

Short Communication

The Influence of Online Shopping Transactions and Consumer Trust on Consumer Satisfaction of E-Commerce TikTok Shop: A Case Study on Students of the Faculty of Economics and Business, University of Mataram

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This article contributes to:



Abstract. This study aims to examine the Influence of Online Shopping Transactions and Consumer Trust on Consumer Satisfaction of Tiktok Shop E-Commerce: Case Study of Students of the Faculty of Economics and Business, University of Mataram. This research is a quantitative study. The population in this study were all students of the Faculty of Economics and Business, University of Mataram who had made purchases through TikTok Shop, with an unknown population size. The research sample was 100 respondents determined using the Bernoulli formula. Data collection was carried out through the distribution of online questionnaires (Google Form). The dependent variable in this study was Consumer Satisfaction, while the independent variables consisted of Online Shopping Transactions and Consumer Trust. Data analysis was carried out using the multiple linear regression method. The results showed that Online Shopping Transactions and Consumer Trust had a positive and significant effect on Consumer Satisfaction of Tiktok Shop E-Commerce among Students of the Faculty of Economics and Business, University of Mataram. The Online Shopping Transactions and Consumer Trust factors had an influence of 66.3% on Consumer Satisfaction, while the remaining 33.7% was influenced by other factors not examined in this study.

Keywords: Online Shopping Transactions, Consumer Trust, Consumer Satisfaction, TikTok Shop.

Article info

Revised:

2025-12-28

Accepted:

2025-1-15

Publish:

2026-1-30



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1. Introduction

Increasingly advanced technological developments have brought about significant changes in consumer behavior in meeting various life needs [1]. Activities previously carried out conventionally are now shifting to digital forms, including shopping [2]. Ease of internet access and the proliferation of online trading platforms have given consumers numerous options for acquiring goods or services without having to visit a retail outlet [3]. In this context, customer satisfaction has become a crucial concern for every business owner [4]. This is because a company's success is measured not only by the number of products sold, but also by the extent to which consumers are satisfied with the products or services provided [5]. According to Sarwar et al. [6], consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance (results) of a product to their expected performance [7]. Consumer

satisfaction can be reflected in consumer behavior such as repeat purchases, recommendations to others, and satisfaction with the service provided [8].

The rapid development of online businesses in Indonesia indicates that the use of information technology is beginning to be recognized [9]. Online businesses, commonly known as e-commerce, are growing in Indonesia due to the development of the internet and changes in consumer behavior. Jahanbakhsh Javid and Amini [10] suggest that this shift from offline to online shopping styles has led to a shift in customer behavior, and many companies have recognized the opportunities offered by online businesses. This fact is supported by Cahyadi et al. [11], which shows the increasing growth of e-commerce in Indonesia. Trust is a crucial element in creating and maintaining good and sustainable relationships with customers. The process of building trust usually takes a long time until both parties finally trust each other.

One of the digital platforms experiencing rapid growth in Indonesia is TikTok. According to Yang et al. [12], TikTok is an application that is most in demand in the world and allows its users to create videos with a duration of 15 seconds accompanied by filters, music, and several other interesting features. TikTok not only functions as an entertainment medium, but also developed into an e-commerce platform through the TikTok Shop feature. On April 17, 2021, the TikTok application in Indonesia officially presented a new feature called TikTok Shop. According to Grzenkiewicz and Wildfeuer [13], TikTok Shop is an e-commerce, so it can be said that TikTok Shop is a business information system because sales are carried out through electronic media that can provide, provide and even store information, especially regarding buying and selling or business. Based on data from DataIndonesia.id, the number of TikTok users in Indonesia continues to increase from year to year, which shows TikTok's great potential as a digital commerce platform. The development of the number of TikTok users in Indonesia can be seen in Table 1.

Table 1. TikTok Application Users in Indonesia

Year	Period (October 2021-January 2024)	Number of Users (million people)
2021	October-2021	87.50
2022	February-2022	92.07
	April-2022	99.07
	July-2022	106.92
	October-2022	69.58
2023	January-2023	109.90
	April-2023	112.98
	July-2023	99.79
	October-2023	106.52
2024	January-2024	126.83

Based on Table 1, there was a significant increase in the number of TikTok users in Indonesia in January 2024 [14]. The number of TikTok users reached 126.83 million, indicating a significant increase compared to the previous period, namely October 2023 with 106.52 million users. The rapid growth in the number of TikTok users shows how the platform has become a significant phenomenon in Indonesia. With the continued growth of TikTok users, this platform has become an attractive target for companies in an effort to expand their marketing reach. So that it can increase transaction value, especially in online shopping transactions through the TikTok application, commonly called TikTok Shop [15]. With transactions through the TikTok Shop application, it can make it easier for people to shop anywhere without having to come to the place of sale of products/services. Reported by Mega Digital, in 2023 the majority of TikTok users are

Generation Z, a demographic group that is familiar with technology and active in consuming digital content, becoming one of the main users of TikTok.

The use of TikTok Shop among Indonesian students, particularly those at the Faculty of Economics and Business, University of Mataram, is an interesting phenomenon to study. This is inseparable from TikTok Shop's role as an e-commerce platform that offers easy access, product variety, and competitive prices. The large number of students who choose to shop through TikTok Shop is influenced not only by the digitalization trend but also by the level of perceived customer satisfaction.

2. Method

This study employed a quantitative associative research design to examine the influence of Online Shopping Transactions (X1) and Consumer Trust (X2) on Consumer Satisfaction (Y) in TikTok Shop. The population consisted of all students of the Faculty of Economics and Business (FEB), University of Mataram who have used TikTok Shop. Samples were selected using non-probability sampling with a purposive sampling technique, resulting in 100 respondents who met the predetermined criteria. Data were collected through a structured questionnaire as the primary instrument. Prior to hypothesis testing, the instrument was evaluated using validity and reliability tests, where all items met the criteria ($r \text{ count} > r \text{ table} = 0.195$) and each construct was reliable (Cronbach's Alpha > 0.60). The data then underwent classical assumption testing, including a normality test (Kolmogorov–Smirnov significance $0.200 > 0.05$, indicating normal distribution) and a multicollinearity test (tolerance > 0.10 and VIF < 10 , indicating no multicollinearity). Hypotheses were analyzed using multiple linear regression and partial t-tests at a significance level of 5% ($\alpha = 0.05$) to determine the partial effect of each independent variable on consumer satisfaction.

3. Results and Discussion

3.1 Validity and Reliability Test

The results of the validity and reliability tests can be seen in Table 2.

Table 2.
Validity and Reliability

Variable	Item	r Count	r Table	Validity	Cronbach's Alpha	Reliability
Online Shopping Transactions (X1)	X1.1	0.699	0.195	Valid	0.768	Reliable
	X1.2	0.686	0.195	Valid		
	X1.3	0.717	0.195	Valid		
	X1.4	0.731	0.195	Valid		
	X1.5	0.750	0.195	Valid		
	X1.6	0.580	0.195	Valid		
	X1.7	0.541	0.195	Valid		
	X1.8	0.749	0.195	Valid		
Consumer Trust (X2)	X2.1	0.816	0.195	Valid	0.785	Reliable
	X2.2	0.650	0.195	Valid		
	X2.3	0.817	0.195	Valid		
	X2.4	0.765	0.195	Valid		
	X2.5	0.774	0.195	Valid		
	X2.6	0.844	0.195	Valid		
	X2.7	0.786	0.195	Valid		
	X2.8	0.772	0.195	Valid		
Consumer Satisfaction (Y)	Y.1	0.740	0.195	Valid	0.791	Reliable
	Y.2	0.764	0.195	Valid		
	Y.3	0.793	0.195	Valid		
	Y.4	0.778	0.195	Valid		
	Y.5	0.758	0.195	Valid		

Variable	Item	r Count	r Table	Validity	Cronbach's Alpha	Reliability
	Y.6	0.738	0.195	Valid		

Based on the validity test, it can be seen that the calculated r figure for all statement items measuring the consumer satisfaction variable (Y) is greater than the table r of 0.195, or in other words, the calculated $r > \text{table } r$. Therefore, it can be concluded that all question items are valid. Based on the reliability test table above, the calculated reliability value for each variable is greater than the Cronbach's Alpha value (0.6). This indicates that the research questionnaire is reliable and can be used for further research.

3.2 Normality Test Result

The results of the normality and multicollinearity tests can be seen in Table 3. Based on the results of the normality test using a Normal P-P Plot, the probability figures align around a linear or straight line. This means that all variables used in this study have normally distributed random data. Therefore, further statistical testing can be carried out using a t -test. The results of the normality test using the One-Sample Kolmogorov-Smirnov Test table obtained a probability figure or Asymp Sig. (2-tailed) of 0.200. This means that the significance value or probability value of $0.200 > 0.05$ means that the data is normally distributed.

Table 3.
Normality and
Multicollinearity
Test

Model	Variable	Tolerance	VIF	Asymp. Sig. (2-tailed)
1	(Constant)	—	—	
1	Online Shopping Transactions (X1)	0.450	2.221	0.200
1	Consumer Trust (X2)	0.450	2.221	

Based on the results of the multicollinearity test, the calculation results using SPSS 25 can be seen, showing that the tolerance value is > 0.10 or < 1 and $VIF < 10$. This can be concluded that the regression model equation does not contain multicollinearity problems, which means there is no correlation between the independent variables so it is suitable for use for further analysis.

3.3 T-Test (Partial) Result

The results of the multiple linear regression test can be seen in Table 4.

Table 4. Multiple
Linear
Regression Test
Results

Model		Unstandard. Coeff. B	Std. Error	Standard. Coeff. Beta	t	Sig.
1	(Constant)	2.365	1.584		1.493	0.139
	Online transactions shopping	0.281	0.072	0.339	3.902	0.000
	Consumer Trust	0.410	0.067	0.534	6.146	0.000

The t -test was conducted to examine the partial effect of each independent variable—Online Shopping Transactions and Consumer Trust—on Consumer Satisfaction in TikTok Shop e-commerce among FEB students of the University of Mataram. The results show that Online Shopping Transactions significantly affect consumer satisfaction ($t = 3.902 > 1.661$; Sig. = $0.000 < 0.05$), indicating that H1 is accepted. Likewise, Consumer Trust also has a positive and significant effect on consumer satisfaction ($t = 6.146 > 1.661$; Sig. = $0.000 < 0.05$), meaning H2 is accepted. Furthermore, the Adjusted R Square value of 0.663 indicates that 66.3% of the variation in consumer satisfaction can be explained jointly by online shopping transactions and consumer trust, while the remaining 33.7% is influenced by other factors not included in this model.

3.4 Discussion

3.4.1 The Impact of Online Shopping Transactions on Consumer Satisfaction

Based on the research results, it can be concluded that Online Shopping Transactions (X1) have a positive and significant influence on Consumer Satisfaction (Y)

of TikTok Shop E-commerce among students of the Faculty of Economics and Business, University of Mataram. The test results show that the t-count value of the Online Shopping Transaction variable is greater than the t-table with a significance value <0.05 . Thus, the H1 hypothesis is accepted, which means that the better the online transaction system implemented by TikTok Shop, the higher the level of consumer satisfaction felt by students who use the application. The results of this study align with research conducted by Mofokeng [16], which stated that online shopping transactions have a positive and significant impact on consumer satisfaction in e-commerce. These results are also supported by research by Li et al. [17], which found that customers tend to be satisfied with online stores that offer easy and secure payment methods. Furthermore, research by Rashid and Rasheed [18] shows that online shopping transactions and trust simultaneously have a significant impact on consumer satisfaction in e-commerce. This confirms that convenience, security, and a good shopping experience in online transactions at TikTok Shop are important factors influencing consumer satisfaction.

Based on respondents' perceptions, the Online Shopping Transaction variable has an average score of 3.95 with a High category, indicating that the respondents of the Tiktok Shop E-commerce at the Faculty of Economics and Business, University of Mataram conduct high Online Shopping Transactions. The item with the highest score is the statement that "I often compare products from several online stores before buying", with a score of 4.21 with a Very High category. This indicates that respondents have a tendency to be careful and selective in making online purchases to get products that suit their needs and expectations. However, the item "I prefer shopping through Tiktok Shop compared to other platforms" has a lower score of 3.67 with a High category. Convenience, security, and a pleasant shopping experience are key factors in increasing customer satisfaction with TikTok Shop. Consumers are satisfied when transactions run smoothly and without issues, the payment system is easily accessible, and high security is guaranteed. Therefore, the better the quality and convenience of online transactions experienced by students of the Faculty of Economics and Business at the University of Mataram using TikTok Shop, the greater their level of satisfaction with the platform.

3.4.2 Consumer Confidence in Consumer Satisfaction

Based on the research results, it can be concluded that Consumer Trust (X2) also has a positive and significant influence on Consumer Satisfaction (Y) in the TikTok Shop e-commerce platform among students from the Faculty of Economics and Business, University of Mataram. This is indicated by the calculated t-value of the Consumer Trust variable, which is greater than the t-table, with a significance value of <0.05 . Thus, hypothesis H2 is accepted, meaning that the higher the student's level of trust in TikTok Shop, the higher the perceived satisfaction in transacting through the platform. This finding aligns with research by Hamzah et al. [19], which states that trust significantly influences customer satisfaction. Research by Supriyanto et al. [20] also supports the positive influence of consumer trust on customer satisfaction in e-commerce. Furthermore, research by Prahiawan et al. [21] found that customers will feel satisfied if they can rely on an online shopping platform they trust to fulfill its promises and deliver products as expected.

Trust built by TikTok Shop through seller honesty, a secure payment system, and a clear return guarantee contributes to increased consumer satisfaction, particularly among student users. Descriptive analysis shows that the Consumer Trust variable obtained a mean score of 3.85, which falls into the "Trust" category, indicating a relatively high level of trust among respondents from the Faculty of Economics and Business, University of Mataram. The highest-rated item was "Shopping through TikTok Shop gives

me convenience” with a mean score of 3.97 (Trust category). Meanwhile, the lowest mean scores were found in the items “I believe sellers on TikTok Shop are serious in serving consumers through chat” and “I am willing to rely on sellers on TikTok Shop when making purchases”, each scoring 3.77, although both still remained within the Trust category. Overall, these findings confirm that consumer trust is a key determinant of user satisfaction; the stronger students’ trust in TikTok Shop’s reliability, integrity, service commitment, and transaction security, the higher the satisfaction they experience as active users of the platform.

4. Conclusion

This study provides empirical evidence that online shopping transactions and consumer trust significantly influence consumer satisfaction with the TikTok Shop e-commerce platform among students of the Faculty of Economics and Business. The results show that Online Shopping Transactions have a positive and significant effect on consumer satisfaction ($\beta = 0.281$; $t = 3.902 > 1.661$; Sig. = $0.000 < 0.05$), meaning H1 is accepted, indicating that a transaction process that is easier, safer, and more convenient increases user satisfaction. In addition, Consumer Trust also has a positive and significant effect on consumer satisfaction ($\beta = 0.410$; $t = 6.146 > 1.661$; Sig. = $0.000 < 0.05$), meaning H2 is accepted, implying that higher trust in seller honesty, payment security, and service reliability leads to higher satisfaction. Future studies should expand respondent coverage beyond FEB Unram and TikTok Shop should continuously strengthen transaction security and service quality to sustain user satisfaction.

5. Acknowledgments

I would like to extend my sincere gratitude and appreciation to Universitas Mataram for its invaluable contributions and support throughout this research endeavour.

6. Declaration

Author contributions and responsibilities - The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

Funding - This research did not receive external funding.

Availability of data and materials - All data is available from the author.

Competing interests - The authors declare no competing interests.

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