

TURISLO: Exploring the Role of Trust and Risk Perception in Driving Generation Z Loyalty Through Customer Satisfaction in Tiktokshop.

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Abstract

This study aims to analyze the influence of Customer Trust and Risk Perception on Customer Loyalty, with Customer Satisfaction as a mediating variable among Generation Z users of TikTok Shop in Semarang City. This quantitative study involved 100 respondents. The results indicate that Customer Trust has a positive and significant effect on Customer Satisfaction as well as Customer Loyalty. In contrast, Risk Perception does not have a significant effect on Customer Satisfaction, but it has a positive and significant effect on Customer Loyalty. Customer Satisfaction is also proven to have a positive and significant effect on Customer Loyalty. The mediation test shows that Customer Satisfaction does not mediate the effect of Customer Trust on Customer Loyalty, indicating that trust can directly shape loyalty. However, Customer Satisfaction is able to mediate the effect of Risk Perception on Customer Loyalty, meaning that perceived risk increases satisfaction and ultimately encourages loyalty. These findings confirm that trust is the primary factor in shaping Generation Z loyalty, while effective risk management strengthens loyalty through increased customer satisfaction.

Keywords: *customer trust; risk perception; customer satisfaction; customer loyalty.*

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INTRODUCTION

The rapid development of information technology has driven internet penetration in Indonesia to reach 221.5 million people in 2024 (APJII, 2024), followed by a surge in e-commerce transaction value reaching IDR 1,288.93 trillion (Ridwan, 2025). This significant growth has given rise to a new business model in the form of social commerce, which combines social networking with online transactions to reach more than 139 million active social media users (DataReportal, 2024). However, behind the high transaction figures, a crucial issue emerges regarding the stability of customer loyalty, particularly among Generation Z. As a digital native group, Generation Z exhibits highly dynamic shopping behavior and tends to be less loyal; they easily switch between platforms to obtain the latest trends, more competitive prices, or more appealing visual experiences (Rosnerova et al., 2025). This phenomenon of unstable consumer loyalty poses a challenge to the

sustainability of social commerce, as an increase in overall transaction volume does not necessarily indicate that consumers remain loyal to a single platform.

TikTok Shop has revolutionized the concept of online shopping in Indonesia by transforming from a short-video platform into a shoppertainment ecosystem that integrates entertainment and real-time transactions, where content viewing activities simultaneously become part of the purchase decision-making process (Sulistyaningsih & Ashidiqy, 2025). The platform's advantage lies in its ability to create an extremely short conversion path; through live shopping features, direct interaction with influencers, and visually driven creative content, users can move from the interest stage to the purchase stage without leaving the application (Noprella Azura Zeta et al., 2025). However, within an increasingly competitive social commerce ecosystem, building customer loyalty has become more complex because it no longer depends solely on functional factors such as price and product quality, but is increasingly influenced by emotional experiences and the quality of social interactions during the shopping process (Handayani & Ekawati, 2025; Rosadiputri & Indira Rachmawati, 2025). This condition indicates that the emotional dimension within the shoppertainment context still requires deeper examination to understand how long-term customer loyalty can be built and maintained amid the rapidly changing dynamics of digital content trends.

Generation Z is a highly relevant group to be examined in this ecosystem due to their characteristics as digital natives who prioritize flexibility, convenience, and are highly responsive to visual trends on TikTok Shop (Oktavia & Hwihanus, 2025; Ramadhani & Khoirunisa, 2025). These characteristics are clearly evident in Semarang City, where the Generation Z population exceeds 500 thousand people, with very high intensity of digital media usage for both entertainment and transactional purposes (Krisan Putri et al., 2024; Maheswara, 2025). Semarang City has its own uniqueness as a regional economic hub undergoing massive transformation, where the local MSME ecosystem has begun to shift massively toward the TikTok Shop platform to survive in the digital era. In this local context, customer loyalty behavior is not merely a statistical figure, but a determining factor for the sustainability of small and medium enterprises in the region. Therefore, understanding how Gen Z loyalty is formed in Semarang becomes crucial to ensure that technology adoption by local business actors results in sustainable customer relationships, rather than merely short-term sales increases.

Although TikTok Shop offers attractive shopping convenience, field phenomena indicate that Generation Z still faces serious issues related to Customer Trust and Risk Perception. Various findings indicate that consumers often experience technical risks such as discrepancies between product descriptions and actual items, low product quality, and concerns regarding personal data security (Harianto & Ellyawati, 2023). For Generation Z, who tend to be impatient and have high expectations of digital services, these obstacles are not merely technical constraints, but real threats that can permanently sever their emotional connection with the platform. Dissatisfaction triggered by high risk perception will directly hinder the formation of long-term loyalty (Prestyasih & Hati, 2025). Therefore, building strong trust becomes non-negotiable for sellers; because only through guarantees of security and satisfying experiences will this critical group be willing to

make repeat purchases and provide positive recommendations to their social networks.

Although the relationship between trust, risk, and loyalty has been widely discussed, there remains a significant research gap in the current social commerce literature. Unlike the study conducted by Harianto & Ellyawati (2023), which focuses on the influence of perceived usefulness and trust on a national scale, this study fills the gap by specifically highlighting how the integration of Customer Trust and Risk Perception interacts within a highly dynamic shoppertainment ecosystem. Furthermore, while studies by Komang et al. (2025) and Prestyasih & Hati (2025) tend to examine general purchasing behavior or technological features partially, this research offers a more comprehensive perspective by dissecting the loyalty mechanism within the Generation Z segment in Semarang City. The focus on this local context is important because social dynamics and emotional proximity to local seller communities in Semarang provide a distinct dimension in loyalty formation that has not been adequately explained by previous macro-scale studies.

This study aims to analyze the effect of Customer Trust and Risk Perception on Customer Loyalty through Customer Satisfaction among Generation Z users of TikTok Shop in Semarang City. Theoretically, this study strengthens consumer behavior research within the social commerce ecosystem. Practically, the findings are expected to serve as a guide for all MSME actors, particularly in Semarang City, in formulating effective content strategies to build trust and eliminate customers' shopping hesitation. By understanding these loyalty-driving factors, sellers can create stronger and more sustainable customer relationships amid the intense competition of today's shoppertainment platforms.

Customer Trust

Customer Trust in the online shopping ecosystem refers to consumers' belief that sellers and platforms will act honestly, competently, transparently, and reliably throughout the transaction process (Susanti et al., 2018; Yusuf et al., 2023). This trust emerges when consumers feel secure regarding the quality of information, payment security, and the conformity of the products received (Alena & Hasanah, 2023; Lisdiana Nuning, 2021). The presence of strong trust will automatically reduce perceptions of uncertainty in transactions. Operationally, trust is measured through four main dimensions: integrity (honesty), benevolence (good intentions), competency (service capability), and predictability (consistency of experience) (Cahyani et al., 2023). A high level of trust is crucial because it serves as the primary counterbalance to the risks perceived by consumers.

Risk Perception

Risk Perception refers to consumers' subjective assessment of potential losses and uncertainties that may occur when making purchasing decisions (Anggi Irvania et al., 2022). In social commerce transactions, these risks include financial concerns, discrepancies between product performance and sellers' claims, as well as losses related to time and personal data security (Fiiki Anastya et al., 2025; Habib & Hamadneh, 2021). When risk perception increases, consumers tend to feel anxious and hesitant, which can ultimately hinder the formation of shopping satisfaction.

These risk indicators are generally categorized into four aspects: financial loss, social risk (others' judgments), performance risk (product quality), and time & convenience risk (delivery and return process constraints) (Habib & Hamadneh, 2021).

Customer Satisfaction

Customer Satisfaction emerges as the result of a cognitive evaluation in which consumers compare their initial expectations with the actual outcomes they experience after a transaction (Abdella & Indradewa, 2024; Rahmawati & Ramli, 2024). When the shopping experience meets or exceeds expectations, a sense of satisfaction arises, serving as an important bridge to minimize the impact of risk and strengthen the influence of trust (Rahmawati & Ramli, 2024). Satisfaction is not only an end result but also a key driver of future consumer behavior. In this study, customer satisfaction indicators are measured through expectation conformity, interest in repurchasing, and willingness to recommend the service (Pires et al., 2025).

Customer Loyalty

Customer Loyalty is viewed as the culmination of accumulated positive experiences and repeated satisfaction, reflected in consumers' commitment and emotional attachment to a platform (Amelia et al., 2025; Pereira et al., 2025). This loyalty signifies consumers' willingness to make the platform their primary choice and remain loyal in the long term without switching to competitors (Rahmawati & Ramli, 2024). The logical relationship in this model indicates that loyalty is the final outcome of the synergy between well-maintained trust and successfully minimized risk through consistent satisfaction. Customer loyalty is measured through three main indicators: repeat purchase, retention (continued use of the platform), and referrals (recommending to others) (Septiana & Nosita, 2020).

Customer Trust toward Customer Satisfaction

In the context of social commerce such as TikTok Shop, transactions occur rapidly, are content-based, and often take place without physical interaction, making trust the primary foundation of Generation Z's shopping experience. Customer Trust reflects consumers' belief that sellers and platforms act honestly, competently, and reliably, which ultimately reduces uncertainty and increases a sense of security during transactions (Hidayah, 2025; Prihandoko, 2022). For Generation Z, who are accustomed to digital transactions, this sense of security becomes a key determinant in assessing whether the shopping experience is satisfying. Therefore, Customer Trust is considered appropriate to be tested as a factor influencing Customer Satisfaction in the TikTok Shop context, as also supported by previous empirical findings (Asren Kasfunhuri et al., 2025; Rahmadani & Dwita, 2025). With the support of this empirical evidence, the following hypothesis is proposed: **H1:** Customer Trust has a significant effect on Customer Satisfaction.

Risk Perception toward Customer Satisfaction

Risk Perception describes the extent to which consumers perceive potential losses or uncertainties in online transactions, such as fraud risk, product quality

discrepancies, or delivery delays (Udayana & Adeliyani, 2025). In the TikTok Shop ecosystem, which relies on fast purchasing through content and live shopping, risk perception has the potential to influence Generation Z's comfort and evaluation of the shopping experience. Conceptually, the perceived risk, the greater the likelihood that consumers will feel comfortable and satisfied after the transaction (Hidayah, 2025). Therefore, Risk Perception is positioned as a relevant variable to be tested for its effect on Customer Satisfaction, as also indicated in previous studies (Asren Kasfunnuri et al., 2025; Rahmadani & Dwita, 2025). Based on these findings, the following hypothesis is proposed:

H2: Risk Perception has a significant effect on Customer Satisfaction.

Customer Trust toward Customer Loyalty

In the context of TikTok Shop, Generation Z loyalty is not built solely through momentary satisfaction, but also through sustained belief in the integrity of the platform and sellers. Customer Trust acts as a psychological assurance that encourages consumers to remain loyal, even when many alternative marketplaces are available (Diyah et al., 2025; Romadhoni et al., 2024). For Generation Z, who are highly selective and quick to switch platforms, trust becomes the primary reason for repeat purchases and maintaining long-term relationships. Therefore, Customer Trust is conceptually appropriate to be tested as a direct determinant of Customer Loyalty, as supported by various previous studies (Brilianty Sekar Amalia et al., 2025; Jatuningtyas et al., 2025; Novitasari et al., 2025). Thus, Customer Trust can be regarded as one of the main determinants of Customer Loyalty, leading to the following hypothesis:

H3: Customer Trust has a significant effect on Customer Loyalty.

Risk Perception toward Customer Loyalty

Risk Perception also has direct implications for customer loyalty, particularly in social commerce environments that require rapid purchasing decisions. When transaction risk is perceived as high, consumers tend to avoid repeat purchases and switch to other platforms considered safer (Khasbulloh & Suparna, 2022). Conversely, when risk can be minimized, feelings of security and comfort increase, making consumers more willing to remain loyal (Cheng et al., 2025). Therefore, Risk Perception is considered relevant to be tested for its effect on Customer Loyalty in the TikTok Shop context; accordingly, the following hypothesis is proposed:

H4: Risk Perception has a significant effect on Customer Loyalty.

Customer Satisfaction toward Customer Loyalty

Customer Satisfaction represents consumers' overall evaluation of their shopping experience, and in a competitive e-commerce environment, satisfaction becomes an essential prerequisite for the formation of loyalty (Komariyah, 2024).

Generation Z consumers who feel satisfied not only tend to make repeat purchases but also recommend the platform to their social circles (Suardhita et al., 2024). Therefore, Customer Satisfaction is conceptually positioned as a direct antecedent of Customer Loyalty, as also supported by empirical findings across various e-commerce platforms (Handayanti & Indarto, 2023; Rahman & Millanyani, 2025; Suardhita et al., 2024). Based on these findings, the following hypothesis is proposed: **H5:** Customer Satisfaction has a significant effect on Customer Loyalty.

The Mediating Role of Customer Satisfaction

In the TikTok Shop context, Customer Satisfaction potentially serves as a mechanism that explains how trust and risk perception are translated into loyalty. High Customer Trust can increase satisfaction, which in turn drives loyalty through consistent shopping experiences (Alisa & Agus, 2025; Ayu et al., 2025). On the other hand, low Risk Perception can first enhance satisfaction as consumers feel safe and comfortable, before ultimately forming loyalty (Safitri et al., 2024). Therefore, Customer Satisfaction is conceptually appropriate to be tested as a mediating variable in the relationship between Customer Trust and Risk Perception toward Customer Loyalty, as shown in previous studies (Ika Purnama & Mujiatun, 2025; Khasbulloh & Suparna, 2022). Based on this empirical evidence, the following hypotheses are proposed:

H6: Customer Satisfaction mediates the effect of Customer Trust on Customer Loyalty.

H7: Customer Satisfaction mediates the effect of Risk Perception on Customer Loyalty.

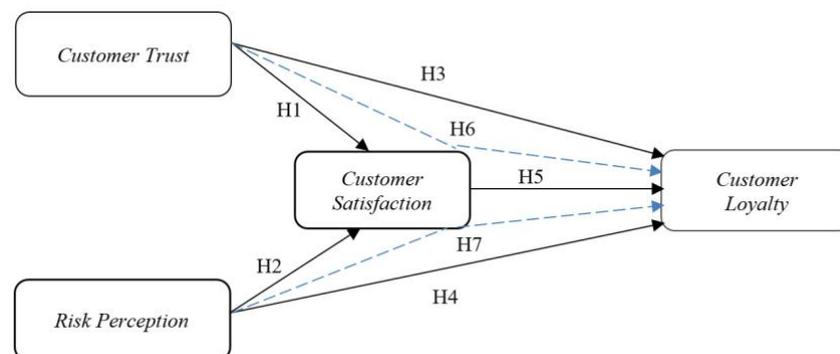


Figure 1. Conceptual Framework

METHODOLOGY

This study employs a quantitative approach with a population consisting of TikTok Shop users who belong to Generation Z and are domiciled or active in Semarang City. Generation Z is selected because it represents the dominant user group accustomed to digital shopping, actively engages in live shopping content, and is responsive to video-based promotions and social recommendations. The sampling technique used is purposive sampling with the following criteria: (1) belonging to Generation Z, (2) having made at least two purchases in the last six

months, and (3) being domiciled in Semarang City, ensuring that respondents have relevant shopping experience. The determination of sample size refers to Hair et al. (2021), with a total of 14 indicators, resulting in a recommended sample size ranging from 70–140 respondents; based on considerations of data adequacy, homogeneity of respondent characteristics, and model stability, this study establishes a sample of 100 respondents. The research data are analyzed using SEM-PLS through SmartPLS 4.0, as this method is flexible and effective for testing relationships among variables in studies with a relatively limited number of respondents.

RESULT AND DISCUSSIONS

The respondents in this study are Generation Z in Semarang City who have shopped through TikTok Shop, with a total sample of 100 respondents obtained through online questionnaire distribution. The majority of respondents are female, totaling 59 people (59%), while male respondents amount to 41 people (41%), indicating that TikTok Shop users among Generation Z tend to be dominated by females who are relatively more active in online shopping activities. Based on age, most respondents are in the range of 21–23 years old, totaling 94 respondents (94%), while respondents aged 18–20 years amount to only 6 respondents (6%). This indicates that TikTok Shop usage is more intensive among early adult Generation Z who have higher levels of digital literacy and financial independence, making them more accustomed and comfortable in conducting online shopping transactions.

Measurement Model (Outer Model)

Based on the results of the outer model processing that has been conducted, an evaluation of the measurement model (outer model) is carried out as follows:

1. Validity Test

The validity test is conducted to ensure whether the questions in the questionnaire are truly able to measure what they are intended to measure. A questionnaire is considered valid if its content is in accordance with the construct being measured. To assess the variables, several approaches can be used, such as Convergent Validity, Average Variance Extracted (AVE), and Discriminant Validity. In this study, the validity test is measured only using Convergent Validity.

Table 1. Outer Loading

Variable	Indicator	Outer Loading
Customer Trust	X1.3	0,919
	X1.4	0,909
Risk Perception	X2.1	0,751
	X2.3	0,853
	X2.4	0,812
Customer Satisfaction	Y.1	0,811
	Y.2	0,824
	Y.3	0,774
	Y.4	0,804
Customer Loyalty	Z.1	0,797
	Z.2	0,823
	Z.3	0,741

Source: Processed Primary Data (2025)

Convergent validity in this study is tested through outer loading values, with the criterion that the value must be greater than 0.700 (Hair et al., 2021). The initial test results indicate that indicators X1.1 and X1.2 of the Customer Trust variable, and X2.2 of the Risk Perception variable, have outer loading values below 0.700 and are therefore considered invalid and eliminated from the model. After re-testing, all indicators of the Customer Trust, Risk Perception, Customer Satisfaction, and Customer Loyalty variables have outer loading values above 0.700. Thus, it can be concluded that all indicators used have met the convergent validity criteria and are declared valid.

In simple terms, the removal of several indicators at the initial stage indicates that not all statements in the questionnaire are able to adequately represent the variables under study. Therefore, indicators with low outer loading values need to be eliminated to make the measurement model more accurate. After these indicators are removed, the model becomes stronger and is able to represent each variable more clearly. Practically, this means that the indicators used truly reflect respondents' perceptions of trust, risk perception, satisfaction, and customer loyalty, so that the subsequent analysis results can be trusted and used as a basis for drawing research conclusions.

2. Reliability Test

After testing the validity of the questionnaire items, the next step is the reliability test. The reliability test aims to assess the level of internal consistency of the statements used in each research variable. Reliability testing is conducted using Cronbach's Alpha and Composite Reliability values. A variable is declared reliable if it has a reliability value greater than 0.700; however, values above 0.600 are still acceptable (Hair et al., 2021). The results of the reliability test in this study are presented in the following table:

Table 2. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Description
Customer Trust (X1)	0,803	0,805	RELIABLE
Risk Perception (X2)	0,818	0,822	RELIABLE
Customer Satisfaction (Y)	0,697	0,711	RELIABLE
Customer Loyalty(Z)	0,73	0,734	RELIABLE

Source: Processed Primary Data (2025)

Based on the data processing results, all variables in this study have adequate reliability values. The Customer Trust, Risk Perception, and Customer Loyalty variables show Cronbach's Alpha and Composite Reliability values above 0.700 and are therefore declared reliable. Meanwhile, although the Cronbach's Alpha value of the Customer Satisfaction variable is 0.697, the Composite Reliability value reaching 0.711 still meets the criteria; thus, the variable is still declared reliable.

Interpretatively, these results indicate that all indicators within each variable have a good level of internal consistency in measuring the constructs under study. Although the Cronbach's Alpha value for the Customer Satisfaction variable is slightly below the ideal threshold, the higher Composite Reliability value indicates that these indicators, as a whole, are still able to consistently measure customer satisfaction. Practically, these findings indicate that the research instrument used is

sufficiently reliable and stable, so the data generated can be trusted and are suitable for further analysis in this study.

Hypothesis Test

Hypothesis testing is conducted to determine the effect between independent variables and dependent variables by referring to the values of path coefficients and T-statistics. A hypothesis is declared accepted if it has a P-value less than 0.05 or a T-statistic value greater than 1.96. This testing is carried out using SmartPLS software version 4.1 through the bootstrapping method.

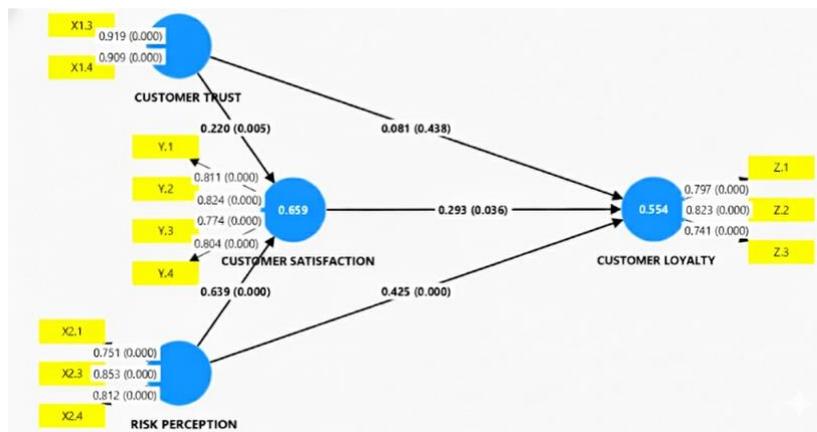


Figure 1. Path Coefficients

Table 3. Results of Hypothesis Testing through Path Coefficients Using the Bootstrapping Technique

Relationship Between Variables	Path Coefficients	Sample Mean	Standard Deviation	T-Statistic	P-Value
Customer Trust (X1) → Customer Satisfaction (Y)	0,220	0,22	0,079	2,798	0,005
Risk Perception (X2) → Customer Satisfaction (Y)	0,081	0,078	0,104	0,776	0,438
Customer Trust (X1) → Customer Loyalty (Z)	0,293	0,301	0,139	2,103	0,036
Risk Perception (X2) → Customer Loyalty (Z)	0,639	0,641	0,071	9,002	0,000
Customer Satisfaction (Y) → Customer Loyalty (Z)	0,425	0,423	0,109	3,903	0,000
Customer Trust (X1) → Customer Satisfaction (Y) → Customer Loyalty (Z)	0,064	0,066	0,04	1,602	0,109
Risk Perception (X2) → Customer Satisfaction (Y) → Customer Loyalty (Z)	0,187	0,194	0,094	1,993	0,046

Source: Processed Primary Data (2025)

Based on the test results, it is known that the Customer Trust (X1) variable has a positive and significant effect on Customer Satisfaction (Y). This is indicated by a

path coefficient value of 0.220, a T-statistic value exceeding the T-table value ($2.798 > 1.96$), and a p-value below the significance level of 0.05, namely 0.005. Thus, H1 is accepted. This finding indicates that the higher the level of customer trust in the platform, the higher the level of satisfaction perceived. Practically, this shows the importance for TikTok Shop to maintain transaction security and seller credibility in order to enhance customer satisfaction.

Then, based on the test results, it is known that the Risk Perception (X2) variable does not have a significant effect on Customer Satisfaction (Y). This is indicated by a path coefficient value of 0.081, a T-statistic value smaller than the T-table value ($0.776 < 1.96$), and a p-value above the significance level of 0.05, namely 0.438. Thus, H2 is rejected. These results indicate that the level of risk perceived by customers does not directly affect their satisfaction, suggesting that consumers, particularly Generation Z, tend to assess satisfaction based on the overall shopping experience rather than risk considerations alone.

Furthermore, based on the test results, it is known that the Customer Trust (X1) variable has a positive and significant effect on Customer Loyalty (Z). This is indicated by a path coefficient value of 0.293, a T-statistic value exceeding the T-table value ($2.103 > 1.96$), and a p-value below the significance level of 0.05, namely 0.036. Thus, H3 is accepted. The results show that customer trust—comprising integrity, benevolence, competency, and predictability—directly and significantly enhances Generation Z loyalty, reflected in repeat purchases, continued platform use, and referrals when the platform is perceived as honest, reliable, and consistent.

Based on the subsequent test results, it is known that the Risk Perception (X2) variable has a positive and significant effect on Customer Loyalty (Z). This is indicated by a path coefficient value of 0.639, a T-statistic value exceeding the T-table value ($9.002 > 1.96$), and a p-value below the significance level of 0.05, namely 0.000. Thus, H4 is accepted. This indicates that risk perception has a positive and significant influence on customer loyalty; therefore, effective risk management becomes an important factor in maintaining customers.

Based on the test results conducted thereafter, it is known that the Customer Satisfaction (Y) variable has a positive and significant effect on Customer Loyalty (Z). This is indicated by a path coefficient value of 0.425, a T-statistic value exceeding the T-table value ($3.903 > 1.96$), and a p-value below the significance level of 0.05, namely 0.000. Thus, H5 is accepted. This finding confirms that customer satisfaction plays an important role in driving loyalty, where satisfied customers tend to make repeat purchases and recommend the platform to others.

Then, based on the test results, it is known that Customer Satisfaction (Y) is not able to mediate the effect of Customer Trust (X1) on Customer Loyalty (Z). This is indicated by a path coefficient value of 0.064, a T-statistic value smaller than the T-table value ($1.602 < 1.96$), and a p-value above the significance level of 0.05, namely 0.109. Thus, H6 is rejected. These results indicate that customer trust can directly shape loyalty without having to go through satisfaction as an intervening variable, especially among consumers who are already accustomed to digital transactions.

Finally, based on the test results, it is known that Customer Satisfaction (Y) is able to mediate the effect of Risk Perception (X2) on Customer Loyalty (Z). This is indicated by a path coefficient value of 0.187, a T-statistic value exceeding the T-table

value ($1.993 > 1.96$), and a p-value below the significance level of 0.05, namely 0.046. Thus, H7 is accepted. This finding indicates that risk perception influences customer loyalty indirectly through customer satisfaction, meaning that satisfaction plays an important role in translating perceived transaction conditions into loyal behavior.

R-Square

The R-Square value test is conducted to determine how much the independent variables are able to explain the dependent variables in the research model. The higher the R-Square value, the greater the proportion of variation in the dependent variables that can be explained by the independent variables. The R-Square value is considered adequate when it is above 0.50 and is regarded as strong when it exceeds 0.75 (Hair et al., 2021). This test is conducted using SmartPLS version 4.1, and the R-Square values of each endogenous variable are presented in the following table:

Table 5. R-Square Test Results

Endogenous Variable	R-Square (Original Sample)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic	P-Value
<i>Customer Satisfaction (Y)</i>	0,659	0,667	0,055	12,045	0,000
<i>Customer Loyalty (Z)</i>	0,554	0,572	0,074	7,516	0,000

Source: Processed Primary Data (2025)

Based on the R-Square test results, it is known that the R-Square value for the Customer Satisfaction (Y) variable is 0.659, which indicates that 65.9% of the variation in Customer Satisfaction can be explained by the Customer Trust and Risk Perception variables, while the remaining 34.1% is influenced by other variables outside the research model. Meanwhile, the R-Square value for the Customer Loyalty (Z) variable is 0.554, which means that 55.4% of the variation in Customer Loyalty can be explained by Customer Trust, Risk Perception, and Customer Satisfaction, while the remaining 44.6% is explained by other factors not examined in this study.

Interpretatively, these R-Square values indicate that the research model has a sufficiently strong explanatory power in explaining customer satisfaction and loyalty variables. The Customer Trust and Risk Perception variables are proven to play an important role in shaping Customer Satisfaction, while Customer Trust, Risk Perception, and Customer Satisfaction together are able to explain more than half of the variation in Customer Loyalty. Practically, these findings indicate that efforts to enhance customer trust, manage transaction risk, and create satisfying shopping experiences are strategic factors in increasing customer satisfaction and loyalty, although there are still other factors outside the model that need to be considered in future research.

The Effect of Customer Trust on Customer Satisfaction

The research results show that Customer Trust has a positive and significant effect on Customer Satisfaction. This finding indicates that the level of Customer Trust possessed by Generation Z in Semarang City toward TikTok Shop, whether related to transaction security, clarity of product information, or seller credibility, is able to increase Customer Satisfaction. When customers feel confident and secure in conducting transactions, they tend to experience a more comfortable and enjoyable shopping experience. This finding is consistent with previous studies showing that consumer Customer Trust has a positive and significant effect on Customer Satisfaction in the e-commerce context (Asren Kasfunhuri et al., 2025; Rahmadani & Dwita, 2025). In practice, Generation Z as active users of TikTok Shop builds trust through live shopping features, buyer reviews and ratings, transparency of product information, as well as secure payment and refund systems, thereby creating a more comfortable shopping experience and increasing customer satisfaction (Hajli et al., 2017; Wongkitrungrueng et al., 2020).

The Effect of Risk Perception on Customer Satisfaction

The test results show that Risk Perception does not have a significant effect on Customer Satisfaction, although it has a positive relationship direction. This finding indicates that the high or low level of risk perceived by consumers does not directly determine the level of Customer Satisfaction on TikTok Shop. Theoretically, Risk Perception has the potential to reduce satisfaction because it creates a sense of insecurity in online transactions. However, in the context of social commerce such as TikTok, the presence of consumer protection mechanisms, such as secure payment systems, refund policies, and the role of the platform as an intermediary, is able to suppress the impact of risk on satisfaction evaluation (Hajli et al., 2017). In addition, the dominance of Generation Z as respondents – who have high digital literacy and are accustomed to online transactions – causes consumers to evaluate satisfaction more based on shopping experience, ease of use, price, and service quality, rather than Risk Perception alone (Priporas et al., 2021). The unsupported hypothesis indicates that Risk Perception is not the main factor forming customer satisfaction among Generation Z on TikTok Shop, because transaction risk tends to be considered a tolerable condition, so satisfaction evaluation is more focused on the functional and hedonic aspects of the shopping experience (Desyanata & Rivai, 2024; Theocharis et al., 2025).

The Effect of Customer Trust on Customer Loyalty

The research results show that Customer Trust has a positive and significant effect on Customer Loyalty. This finding indicates that the higher the level of Customer Trust customers have toward TikTok Shop, the greater the tendency for customers to make repeat purchases and remain loyal to the platform. Strong Customer Trust is able to reduce customer doubts and strengthen the long-term relationship between customers and the platform, thereby encouraging the formation of loyalty. The results of this study are consistent with previous research findings by Brilianty Sekar Amalia et al. (2025), Jatuningtyas et al. (2025), and Novitasari et al. (2025), which state that Customer Trust has a positive and significant effect on Customer Loyalty among marketplace users in Indonesia. In the

real dynamics of TikTok Shop usage, Generation Z demonstrates loyalty through the tendency to make repeat purchases at stores or sellers considered trustworthy, follow favorite seller accounts, and utilize live shopping features and recurring promotions provided by the platform, because consistent positive experiences, ease of transactions, and a sense of security in shopping encourage them to continue using TikTok Shop as their primary platform so that the trust formed transforms into loyal behavior in the long term (Damayanti et al., 2025; Khoiril Mala et al., 2025).

The Effect of Risk Perception on Customer Loyalty

The research results show that Risk Perception has a positive and significant effect on Customer Loyalty. This finding suggests that customers' perception of transaction risk significantly influences loyalty formation, as effective risk management mechanisms and platform security features play a crucial role in sustaining customer commitment. When customers feel that transaction risks can be minimized, they will be more confident in continuing to use the same platform and not easily switch to other platforms. The results of this study are consistent with previous research findings stating that perceived risk has a significant effect on Customer Loyalty (Cheng et al., 2025; Khasbulloh & Suparna, 2022). In the real dynamics of TikTok Shop usage, Generation Z demonstrates loyalty when the perceived risk level is low through guarantees of payment security, transparency of seller information, buyer reviews, and clear refund policies, so that they feel safer and more confident to make repeat purchases and remain loyal to the platform (Cheng et al., 2025; Khasbulloh & Suparna, 2022).

The Effect of Customer Satisfaction on Customer Loyalty

The research results show that Customer Satisfaction has a positive and significant effect on Customer Loyalty. The satisfaction felt by customers after shopping through TikTok Shop encourages them to make repeat purchases and recommend the platform to others. This finding confirms that satisfaction is an important factor in building sustainable Customer Loyalty. These results are consistent with previous studies stating that Customer Satisfaction has a positive and significant effect on Customer Loyalty in e-commerce businesses in Indonesia (Handayanti & Indarto, 2023; Rahman & Millanyani, 2025; Suardhita et al., 2024). In the real dynamics of TikTok Shop usage, Generation Z builds loyalty when they obtain a satisfying shopping experience—including ease of application navigation, transaction speed, product conformity with expectations, as well as enjoyable interactions through live shopping features and promotions—thereby encouraging repeat purchases, recommendations to their social environment, and sustained preference for the platform (Retnosari & Nadlifatin, 2024; Triady et al., 2025).

The Mediating Role of Customer Satisfaction

The test results show that Customer Satisfaction is not able to mediate the effect of Customer Trust on Customer Loyalty. This shows that Customer Trust can directly encourage loyalty without having to go through satisfaction as an intervening variable. This finding indicates that in the context of TikTok Shop, Customer Trust has a direct role in forming loyalty without having to go through

satisfaction as an intervening variable. Customer Trust in transaction security, seller credibility, and platform reliability is strong enough to encourage customers to make repeat purchases and remain loyal. This particularly occurs among Generation Z consumers who are accustomed to digital transactions, so loyalty is more driven by a sense of security and confidence in the platform rather than by post-transaction satisfaction evaluation. This is consistent with previous studies conducted by Dwivedi et al. (2022) and Hajli et al. (2017), which state that Customer Trust in the context of social commerce and digital marketplaces can directly encourage loyalty without having to go through satisfaction as an intervening variable. The unsupported mediation hypothesis indicates that for Generation Z, Customer Trust functions as the main mechanism that directly forms loyalty on TikTok Shop, because a sense of security, system reliability, and seller credibility are more decisive in the decision to remain loyal than post-transaction satisfaction evaluation (Dwivedi et al., 2022; Hajli et al., 2017; Priporas et al., 2021).

Conversely, Customer Satisfaction is proven to mediate the effect of Risk Perception on Customer Loyalty, indicating that perceived transaction conditions influence loyalty indirectly through satisfaction. This means that when customers evaluate transaction risks as manageable, they tend to feel more satisfied, which subsequently encourages repeat purchases and sustained loyalty. This is consistent with previous research stating that satisfaction mediates the relationship between Risk Perception and Customer Loyalty in the e-commerce context (Khasbulloh & Suparna, 2022; Safitri et al., 2024). In the real dynamics of TikTok Shop usage, Generation Z experiences satisfaction when transaction risks can be minimized through the existence of secure payment systems, transparency of seller and product information, buyer reviews, and clear refund policies, which create a comfortable and convincing shopping experience so that this satisfaction encourages Generation Z to make repeat purchases and maintain loyalty toward the platform (Khasbulloh & Suparna, 2022).

CONCLUSION

The research results indicate that for Generation Z, trust is the most determining factor in forming customer loyalty. Satisfaction no longer acts as an intervening variable between trust and loyalty; when consumers have trusted the integrity of the store and platform on TikTok Shop, they tend to directly demonstrate loyal behavior. Conversely, satisfaction plays an important role in the relationship between risk perception and loyalty, as perceived transaction conditions influence satisfaction, which in turn encourages consumers to make repeat purchases.

The practical implications of these findings indicate that MSME actors, particularly in Semarang City, need to adopt more concrete and interactive marketing strategies on TikTok Shop. The consistent utilization of live streaming features can be used to display products transparently and authentically, so that buyer trust can be formed quickly. In addition, creating short video content that explains the packing process, shipping security, and ease of returns can help reduce prospective buyers' risk perception. By optimizing customer reviews and

testimonials as social proof, MSMEs can convert customer satisfaction into long-term loyalty amid increasingly intense social commerce competition.

Future research is recommended to develop the model by adding other relevant variables in the social commerce context, such as the influence of price discounts, the role of influencers, or perceived enjoyment. In addition, expanding the scope of respondents to other generational groups as well as regions outside Semarang City is expected to enhance the generalizability of the research findings. The use of qualitative approaches, such as in-depth interviews, is also recommended so that researchers can explore the emotional and psychological aspects of consumer shopping behavior that have not been fully revealed through a quantitative approach.

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