

DIGITAL CUSTOMER EXPERIENCE AND PRICE PERCEPTION ANALYSIS ON THE TIKTOK SHOP PLATFORM: THE IMPACT ON CONSUMER LOYALTY WITH SATISFACTION AS MODERATION

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Received: 15/07/2026 | Revised : 20/07/2026 | Accepted: 03/08/2026 | Published :10/08/2026

Abstract

This study aims to analyze the influence of Digital Customer Experience and Price Perception on Consumer Loyalty on the TikTok Shop platform with Consumer Satisfaction as a moderation variable. The study uses a quantitative approach with a causality design. The research sample amounted to 110 respondents who were selected using the purposive sampling technique, namely TikTok Shop users who were at least 17 years old and had made purchases at least twice. The data was analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results of the study show that Digital Customer Experience does not have a significant effect on Consumer Loyalty, while Price Perception and Consumer Satisfaction have a positive and significant effect on Consumer Loyalty. In addition, Consumer Satisfaction positively moderates the relationship between Digital Customer Experience and Consumer Loyalty, as well as negatively moderates the relationship between Price Perception and Consumer Loyalty, suggesting that satisfied consumers become less price-sensitive. The novelty of this study lies in testing the role of Consumer Satisfaction as a moderation variable in the context of social commerce, and shows that Digital Customer Experience has become a hygiene factor for Generation Z so that it does not directly shape consumer loyalty.

Keywords: Digital Customer Experience; Price Perception; Customer Satisfaction; Customer Loyalty; TikTok Shop.

INTRODUCTION

The development of digital technology has changed people's transaction patterns from conventional systems to electronic commerce. These changes are driven by increasing internet penetration, the use of mobile devices, and advances in information technology that allow consumers to make transactions quickly, easily, and flexibly (Asakdiyah et al., 2023). In Indonesia, the growth of e-commerce continues to increase and is one of the fastest-growing digital economy sectors. This condition causes competition between *e-commerce* platforms to be even higher so that companies no longer only focus on acquiring new consumers, but also on efforts to retain consumers through the formation of loyalty (Adhitya et al., 2024). Consumer loyalty is a strategic asset because it is able to increase repeat purchases, reduce customer acquisition costs, and create *word-of-mouth* promotions that benefit the company.

One of the fast-growing platforms is TikTok Shop as part of a social commerce concept that integrates social media activities with electronic commerce transactions through a shoppertainment approach (Zhao et al., 2023). This concept provides a distinct shopping experience because it combines entertainment, interaction, and the buying process in a single platform. Despite experiencing significant user growth, TikTok Shop still faces various challenges in maintaining its consumer loyalty. Various complaints related to product non-conformity with the description, delivery delays, inconsistent service quality, and non-optimal complaint handling processes are still often found on the platform (CNN Indonesia, 2023). This phenomenon shows that the high number of users does not necessarily reflect high consumer loyalty, so an understanding of the factors that affect TikTok Shop user loyalty is needed.

From a digital marketing perspective, consumer loyalty is influenced by a variety of factors, such as From a digital marketing perspective, consumer loyalty is influenced by various factors, including digital customer experience and price perception. Digital customer experience describes the consumer experience while interacting with digital platforms which includes ease of use, information quality, transaction security, interface design, and quality of digital services. A positive experience will increase consumer evaluation of the platform thereby encouraging the formation of satisfaction and loyalty (Potter et al., 2024). In addition, price perception is also an important factor because consumers will compare the sacrifices made with the benefits received. According to Permatasari (2023), the perception of fair prices and in accordance with the quality of products and services will increase consumer satisfaction and strengthen the long-term relationship between consumers and companies.

Among them are digital customer experience and price perception. Digital customer experience describes the consumer experience while interacting with digital platforms which includes ease of use, information quality, transaction security, interface design, and quality of digital services. A positive experience will increase consumer evaluation of the platform thereby encouraging the formation of satisfaction and loyalty (Potter et al., 2024). In addition, price perception is also an important factor because consumers will compare the sacrifices made with the benefits received. According to Permatasari (2023), the perception of fair prices and in accordance with the quality of products and services will increase consumer satisfaction and strengthen the long-term relationship between consumers and companies.

Previous studies have shown that digital customer experience has a positive effect on consumer satisfaction (Prayoga & Ginting, 2024). However, Cao et al. (2022) found that digital customer experience does not have a significant influence on consumer satisfaction because purchase decisions are more influenced by price considerations than digital experiences obtained. The same is true of the relationship between consumer satisfaction and loyalty. Oliver (2014) stated that satisfaction is the main determinant of consumer loyalty, while Makanyeza and Dzvuke (2021) prove that satisfaction does not always lead to loyalty, especially in industries with high levels of competition and many alternative products and platforms. The difference in the results of the study shows that there is a research gap that still needs further testing.

In addition to the research gap, there is still an empirical gap in research on consumer loyalty on social commerce platforms. Most previous studies have examined the influence of digital customer experience and price perception separately on consumer loyalty, while studies that integrate these two variables in one model with consumer satisfaction as a moderation variable are still relatively limited, especially in the context of TikTok Shop in Indonesia. In fact, the characteristics of TikTok Shop that combine social media, entertainment, and digital transactions allow for the formation of a different consumer experience compared to conventional e-commerce platforms. Therefore, research is needed that can explain the mechanism of how digital customer experience and price perception affect consumer loyalty through consumer satisfaction.

The novelty of this research lies in the development of a conceptual model that integrates digital customer experience and price perception as independent variables with consumer satisfaction as a moderation variable in explaining consumer loyalty on the TikTok Shop platform. In contrast to previous studies that generally examined the relationship between variables partially, this study seeks to explain the mechanism of direct and indirect relationships so as to produce a more comprehensive understanding of the formation of consumer loyalty on social commerce platforms. In addition, this study uses students of the University of August 17, 1945 Jakarta as respondents representing Generation Z, which is a group of users who have a high intensity in using social media and transacting through TikTok Shop.

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LITERATURE REVIEW AND HYPOTHESES

Teori Expectation Confirmation Theory (ECT)

The grand theory underlying this research is the *Expectation Confirmation Theory* (ECT) developed by Oliver (1980) and further developed by Oliver (1997; 2014). This theory explains that consumer satisfaction is

formed through an evaluation process after consumers compare initial expectations with the actual performance of the product or service received. If the perceived performance is the same or exceeds expectations, there will be a confirmation that results in satisfaction. On the other hand, if the performance is below expectations, consumers will experience disconfirmation which leads to dissatisfaction.

In the context of digital platforms such as TikTok Shop, the experience while using the application and consumers' perception of price fairness is a form of evaluation of service performance. Easy, secure, and enjoyable digital experiences and prices that are considered in accordance with the benefits obtained will increase consumer satisfaction (Ariani et al., 2025). This satisfaction further encourages the formation of loyalty shown through the intention to make a repeat purchase, the willingness to recommend the platform to others, and the commitment to continue using the TikTok Shop (Adhitya et al., 2024).

Based on the *Expectation Confirmation Theory*, this study places digital customer experience and price perception as factors that affect consumer satisfaction, while consumer satisfaction plays a role as a moderation variable that explains the formation of consumer loyalty in TikTok Shop users.

Digital Customer Experience

Digital Customer Experience is the overall experience that consumers feel when interacting with digital platforms at every stage of the customer journey, from information search, evaluation processes, to purchase transactions (Prayoga & Ginting, 2024). According to Adhitya et al. (2024), it is explained that the experience is formed through various touchpoints experienced by consumers while using digital services, such as ease of navigation, quality of information, interface design, transaction security, and interaction with *available features*. In the context of TikTok Shop, *the digital customer experience* is realized through the ease of use of the application, attractive interface appearance, speed of access, product recommendation system, *live streaming feature*, and direct interaction between sellers and consumers. A positive digital experience will increase perceived *value* and consumer convenience during shopping, thereby creating higher satisfaction and ultimately encouraging the formation of consumer loyalty.

Price Perception

Price perception is a consumer's subjective assessment of the fairness of the price of a product or service based on a comparison between the sacrifices made and the benefits obtained (Permatasari, 2023). According to Rofiudin et al. (2022), it is explained that price perception is not only influenced by the nominal amount of the price, but also by how consumers evaluate the value received, so that consumers who face the same price can have different perceptions according to their experiences, expectations, and information. In the context of e-commerce, especially TikTok Shop, price perception is formed through price transparency, discount programs, vouchers, flash sales, discounts when live streaming, shipping costs, and the ease of comparing prices between products and between platforms (Anom & Ali, 2024).

If consumers judge that the price paid is comparable or even lower than the benefits received, a positive price perception will be formed which will ultimately be able to increase satisfaction and encourage consumer loyalty (Pravitasari et al., 2022). Therefore, the measurement of price perception in this study refers to the indicators put forward by Kotler and Keller (2016), namely price fairness, affordability, and value for money, and is supported by price suitability and price competitiveness indicators that are relevant to the characteristics of digital consumers in evaluating prices on the TikTok Shop platform.

Consumer Satisfaction

Consumer satisfaction is an emotional response that arises after consumers compare expectations before purchase with the performance of the product or service received (Rahayu, 2023). Hafizi & Ali (2021) explained that satisfaction will be achieved if the perceived performance is able to meet or exceed consumer expectations, while if performance is below expectations, dissatisfaction will arise that can affect consumer behavior in the next transaction. Ulya et al. (2023) stated that a positive digital transaction experience will increase consumer satisfaction, which further strengthens trust, encourages repurchase intent, and builds loyalty to the platform. Therefore, the measurement of consumer satisfaction in this study refers to the indicators of expectation versus performance and overall satisfaction stated by Oliver (2014), and is supported by the emotional response and repeat intention indicators from previous research because it is able to comprehensively represent consumer satisfaction, both from cognitive and emotional aspects in the use of digital platforms.

Consumer Loyalty

Consumer loyalty is a customer's commitment to continue to use a product or service sustainably in the future despite being faced with various alternatives available (Yani & Sinambela, 2024). According to Firmansyah (2022), it is explained that loyalty is not only shown through repurchase behavior, but is also reflected in consumers' positive attitudes towards brands or platforms, such as the willingness to recommend to others and maintain long-term relationships. In the context of e-commerce, especially TikTok Shop, consumer loyalty is an important indicator in measuring the success of the platform in retaining users because loyal consumers tend to have emotional attachment, feel comfortable with the transaction experience, and are not easy to switch to competing platforms even though there are many choices. Afikhah & Sunarta (2024) stated that consumer loyalty is influenced by a consistent digital experience and the level of satisfaction obtained while using the platform, so that a positive shopping experience that is able to meet consumer expectations will increase the tendency to make repeat purchases. Therefore, the measurement of consumer loyalty in this study refers to the indicators of repeat purchase and recommendation put forward by Kotler and Keller (2016), and is supported by the commitment and resistance to switching indicators from previous research because it is able to comprehensively describe consumer loyalty, both from behavioral and attitude aspects in a competitive digital trade environment.

HIPOTESIS

The Influence of Digital Customer Experience on Consumer Loyalty

Digital customer experience is the overall experience obtained by consumers while interacting with digital platforms, starting from searching for information, product evaluation processes, to completing transactions (Putu et al., 2025). A positive digital experience, such as ease of use of the application, attractive interface appearance, speed of access, transaction security, information quality, and responsive services, will create a positive perception of the platform (Subagia & Tirtayani, 2026). This experience makes consumers feel comfortable, trusted, and gets value that matches their expectations, thus encouraging the desire to continue using the same platform. Conversely, a less than satisfactory digital experience can decrease consumers' interest in returning to transactions and increase the likelihood of moving to another platform. Therefore, the better the digital customer experience that consumers feel while using TikTok Shop, the more likely it is that consumer loyalty will be formed through repeat purchases, willingness to recommend the platform to others, and commitment to continue using the platform (Adristi & Febrianto, 2026). Based on this description, the hypotheses proposed in this study are:

H1: Digital Customer Experience has a positive effect on Consumer Loyalty.

The Influence of Price Perception on Consumer Loyalty

Price perception is a consumer's assessment of the fairness and appropriateness of the price paid with the benefits obtained from a product or service (Satdiah et al., 2023). In the context of digital platforms such as TikTok Shop, consumers not only consider the magnitude of the price, but also assess whether the price is comparable to the quality of the product, the quality of service, and the shopping experience received. A positive price perception will make consumers feel that they get good value for the sacrifices made, thereby increasing trust and confidence to continue using the platform (Afikhah & Sunarta, 2024). On the other hand, if consumers consider that the price offered is not in accordance with the benefits received, then satisfaction with the platform can decrease and encourage consumers to switch to other platforms that offer better value. Therefore, the more positive the consumer perception of the prices offered by TikTok Shop, the higher the tendency of consumers to make repeat purchases, recommend the platform to others, and maintain long-term relationships with the platform (Saragih, 2023). Based on this description, the hypotheses proposed in this study are:

H2: Price Perception has a Positive Effect on Consumer Loyalty.

The Influence of Consumer Satisfaction on Consumer Loyalty

Consumer satisfaction is an evaluation that arises after consumers compare expectations before making a purchase with the experience gained after using a product or service (Zahran et al., 2026). In the context of TikTok Shop, satisfaction is reflected when consumers feel that the quality of the product, ease of use of the application, transaction process, seller service, and delivery have met or even exceeded their expectations. Satisfied consumers tend to have a positive perception of the platform, so they are more confident to return to make purchases in the future (Lystiawan et al., 2024). On the other hand, if the experience obtained does not meet expectations, consumers will feel dissatisfied and it is easier to switch to other platforms that are considered to be able to provide a better experience. Thus, the higher the level of satisfaction felt by consumers, the greater the tendency of consumers to make repeat

purchases, provide recommendations to others, and maintain a commitment to using TikTok Shop sustainably (Harish et al., 2022). Based on this description, the hypotheses proposed in this study are:

H3: Consumer Satisfaction has a positive effect on Consumer Loyalty.

The Influence of Digital Customer Experience on Consumer Loyalty Consumer Satisfaction moderated by Consumer Satisfaction

A positive digital customer experience is able to create a pleasant shopping experience through the ease of use of applications, information quality, transaction security, attractive interface display, and responsive services (Aarabe et al., 2025). The experience will form a positive evaluation of the platform so that consumers feel that their expectations are fulfilled during the transaction process. When the perceived digital experience meets or even exceeds expectations, consumers will feel higher satisfaction (Firdaus et al., 2023). This satisfaction further encourages consumers to make repeat purchases, recommend the platform to others, and maintain their commitment to stay on the platform in the long term (Simamora et al., 2024). Thus, consumer satisfaction serves as a mechanism that explains how digital customer experience can increase consumer loyalty. The better the digital experience that consumers get, the higher the satisfaction felt, so that loyalty to TikTok Shop will also increase (Widiartini et al., 2023). Based on this description, the hypotheses proposed in this study are:

H4: Consumer Satisfaction moderates the influence of Digital Customer Experience on Consumer Loyalty.

The Effect of Price Perception on Consumer Loyalty is Moderated by Consumer Satisfaction

A positive price perception reflects the consumer's assessment that the price paid is in accordance with the quality of the product, service, and benefits received (Hernama & Hermawati, 2022). On the TikTok Shop platform, consumers will feel that they get a good value if the prices offered are considered reasonable, affordable, and supported by various promotional programs such as discounts, vouchers, and free shipping. A positive assessment of the price will increase consumer satisfaction because expectations for the value received have been met (Budiono, 2021). Satisfied consumers tend to have higher trust in the platform, so they are encouraged to make repeat purchases, recommend the platform to others, and continue to use TikTok Shop despite the existence of various alternatives to other e-commerce platforms (Purba et al., 2023). Thus, consumer satisfaction serves as a mechanism that explains how price perceptions can increase consumer loyalty. The more positive the consumer perception of the price offered, the higher the satisfaction felt, so that consumer loyalty to TikTok Shop will also increase. Based on this description, the hypotheses proposed in this study are:

H5: Consumer Satisfaction moderates the influence of Price Perception on Consumer Loyalty.

Research Methods

This study uses a quantitative approach with causality design to analyze the causal relationship between research variables. The population in this study is consumers who have made purchases through the TikTok Shop platform. The research sample amounted to 110 respondents who were selected using the purposive sampling technique with the criteria that respondents were at least 17 years old and had made purchases at TikTok Shop. Data analysis was carried out using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method to test the relationship between variables and test the role of moderation variables in the research model. This research involves Digital Customer Experience and Price Perception as independent variables, Consumer Satisfaction as a moderation variable, and Consumer Loyalty as dependent variables.

The data analysis process is carried out in stages using SmartPLS software. The first stage is the presentation of respondent characteristics which include gender, age, education level, domicile, and other characteristics relevant to the research. The second stage was conducted descriptive statistical analysis to provide an overview of the characteristics of the data based on minimum, maximum, mean, and standard deviation values. The third stage includes the evaluation of the measurement model (outer model) through validity and reliability tests to ensure that each indicator is able to measure the research construct validly and consistently (Heryanto et al., 2023). The fourth stage is the evaluation of the structural model (inner model) which is carried out through testing the determination coefficient (R-square), effect size (F-square), and Goodness of Fit by paying attention to the values of the Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI) (Ghozali & Latan, 2015). The fifth stage is hypothesis testing which includes direct effect and moderating effect based on the path coefficient value, t-statistic, and p-value (Lo et al., 2020). The last stage is to discuss the results of the research through the interpretation of findings and comparison with the results of previous research to explain the suitability and differences in the results obtained.

ANALYSIS AND DISCUSSION

This study uses a sample of 110 respondents representing Generation Z as active TikTok Shop users who have made purchases at least twice. The characteristics of the respondents showed that the majority of women were 66 people (60%), while men amounted to 44 people (40%). Based on age, respondents were dominated by 67 people (60.9%) in the 20-25 year age group, followed by 33 people (30%) in the 25-30 age group, 6 people under 20 years old (5.5%), and 4 people over 30 years old (3.6%). In terms of education level, most of the respondents were students or graduates of the Bachelor (S1) program as many as 100 people (90.9%), followed by Diploma (D3) as many as 9 people (8.2%), and Master (S2) as many as 1 person (0.9%). Based on the frequency of purchases on TikTok Shop, the majority of respondents have made purchases more than five times as many as 55 people (50%), followed by respondents who have made purchases 3-5 times as many as 37 people (33.6%), and respondents who have made purchases 1-2 times as many as 18 people (16.4%). These characteristics show that most of the respondents are users who are quite active in transacting on TikTok Shop so that they have adequate experience to provide an assessment of digital customer experience, price perception, satisfaction, and consumer loyalty.

SmartPLS Descriptive Statistical Test

According to Ghozali (2018), descriptive statistics are an analysis technique used to describe the characteristics of research data through the presentation of the size of concentration and dissemination of data, such as minimum, maximum, mean, and standard deviation. This analysis aims to provide an overview of the condition of each research variable before further analysis is carried out. In this study, descriptive statistics were used to describe data on each variable, namely Digital Customer Experience, Price Perception, Consumer Satisfaction, and Consumer Loyalty, based on minimum, maximum, mean, and standard deviation.

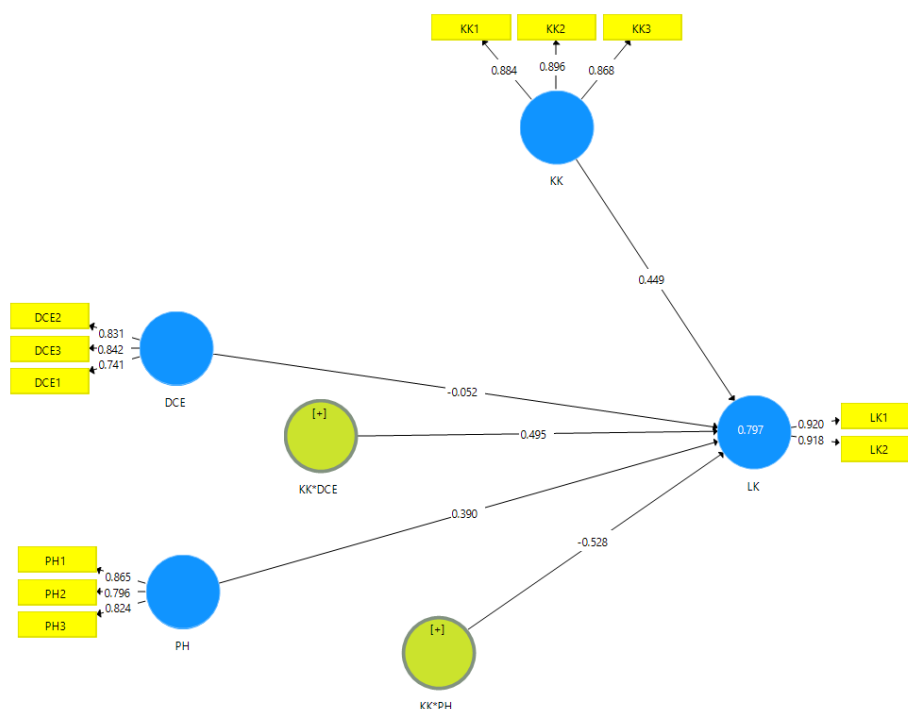
Table 1. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std.dev
Digital Customer Experience	110	1	5	4,00	0,848
Price Perception	110	1	5	4,218	0,865
Consumer Loyalty	110	1	5	4,186	0,772
Consumer Satisfaction	110	1	5	4,148	0,847
Valid N	110			4.138	0,833

Source: SPSS Data Processing Results

Based on the results of the descriptive statistical test in Table 1, all research variables had an average value above 4.00 which shows that respondents tended to give a positive assessment of each variable studied. The Price Perception variable has the highest average value of 4.218 with a standard deviation of 0.865, which indicates that most respondents rate the price offered by TikTok Shop according to the benefits obtained. Furthermore, the Consumer Loyalty variable obtained an average value of 4.186 with a standard deviation of 0.772, which indicates that respondents have a tendency to make repeat purchases and continue to use TikTok Shop. The Consumer Satisfaction variable had an average value of 4.148 with a standard deviation of 0.847, while the Digital Customer Experience variable obtained an average value of 4,000 with a standard deviation of 0.848, which shows that the digital experience felt by respondents while using TikTok Shop was considered good. Overall, the average value of all variables was 4.138 with an average standard deviation of 0.833. The standard value of the deviation that is smaller than the average value of all variables indicates that the spread of the data is relatively low so that the respondents' answers tend to be homogeneous and centered around the average value.

Figure 1. Loading Factor Results



Based on the results of the outer loading test in Figure 2, all research indicators have a loading factor value above 0.70. This shows that each indicator is able to reflect a well-measured construct so that it meets the criteria for convergent validity. Thus, all indicators in the variables Digital Customer Experience, Price Perception, Consumer Satisfaction, and Consumer Loyalty are declared valid and suitable for analysis at the next stage.

Validation and Reliability Tests

Validity and reliability tests are carried out to ensure that the research instrument is able to measure the studied construct accurately and consistently. The validity test aims to find out the extent to which the indicator is able to represent the research variable, while the reliability test aims to measure the level of consistency of respondents' answers to each indicator. In this study, the evaluation of the measurement model (outer model) was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The convergent validity test was assessed based on the outer loading value and the Average Variance Extracted (AVE). The indicator is declared valid if it has an outer loading value of ≥ 0.70 and an AVE value of ≥ 0.50 (Hair et al., 2022). Next, reliability tests were evaluated using Cronbach's Alpha and Composite Reliability values. A construct is declared reliable if it has Cronbach's Alpha value of ≥ 0.70 and Composite Reliability ≥ 0.70 , which indicates that the indicators in each construct have good internal consistency (Hair et al., 2022).

Table 2. Validation and Reliability

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
DCE	0,728	0,730	0,847	0,649
PH	0,773	0,776	0,868	0,687
LK	0,816	0,816	0,916	0,845

KK	0,858	0,859	0,914	0,779
KK*DCE	1,000	1,000	1,000	1,000
KK*PH	1,000	1,000	1,000	1,000

Source: Smartpls processed data

Based on the results of construct reliability and validity testing, all constructs in this study have met the criteria of reliability and convergent validity. This is shown by Cronbach's Alpha and Composite Reliability values for each variable that are above the minimum limit of 0.70, as well as the Average Variance Extracted (AVE) value which in total exceeds 0.50. The Digital Customer Experience (DCE) variable had a Cronbach's Alpha value of 0.728, Composite Reliability of 0.847, and AVE of 0.649, while Price Perception (PH) obtained a Cronbach's Alpha value of 0.773, Composite Reliability of 0.868, and AVE of 0.687. Furthermore, Consumer Loyalty (LK) has a Cronbach's Alpha value of 0.816, Composite Reliability of 0.916, and AVE of 0.845, while Consumer Satisfaction (KK) obtained a Cronbach's Alpha value of 0.858, Composite Reliability of 0.914, and AVE of 0.779. In addition, the interaction construct of the $KK \times DCE$ and the $KK \times PH$ each showed Cronbach's Alpha, rho_A, Composite Reliability, and AVE values of 1,000, which is a normal condition in the interaction construct (moderation) formed using a single indicator in SmartPLS. Thus, it can be concluded that all constructs in this study have met the requirements of reliability and convergent validity so that they are suitable for analysis on structural models. The *structural* model or inner model test shows the relationship or strength of estimation between variables measured using 3 criteria, namely R-square, and estimation *for path coefficient*. R-square is an index that shows the extent to which a measuring instrument is used to determine how much endogenous variables are affected by other variables.

Tabel 3. R Square

Variable	R Square	R Square Adjusted
LK	0,797	0,787

Source: Smartpls processed data

Based on the test results, the Consumer Loyalty (LK) variable has an R Square value of 0.797 and an R Square Adjusted of 0.787. This shows that 79.7% of the variation in Consumer Loyalty can be explained by the variables Digital Customer Experience, Price Perception, and Consumer Satisfaction, while the remaining 20.3% are influenced by other factors outside the research model.

Tabel 4. F Square

Variable	DCE	KK	KK*DCE	KK*PH	LK	PH
DCE					0,004	
KK					0,293	
KK*DCE					0,165	
KK*PH					0,206	
LK						
PH					0,259	

Source: Smartpls processed data

Based on the results of the F-Square (f^2) test, the Digital Customer Experience (DCE) variable has a very small influence on Consumer Loyalty (LK) with a value of 0.004. Meanwhile, Consumer Satisfaction (KK) had a moderate influence on Consumer Loyalty with a value of 0.293, Price Perception (PH) had a moderate influence with a value of 0.259, while the moderation effect of $KK \times DCE$ of 0.165 and $KK \times PH$ of 0.206 were included in the medium category. Thus, the variable that contributes the most to Consumer Loyalty is Consumer Satisfaction, followed by Price Perception.

Tabel 5. Goodnes of Fit

	Saturated Model	Estimated Model
SRMR	0,099	0,105
d_ ULS	0,651	0,728
d_ G	0,620	0,615
Chi-Square	343,769	319,721
NFI	0,638	0,663

Source: Smartpls processed data

Based on the results of the Goodness of Fit, the model has an SRMR value of 0.099 in the Saturated Model which indicates that the model fit is still acceptable (<0.10), while the Estimated Model of 0.105 slightly exceeds the recommended limit. The NFI values of 0.638 and 0.663 show that the level of model compatibility is still relatively low. However, because this study uses PLS-SEM which is more predictive than the overall fit model, the research model is still feasible to use for hypothesis testing.

UJI HYPOTHESIS

Testing of the hypothesis in this study was carried out using the bootstrapping method on SmartPLS. The hypothesis decision is based on the T-statistics and P-value values, where the hypothesis is stated to be supported if it has a T-statistical value of > 1.96 and a P-value of < 0.05 at a significance level of 5%. The results of this test were used to determine the direct influence and influence of moderation between variables in the research model. The following are presented pictures and tables of hypothesis test results using PLS that show significant or insignificant relationships.

Table. 6 Hypothesis Test

Hypothesis	Coefficient Value	Sampel Mean	Standard Deviation	T Statistic	P Value	Decision
H1 Digital Customer Experience → Consumer Loyalty	-0,052	-0,027	0,12	0,432	0,333	Rejected
H2 Price Perception → Consumer Loyalty	0,39	0,388	0,099	3,954	0,000	Accepted
H3 Consumer Satisfaction → Consumer Loyalty	0,449	0,441	0,098	4,581	0,000	Accepted
H4 Moderation of Consumer Satisfaction × Digital Customer Experience → Consumer Loyalty	0,495	0,49	0,143	3,451	0,000	Accepted
H5 Moderation of Consumer Satisfaction × Price Perception → Consumer Loyalty	-0,528	-0,521	0,142	3,712	0,000	Accepted

Source: SmartPLS processed data

Based on the results of the data above, it can be concluded that the hypothesis test obtained is that of the 5 hypotheses proposed in this study, 4 hypotheses were accepted and 1 hypothesis was rejected.

Proof of the first hypothesis Digital Customer Experience has no effect on Consumer Loyalty

Based on the results of hypothesis testing, Hypothesis 1 which states that Digital Customer Experience has an effect on Consumer Loyalty is rejected. The results of the analysis showed that the value of the path coefficient (original sample) was -0.052, with a T-statistical value of 0.432 which was smaller than 1.96 and a P-value of 0.333 which was greater than 0.05. These results show that Digital Customer Experience does not have a significant effect on Consumer Loyalty. These findings indicate that for Generation Z as active users of TikTok Shop, digital experiences such as easy-to-use application interfaces, ease of navigation, fast transaction processes, and interactive features such as live streaming are no longer advantages that can create loyalty, but have become basic services (hygiene factor) that are expected to be available on e-commerce platforms. Thus, a good digital experience is no longer a plus value (delighter) that automatically encourages consumers to remain loyal to TikTok Shop. Consumer loyalty is more determined by the benefits felt after the purchase, such as price compatibility, product quality, and the level of satisfaction obtained. Therefore, even though TikTok Shop is able to provide a good digital experience, it is not enough to form consumer loyalty if it is not supported by other factors that provide more value for consumers.

Proving the Second Hypothesis Price Perception has a Positive Effect on Consumer Loyalty

Based on the results of the hypothesis test, Hypothesis 2 which states that Price Perception has an effect on Consumer Loyalty is accepted. The results of the analysis showed that the path coefficient value was 0.390, with a T-statistical value of 3.954, which is greater than 1.96, and a P-value of 0.000, which is smaller than 0.05. These results show that Price Perception has a positive and significant influence on Consumer Loyalty. This means that the better the consumer perception of the prices offered by TikTok Shop, the higher the level of consumer loyalty. Consumers who feel that the price of the product is in accordance with the accepted quality, affordable, and provides value commensurate with the benefits obtained will be more inclined to make a repeat purchase. In addition, a positive price perception can also increase consumer confidence in the platform, encouraging them to continue to choose TikTok Shop over other e-commerce platforms. Thus, price perception is one of the important factors in building and maintaining consumer loyalty.

Proving the Third Hypothesis that Consumer Satisfaction has a Positive Effect on Consumer Loyalty

Based on the results of hypothesis testing, Hypothesis 3 which states that Consumer Satisfaction has an effect on Consumer Loyalty is accepted. The results of the analysis showed a path coefficient value of 0.449, with a T-statistic value of 4.581, which is greater than 1.96, and a P-value of 0.000, which is smaller than 0.05. These results show that Consumer Satisfaction has a positive and significant influence on Consumer Loyalty. This shows that the higher the level of satisfaction that consumers feel after shopping at TikTok Shop, the higher the level of loyalty they have. Consumers who are satisfied with the quality of the product, the service provided, the transaction process, and the overall shopping experience are likely to make repeat purchases, provide positive reviews, recommend the platform to others, and have a commitment to continue using TikTok Shop in the future. Therefore, consumer satisfaction is a very important factor in building a long-term relationship between a company and its consumers.

Proof of the Fourth Hypothesis Consumer Satisfaction Moderates the Influence of Digital Customer Experience on Consumer Loyalty

Based on the results of the hypothesis test, Hypothesis 4 which states that Consumer Satisfaction moderates the influence of Digital Customer Experience on Consumer Loyalty is accepted. The results of the analysis showed an interaction coefficient value of 0.495, with a T-statistic value of 3.451, which is greater than 1.96, and a P-value of 0.000, which is less than 0.05. These results show that Consumer Satisfaction plays a role as a moderation variable that strengthens the relationship between Digital Customer Experience and Consumer Loyalty. In other words, a good digital experience will have a greater impact on loyalty if consumers also feel a high level of satisfaction. Consumers who have a positive digital experience while being satisfied with the products and services they receive will be more likely to make repeat purchases, recommend the platform to others, and maintain a long-term relationship with TikTok Shop. These findings show that consumer satisfaction is a factor that is able to optimize the influence of digital experiences on the formation of consumer loyalty.

Proof of the Fifth Hypothesis Consumer Satisfaction Moderates the Influence of Price Perception on Consumer Loyalty

Based on the results of the hypothesis test, Hypothesis 5 which states that Consumer Satisfaction moderates the influence of Price Perception on Consumer Loyalty is accepted. The results of the analysis showed that the interaction coefficient value was -0.528, with a T-statistic value of 3.712, which is greater than 1.96, and a P-value of 0.000, which is less than 0.05. These results show that Consumer Satisfaction significantly moderates the relationship between Price Perception and Consumer Loyalty, but with a negative influence direction. This means that the higher the level of satisfaction felt by consumers, the weaker the influence of Price Perception on Consumer Loyalty. This condition indicates that when consumers have felt very satisfied with the overall shopping experience on TikTok Shop, they no longer make price the main consideration in maintaining their loyalty. Instead, they emphasize more on the satisfaction obtained from the quality of service, shopping convenience, and benefits received. Thus, consumer satisfaction can reduce consumer dependence on price factors in forming long-term loyalty.

CONCLUSIONS AND SUGGESTIONS

Conclusion

The conclusion of this study is the answer to the problem formulation that has been formulated previously. Based on the results of statistical testing using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, several research findings were obtained. First, Digital Customer Experience has no significant effect on Consumer Loyalty, so the first hypothesis is rejected. These findings show that for Generation Z as active users of TikTok Shop, a good digital experience such as ease of navigation, application display, and interactive features has become a basic service (hygiene factor) that is expected to be available, so that it is no longer a differentiating factor that can directly form loyalty. Second, Price Perception has a positive and significant effect on Consumer Loyalty, so the second hypothesis is accepted. This means that the better the consumer's perception of the price offered, the higher the consumer's loyalty to TikTok Shop. Third, Consumer Satisfaction has a positive and significant effect on Consumer Loyalty, so the third hypothesis is accepted. Fourth, Consumer Satisfaction has been shown to positively moderate the relationship between Digital Customer Experience and Consumer Loyalty, which shows that new digital experiences have a greater impact on loyalty when consumers have felt satisfaction in shopping. Fifth, Consumer Satisfaction significantly moderates the relationship between Price Perception and Consumer Loyalty with the direction of negative influences. These findings show a buffering effect, namely when the level of consumer satisfaction is high, consumers become increasingly price-insensitive, so that loyalty is no longer solely determined by price. Conversely, when satisfaction is low, price perception becomes a more decisive factor in consumers' decision to stick with it or move to another platform. Theoretically, the results of this study enrich Expectation Confirmation Theory (ECT) in the context of social commerce, where digital experiences play a role in fulfilling consumer expectations (expectation confirmation), while loyalty is more determined by the evaluation of the economic value received through price perception and emotional evaluation through consumer satisfaction.

Research Limitations

This research has several limitations that can be considered for future research. First, the study used 110 respondents so that it was not fully able to represent all TikTok Shop users in Indonesia. Second, data is obtained through questionnaires so that respondents' answers depend on their perceptions and honesty. Third, the study only tested the variables of Digital Customer Experience, Price Perception, Consumer Satisfaction, and Consumer Loyalty so that there are still other factors that have the potential to affect loyalty, such as product quality, service quality, promotion, consumer trust, brand image, and electronic word of mouth (e-WOM). Fourth, the study only focused on TikTok Shop so the results could not be generalized to other e-commerce platforms that have different characteristics.

Suggestions

1. For Academics and Researchers

Further research is recommended to use a larger number of respondents with more diverse characteristics so that the results of the study have a better level of generalization. In addition, the research can add other variables such as Consumer Trust, Product Quality, Service Quality, Promotion, Electronic Word of Mouth (e-WOM), and Brand Image to produce a more comprehensive model. The next study can also compare several social commerce and e-commerce platforms, such as TikTok Shop, Shopee, Tokopedia, and Lazada, and use a mixed methods or longitudinal approach to gain a deeper understanding of changes in consumer behavior. From the theoretical side, further research

can also develop Expectation Confirmation Theory (ECT) by testing the role of other variables, such as perceived value or consumer trust, in explaining the formation of loyalty on social commerce platforms.

2. Share TikTok Shop and Seller

The results of the study show that increasing consumer loyalty is not enough to be achieved through the development of application displays or shoppertainment features. Therefore, TikTok Shop and sellers need to shift their focus from simply improving the user interface and user experience to improving the post-purchase experience, such as maintaining the quality of products received by consumers, tightening seller curation, improving the speed and reliability of logistics services, and providing a more transparent and accessible warranty and return process. On the other hand, because Price Perception has been proven to have an effect on Consumer Loyalty, promotional strategies such as flash sales, vouchers, and free shipping remain effective in attracting new consumers. However, to maintain loyalty in the long run, sellers should not rely solely on price wars, but rather build consumer satisfaction through product quality, responsive service, and a consistent post-purchase experience. With increased satisfaction, consumers will become less price-sensitive so that loyalty is maintained even after the promotional program has ended.

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