality on the loyalty of TikTok Shop customers generation Z in Medan City, with customer satisfaction as a mediating variable.* ***Methods:*** *A quantitative approach was used with the Partial Least Square Structural Equation Modeling (PLS-SEM) analysis technique. The sample consisted of 75 respondents who had shopped at least three times through TikTok Shop.* ***Result:*** *Product quality has a significant effect on customer satisfaction ($\beta = 0.757$; $p < 0.001$). Product quality also has a direct and strong effect on customer loyalty ($\beta = 0.837$; $p < 0.001$). Customer satisfaction has a positive effect on loyalty ($\beta = 0.182$; $p < 0.001$) and acts as a partial mediator in the relationship between product quality and loyalty ($\beta = 0.138$; $p < 0.001$).* ***Implications:*** *These findings suggest that in order to build Gen Z customer loyalty, TikTok Shop business actors need to maintain product quality while creating a satisfying shopping experience. Theoretically, this research contributes to the testing of mediation in loyalty models, and practically, supports visual content-based marketing strategies in the digital age.*

INTRODUCTION

Social-commerce in Indonesia has experienced a rapid surge in popularity with the popularity of short video content, and TikTok Shop emerged as a new player that soon dominated the portion of transactions among Generation Z, the most active, mobile-centric, and trend-sensitive age group (Nurdiansyah et al., 2022; Tirtana et al., 2020). This phenomenon brings opportunities as well as challenges for MSME players and big brands, because the success of selling through live shopping or short videos is highly dependent on the reputation of product quality which is difficult to physically verify before goods arrive in the hands of consumers (Martini & Dewi, 2021).

However, the high enthusiasm of Gen Z Medan is also accompanied by complaints about product non-conformity with description, material quality below expectations, and slow sales service (Hasibuan & Ramadhani, 2022; Nazara & Yunita, 2023). These complaints are not just an issue but affect satisfaction and ultimately threaten the loyalty of shoppers who easily switch platforms when the shopping experience is disappointing (Fauzi & Sijabat, 2023). This is where the urgency of research on product quality chains → satisfaction → loyalty in the context of TikTok Shop emerges as a real problem that needs to be solved.

Previous studies have confirmed that the perception of product quality drives satisfaction and loyalty in conventional e-commerce (Syaharani et al., 2025). However, the majority of research focuses on marketplaces such as Shopee or Tokopedia. The first gap lies in the context of the platform: how the mechanism works in TikTok Shop that highlights the content-driven buying experience (Ikaningtyas et al., 2025; Martini & Dewi, 2021).

Theoretically, there is still an academic debate about the position of customer satisfaction: some researchers state that satisfaction acts as a full mediator between quality and loyalty (Hariono & Marlina, 2021; Haykel & Halimatussakdiah, 2023), while others found that the direct path of quality-loyalty remained strong and significant (Eliasari & Sukaatmadja, 2017; Kurniati et al., 2013). This inconsistency is the second gap, especially because there is no clear verification among Indonesian Gen Z who have fast consumption patterns and high preference shifts.

In addition, Gen Z engagement adds a new dimension: this generation values aesthetics, authenticity, and trend alignment more sharply than previous generations (Davinsi et al., 2023). The study, which isolated a sample of Gen Z in Medan City, a big city with a unique and still rare online consumption culture, created a third gap related to demographic and cultural segmentation.

The objectives of this study, therefore, are (1) to assess the influence of product quality on customer satisfaction and loyalty of TikTok Shop Gen Z Medan, (2) to test whether satisfaction mediates the quality-loyalty relationship, and (3) to quantify the contribution of each channel to provide practical recommendations for business people.

The main novelty lies in the first, the combination of expectancy–disconfirmation theory (Zeithaml, 1988) with the trust transfer mechanism in video-commerce (Shin et al., 2023) in a single framework. Second, focusing on Gen Z, thereby enriching the map of Indonesian literature; and finally, the use of the latest TikTok Shop data to test partial mediation of satisfaction using the PLS-SEM method which yielded strong evidence.

Theoretically, this study is expected to bridge the differences in views on the direct versus indirect path between quality and loyalty, while practically providing a priority map for TikTok Shop sellers in improving the quality of products, services, and shopping experiences in order to maintain Gen Z loyalty.

It is important to note that the TikTok Shop platform has different systemic characteristics than traditional e-commerce: users often buy goods spontaneously based on short video content, rather than through a long rational consideration process (Martini & Dewi, 2021). This kind of buying pattern reinforces the need for instant trust built through product quality and initial satisfaction (Davinsi et al., 2023). Therefore, in the context of TikTok Shop, superior product quality not only affects the rational perception of buyers, but also creates an emotional effect that strengthens satisfaction quickly so as to increase the chances of loyalty being formed even from the first transaction.

In addition, the methodological approach used in this study, namely Partial Least Square Structural Equation Modeling (PLS-SEM), contributes to the testing of complex causal relationships between latent variables that cannot be observed directly. By using a sample of Medan City Gen Z respondents who have made at least three purchases at TikTok Shop, this study ensures that the data obtained is relevant and representative. The combination of a theory-based quantitative approach and strong empirical evidence is expected to result in a model that is not only academically valid, but also applicable to digital marketing practitioners and local entrepreneurs looking to increase Gen Z consumer loyalty in the digital age.

LITERATURE REVIEW

Product Quality

Product Quality (X) in the context of TikTok Shop is understood as the perception of Gen Z Medan regarding the excellence, suitability, and reliability of the goods they buy; starting from compatibility with video descriptions and visuals, product functions, material quality, to the attractiveness and relevance of trends. Five product indicators according to description, function well, have quality materials, and look attractive (Fauzi & Sijabat, 2023; Kurnia & Besra, 2019).

Customer Satisfaction

Customer satisfaction acts as a mediating variable and reflects positive emotional responses when the shopping experience confirms or exceeds consumer expectations (Haykel & Halimatussakdiah, 2023). In the social-commerce ecosystem, satisfaction is influenced by product quality, checkout experience, and seller service. Three indicators of satisfaction with product quality, seller service/response, and shopping experience (Firdaus & Himawati, 2022; Nurdiansyah et al., 2022).

Customer Loyalty

Customer Loyalty is defined as a repeated commitment to buying and recommending TikTok Shop sellers, a reflection of long-term relationships as well as trust (Haykel & Halimatussakdiah, 2023). Loyalty indicators are the intention to buy, the desire to recommend, and the sense of loyalty (Kurnia & Besra, 2019).

METHODS

This study uses a quantitative approach based on the philosophy of positivism with the aim of testing hypotheses through statistical analysis (Surahman et al., 2020). The study population was Gen Z customers in Medan City who had made purchases at the TikTok Shop at least three times, with a sample of 75 respondents selected to represent the population. Data collection was carried out through a closed questionnaire with a Likert scale to measure respondents' attitudes, perceptions, and opinions towards the social phenomena being studied (Fernandes, 2018).

The data was analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the help of SmartPLS 4.0 software. This analysis includes two models: the outer model to test the validity and reliability of the indicator against latent constructs, and the inner model to analyze the relationships between latent variables in the structural model (Hair et al., 2017). This approach allows for the testing of complex models with relatively small sample sizes. The model evaluation consists of two stages, namely the evaluation of the outer model and followed by the evaluation of the inner model:

Outer Model

This outer model specifies the relationship between latent variables and their indicators or it can be said that the outer model defines how each indicator relates to its latent variables. Tests performed on the outer model:

1. Convergent Validity

Convergent validity testing can be performed by looking at the loading factor value for each construct indicator. A high load factor value indicates that each construct indicator converges at a single point. The value of this loading factor will show how much of a correlation there is between the indicator and the latent variable. The expected loading factor value is > 0.7 2 (Nabil & Dwiridotjahjono, 2024).

2. Average Variance Extracted (AVE)

AVE is one of the tests to see the validity of a construct. A construct is said to be valid if it has an AVE value of > 0.5 (Galvão et al., 2018).

3. Discriminant Validity

For discriminant validity testing, it can be done by comparing cross loading values. The cross-loading value of the intended construct must be greater than the cross-loading value with other constructs (Coelho & Henseler, 2012)

4. Composite reliability

Composite reliability is used to test the reliability of a construct. The desired value for composite reliability is > 0.7. Composite reliability that has a value of > 0.7 is said to have high reliability (Hair et al., 2017).

5. Cronbach Alpha

The reliability test is reinforced with cronbach alpha. The desired value for cronbach alpha is > 0.7 (Ali et al., 2018).

Inner Model

Internal model tests or model structural analysis are carried out to ensure that the constructed structural model is accurate. The test carried out on the inner model is by looking at the coefficient of determination (R 2). The R 2 test is a way to measure the level of Goodness of Fit (GOF) of a structural model. The value of R 2 indicates what percentage of the variance of the endogenous construct/criterion can be explained by the construct that is hypothesized to influence it (exogenous/predictor). The higher the value of R 2 indicates a good model. The value of R 2 is classified into three, namely > 0.75 (substantial), 0.50-0.75 (moderate) and 0.25-0.50 (weak) (Sholihin & Ratmono, 2013). A Q-square value of > 0 indicates the model has predictive relevance.

So vice versa, if the value of Q-square < 0 indicates that the model lacks predictive relevance (Hair et al., 2017).

RESULTS AND DISCUSSION

Evaluation of the Outer Model

Evaluation of Outer Model In this study, the hypothesis was tested using Partial Least Square (PLS) analysis with the SmartPLS program. The picture below is an image in the PLS model used:

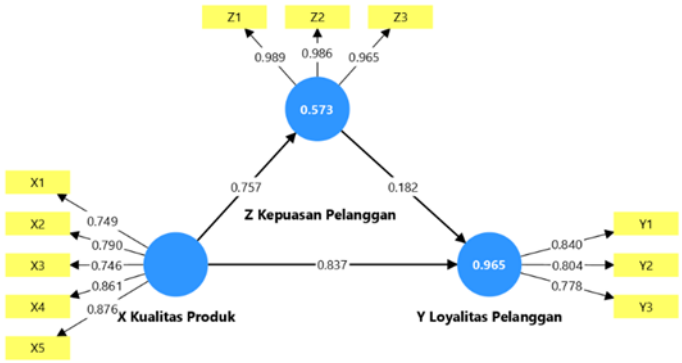

Figure 1. Structural Models
Source: Processed via SmartPLS 4

Convergent Validity

Tabel 1. Convergent validity

	X Product Quality	Y Customer Loyalty	Z Customer Satisfaction
X1	0.749		
X2	0.790		
X3	0.746		
X4	0.861		
X5	0.876		
Y1		0.840	
Y2		0.804	
Y3		0.778	
Z1			0.989
Z2			0.986
Z3			0.965

Source: Processed via SmartPLS 4

Based on the table, it is shown that the indicators in each variable have a high loading factor value, which is above 0.70, which shows that the indicator is valid and suitable for use in the measurement of latent constructs (Saleem et al., 2016). Variable X (Product Quality) was measured by five indicators (X1–X5) with loading values ranging from 0.746 to 0.876, indicating a strong contribution to the construct of product quality. Variable Y (Customer Loyalty) is measured by three indicators (Y1–Y3) with values between 0.778 to 0.840, also showing good consistency. Meanwhile, Z (Customer Satisfaction) has indicators Z1 to Z3 with very high values, which are 0.965 to 0.989, reflecting that these three indicators are very strong in explaining customer satisfaction. Overall, the constructs and indicators in this model have excellent convergent validity. However, the high loading of the Z indicator but the R-square value of Z is

still moderate (0.573), suggesting that there may be other independent variables that have not been included in the model that could improve the explanation for customer satisfaction.

Table 2. Reliability

	Cronbach's alpha	(rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X Kualitas Produk	0.865	0.874	0.902	0.650
Y Loyalitas Pelanggan	0.734	0.740	0.849	0.653
Z Kepuasan Pelanggan	0.979	0.980	0.986	0.960

Source: Processed via SmartPLS 4

Based on the results of the reliability and validity tests of the constructs in the table, all variables showed excellent values. Variable X (Product Quality) has Cronbach's alpha of 0.865, composite reliability above 0.87, and AVE of 0.650, which means that the indicator is consistent and valid in measuring constructs. Variable Y (Customer Loyalty) was also qualified with Cronbach's alpha values of 0.734, composite reliability 0.849, and AVE 0.653, indicating sufficient reliability and good convergent validity. Meanwhile, Z (Customer Satisfaction) has the highest value, with Cronbach's alpha 0.979, composite reliability 0.986, and AVE 0.960, indicating that this construct is highly reliable and the indicator is very strong in explaining customer satisfaction variables. It is expected that the AVE value > 0.5, indicating that it has met the convergence validity evaluation (Keshavarz & Jamshidi, 2018). Thus, all constructs in this model have met the reliability and validity criteria recommended in SEM/PLS.

Inner Model Evaluation

R -Square

The value of R Square is the coefficient of determination on endogenous constructs. The R-square value of 0.67 is said to be strong, 0.33 is said to be moderate and 0.19 is said to be weak (Kamath et al., 2020; Keshavarz & Jamshidi, 2018).

Table 3. R-Square Testing

	R-square	R-square adjusted
Y Customer Loyalty	0.965	0.964
Z Customer Satisfaction	0.573	0.568

Source: Processed via SmartPLS 4

Based on the R-square table above, it is obtained that the Y variable (Customer Loyalty) has an R-square value of 0.965 and an adjusted R-square of 0.964, which shows that 96.5% of customer loyalty variations can be explained by the variables in the model, so this model has a very strong predictive power on loyalty. Meanwhile, the variable Z (Customer Satisfaction) has an R-square of 0.573 and adjusted of 0.568, which means that 57.3% of the variation in customer satisfaction can be explained by the predictor construct, so that the model's clarity on customer satisfaction is quite good but can still be improved by adding other relevant variables.

F -Square

Table 4. F-Square Test

	X Product Quality	Y Customer Loyalty	Z Customer Satisfaction
X Product Quality		8.575	1.345
Y Customer Loyalty			
Z Customer Satisfaction		0.404	

Source: Processed via SmartPLS 4

Based on the table of variance inflation factor (VIF) values above, all VIF values are below the general threshold of < 10, which indicates that there is no high multicollinearity between variables in the model. The highest VIF value of 8.575 is found in the path from X (Product Quality) to Y (Customer Loyalty), but it is still within the tolerance limit, while the path from X to Z has a VIF of 1.345, and from Z to Y of 0.404, both of which show a very low and safe level of predictor correlation. Thus, the model is free from multicollinearity problems and the results of its regression estimates are reliable.

Path Coefficient

A number that shows the strength and direction of the direct relationship between latent variables (constructs) in a structural model. It can be seen below:

Table 5. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X Product Quality -> Y Customer Loyalty	0.837	0.841	0.035	24.019	0.000
X Product Quality -> Z Customer Satisfaction	0.757	0.759	0.042	18.003	0.000
Z Customer Satisfaction -> Y Customer Loyalty	0.182	0.177	0.040	4.545	0.000

Source: Processed via SmartPLS 4

Based on the p-value in the table, all paths in the structural model show statistically significant results because they have a p-value of 0.000, which is well below the significance limit of 0.05. This means that there is a significant direct influence of X (Product Quality) on Y (Customer Loyalty), X on Z (Customer Satisfaction), and Z on Y, so that all of the relationships tested in this model are acceptable or empirically significant. In other words, both direct and indirect influences in this model are statistically supported.

Specific Indirect Effect

The indirect influence of one variable to another through one or more specific mediating variables is not a total whole, but per path. We can see from the presentation below:

Table 6. Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X Product Quality -> Z Customer Satisfaction -> Y Customer Loyalty	0.138	0.135	0.032	4.246	0.000

Source: Processed via SmartPLS 4

Based on the table of specific indirect effect test results, lines X (Product Quality) → Z (Customer Satisfaction) → Y (Customer Loyalty) show a coefficient value of 0.138, with a t-statistic of 4.246 and a p-value of 0.000, which means that this indirect effect is statistically significant at the level of 0.05. This means that Product Quality has an indirect effect on Customer Loyalty through Customer Satisfaction as a mediating variable, and this mediation path has a positive and significant influence. This shows that customer satisfaction plays an important role in bridging the relationship between product quality and customer loyalty.

DISCUSSION

The Effect of Product Quality on Customer Satisfaction of TikTok Shop Gen Z Medan City

Based on the results of PLS-SEM, the X → Z pathway showed a coefficient of 0.757, a t-statistic of 18.003, and a p-value of 0.000, indicating a very significant positive effect that any increase in product quality perception of one unit is projected to increase Gen Z customer satisfaction by 0.757 points. This large effect is in line with the expectancy–disconfirmation theory which states that when perceived performance exceeds expectations, satisfaction rises (Galvão et al., 2018). Research in Indonesia also shows a similar relationship with the mobile marketplace (Vanessa et al., 2023). With an R^2 satisfaction of 0.573, the product quality component explains more than half of the satisfaction variance, Nillson (2001) asserts that product quality is key for digital-native consumers in Asia.

The Influence of Customer Satisfaction on Customer Loyalty of TikTok Shop Gen Z Medan City

The Customer Satisfaction to Customer Loyalty pathway resulted in a coefficient of 0.182, a t-statistic of 4.545, and a p-value of 0.000, confirming that satisfaction has a direct, positive, and significant impact on Gen Z loyalty. The main commitment behavior, especially in a digital environment with low switching costs. A loyalty R^2 of 0.965 indicates that almost all loyalty variances are explained by product satisfaction and quality together, in line with studies (Santouridis & Trivellas, 2010).

The Influence of Product Quality on Customer Loyalty of TikTok Shop Gen Z Medan City

The estimation results showed a direct coefficient of 0.837, a t-statistic of 24.019, and a p-value of 0.000, indicating that product quality has a large and significant influence, even without taking into account the mediation of satisfaction. This effect is consistent with the view of quality as a signal of online sellers' credibility (Aburayya et al., 2020), as well as findings (Haykel & Halimatussakdiah, 2023) that consistency in the quality of commerce products triggers the transfer of trust and loyalty among young users. For Gen Z Medan who are sensitive to trends, unique and "authentic" quality has the potential to strengthen loyalty directly, as revealed (Aburayya et al., 2020).

The Influence of Product Quality on Customer Loyalty Mediated by Customer Satisfaction TikTok Shop Gen Z Medan City

The analysis of specific indirect effects confirmed an indirect coefficient of 0.138, a t-statistic of 4.246, and a p-value of 0.000, so that satisfaction was proven to be a significant mediator that channeled part of the product quality effect to loyalty. This mechanism supports the mediation model. and findings (Surahman et al., 2020) in social-commerce that satisfaction

bridges 30–40% of the influence of quality on loyalty. The value of the indirect coefficient that remains positive indicates partial mediation, as the direct path X → Y is still significant. Thus, the strategy of TikTok Shop sellers in Medan ideally emphasizes improving product quality as well as the post-purchase experience to maximize satisfaction and, in turn, Gen Z loyalty.

CONCLUSION

This study concludes that product quality has a strong and significant direct influence on Gen Z customer satisfaction at TikTok Shop Medan City. The results of the analysis show that the higher the consumer's perception of the suitability, authenticity, and attractiveness of the product, the higher the level of satisfaction felt. This is in line with the expectancy–disconfirmation theory and reinforces previous findings in the context of video-based e-commerce.

In addition, customer satisfaction has been shown to have a significant effect on customer loyalty, although not as strong as the direct influence of product quality on loyalty. The effect of mediation was also found to be significant, with satisfaction acting as a partial mediator in the relationship between quality and loyalty. This shows that product quality can shape loyalty directly or indirectly through customer satisfaction.

Thus, to build Gen Z customer loyalty on TikTok Shop, businesses need to manage product quality optimally while creating a satisfying shopping experience. This research makes an important contribution in elucidating the mechanism of loyalty in the context of social-commerce, as well as offering a relationship model that is relevant and applicable to current digital marketing strategies.

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