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IMPACT OF E-SERVICE QUALITY, E-WORD-OF-MOUTH, AND SUBJECTIVE NORMS ON PURCHASE INTENTIONS IN THE TIKTOK SHOP: A STUDY IN YOGYAKARTA

ABSTRACT

Indonesia's embrace of the fourth industrial revolution highlights the transformative power of technology on business practices and consumer behavior. E-commerce platforms like TikTok Shop are increasingly preferred for online shopping. This study investigates the influence of electronic service quality, electronic word-of-mouth, and subjective norms on purchase intention within TikTok Shop.

The study gathered data using an online questionnaire administered through Google Forms to 250 TikTok users between 18 and 24 years old living in Yogyakarta, an area recognized for its high level of digital technology adoption. Respondents were selected using a purposive sampling technique. The collected data were subsequently analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the assistance of SmartPLS 3.2.9.

The findings reveal significant positive effects of eSQ and subjective norms on purchase intention, while eWOM did not significantly influence. These insights contribute to a deeper understanding of consumer behavior in Indonesian e-commerce and social commerce.

Keywords: Technology, E-Service Quality, E-Word-of-Mouth, Subjective Norms, TikTok Shop

INTRODUCTION

Information technology advances have caused consumer behavior changes (Reinartz et al., 2019). Consumers are more likely to use e-commerce platforms to shop online via digital devices than traditional stores (Vasić et al., 2019). Consumers also spend most of their time on social media platforms, thus encouraging many companies to take advantage of this opportunity by integrating social media into their sales channels. This phenomenon is called social commerce, which denotes shipping and e-commerce transactions via social media platforms (Liang & Turban, 2011).

One of the most popular social media applications currently is TikTok. TikTok is an application that enables users to create short videos with music support as an instrument for creating videos, dances, and other creative content, thereby fostering user creativity (Malimbe et al., 2021). In the context of Indonesia, it is noteworthy that Indonesia ranks as the second country with a user base of 113.0 million on TikTok, following the United States with 116.5 million users (Datareportal.com, 2023).

TikTok has introduced an innovation by adding a feature for online shopping called TikTok Shop. TikTok Shop is an e-commerce service integrated within the TikTok application. With the TikTok Shop feature, users can engage in shopping activities ranging from purchasing items and making transactions to tracking shipment status without switching to other platforms. Despite being a relatively new e-commerce platform, TikTok Shop has demonstrated adaptability and high user growth in Indonesia (Annur, 2023). Therefore, it is compelling to investigate the factors influencing purchase intention on TikTok Shop.

Previous studies have investigated the factors influencing purchase intention in e-commerce. Consumer purchase intention is influenced by electronic service quality (Dhingra et al., 2020; Harris & Goode, 2010; Lee et al., 2022), electronic word-of-mouth (Kanimozhi, 2023; Kumar et al., 2023), and subjective norms (Liu et al., 2020 and Ru et al., 2021). Although previous research has examined purchase intention influenced by electronic service quality, electronic word-of-mouth, and subjective norms, there are still inconsistent results. Paramita & Nugroho's (2014) study showed that electronic service quality does not affect purchase intention in e-commerce. The study by Flanagin et al. (2014) and Sandes & Urdan (2013) demonstrated that electronic word-of-mouth does not affect purchase intention. Similarly, research by (Irawan & Harriyati, 2021; Kumar & Permatasari, 2022) showed that subjective norms do not influence purchase intention. This study contributes to the literature by examining electronic service quality, electronic word-of-mouth, and subjective norms on purchase intention in TikTok Shop using the TPB framework. Furthermore, prior literature reviewed by the researcher reveals that the research framework adopted in this study is still rarely applied in investigations related to TikTok Shop.

LITERATUR REVIEW

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) builds on the foundations established by the Theory of Reasoned Action (TRA), which emerged in 1967. According to Ajzen (1991), the TPB is based on the assumption that humans will behave sensibly in certain situations. This theory provides a framework for studying an individual's attitude towards their behavior. The theory suggests that behavioral intention is the most significant factor underlying an individual's behavior. Furthermore, intention is developed through the combined influence of attitudes toward the behavior and subjective norms. Several other factors influence a person's behavior, such as time, money, skills, and cooperation from others. Attitude and subjective norms are measured using scales. The outcomes of these assessments are expected to influence an individual's intention to engage in a particular behavior.

According to Ajzen (2005), in the process of evolving from TRA to TPB, one additional factor influencing intention is added, namely perceived behavioral control. The intention to perform a specific behavior is generally explained by three dimensions: attitudes toward the behavior, subjective norms, and perceived behavioral control. This study employs TPB as the foundational theory due to its significant relevance to the relationship between the research variables. The components within TPB exert influence on behavioral intention, which subsequently affects the behaviors performed.

In the Theory of Planned Behavior, attitude refers to the extent to which an individual evaluates the behavior under consideration positively or negatively (Fisbein & Ajzen, 1975). According to the author, one representation of attitude is an individual's evaluation of product

quality. Product quality refers to the attributes and characteristics that make a product perceived as either good or bad by consumers. In the context of TPB, attitude toward product quality will influence the intention and behavior of consumers regarding the product.

Service Quality and Purchase Intention

The rapid development of the digital era has led to users having greater ease and openness in accessing various electronic platforms to make purchases. However, the success of an electronic platform in attracting customer interest in buying is not only determined by the availability of products or competitive prices but also depends on a satisfying user experience. Therefore, the quality of electronic service provided by the company becomes a crucial factor in influencing consumer purchase intention. Electronic service quality encompasses the ability of a website to provide the best service for online shopping. In Tik Tok Shop, if the quality of electronic service is high, then the purchase intention will also be high. For example, if the responsiveness provided by Tik Tok Shop is very good, then the user's intention to purchase through Tik Tok Shop will also be high (Parasuraman et al., 2005).

The results of studies by Dhingra et al. (2020), Farhan and Wali (2025), and Hanaysha et al. (2025) show that electronic service quality has an impact on purchase intention. This means that the higher the quality of electronic service, the better the user experience will be, and this will have a positive impact on consumer purchase intention. Therefore, the higher the quality of electronic service, the more likely consumers are to make a purchase. Based on the above description, the first hypothesis in this study is:

H1: Electronic service quality has a positive impact on purchase intention

E-Wom and Purchase Intention

EWOM can be seen from the rapid spread of viral content through online sharing and interaction. The interaction in question is when users share their opinions or comments about a product through social media. These opinions or comments will influence the perceptions that are formed in the minds of other consumers or users. eWOM influences consumer purchase intention toward a product (Khan et al., 2024).

The results of studies by El-Baz et al. (2022) and (Mainardes et al., 2023) show that eWOM has an impact on purchase intention. This means that the more positive the statements of consumers about a product, the more likely other consumers are to have the intention to buy that product. Based on the above description, the second hypothesis in this study is:

H2: eWOM has a positive impact on purchase intention

Subjective Norm and Purchase Intention

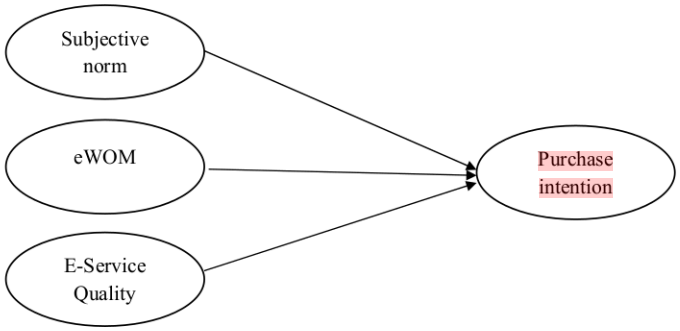
Based on the Theory of Planned Behavior (TPB), the subjective norm is one of the variables that influence a person's intention to behave and has an important role in shaping preferences and purchase decisions. Subjective norm refers to the influence of opinions, advice, and recommendations from family, friends, or certain social groups (Ajzen, 2005). In this study, the subjective norm is defined as the individual's belief in following the

directions or recommendations of the people around them and making purchases through TikTok Shop.

The results of studies by Liu et al. (2020) indicate that subjective norms influence purchase intention in mobile commerce, and research by Nguyen et al. (2022), Nguyen et al. (2023), and Ru et al. (2021) shows similar findings. These results align with the understanding that the opinions or social pressures felt by the surrounding environment can influence a person's intention to purchase a product. Therefore, the third hypothesis in this study is:

H3: Subjective norm influences purchase intention

Figure 1. Research Model



METHOD

This study employs a quantitative approach, which is a scientific method that produces information in the form of numerical data that is then processed and analyzed using statistical calculations (Sekaran & Bougie, 2017).

An online survey approach was adopted for data collection in this study. The questionnaire, prepared using Google Forms, was circulated via social media channels, particularly WhatsApp and X, between August and September 2023. Respondents provided their answers using a five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”), enabling the study to obtain detailed insights into their perceptions.

A purposive sampling strategy within the non-probability sampling framework was employed in this study. Respondents were recruited based on several predefined criteria proposed by the researcher (Sekaran & Bougie, 2017). The selected participants were TikTok users between 18 and 24 years old residing in Yogyakarta who had no prior purchasing experience on TikTok Shop, making them suitable representatives of the target population.

In line with the objectives of this study, the following are the sampling criteria:

1) TikTok users aged 18-24 (the age of the sample was determined based on data from Ginee, which shows that 76% of TikTok users in Indonesia are within the productive age range, namely between 18 and 24).
2) Domiciled in the Special Region of Yogyakarta (the location of the sample was determined because the Special Region of Yogyakarta is known as a student city with many universities and high schools. With a high youth population, TikTok users aged 18-24, as mentioned in the previous demographic report, can be found in large numbers in Yogyakarta).
3) Active TikTok users who have never purchased on TikTok Shop.

Data analysis in this study is conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. This method is particularly suitable for simultaneously modeling and estimating the relationships among multiple constructs, covering both predictor and outcome variables (Hair et al., 2019). The analytical tool used in this study is Smart PLS version 3.2.9 (Hair et al., 2021).

All measurement items utilized in this study were adapted from previous research. The quality of electronic service was measured using six items adapted from Zeithaml, Bitner, Gremler, and Ajay (2009) and Ting et al. (2016). Three measurement items for electronic word-of-mouth were adapted from Jalilvand and Samiei (2012). Subjective norms were measured using three items adapted from Gong, Z; Han, Z; Li, X; Yu, C & Reinhardt, J (2019). Finally, three items adapted from Yu & Lee (2019) and Li et al. (2022) were used to measure purchase intention.

RESULTS AND DISCUSSION

The total number of respondents in this study was 250 individuals aged 18-24 years old. The majority of respondents had a high school education or equivalent, comprising 125 individuals (50%). Based on their place of residence, the majority of respondents lived in Sleman Regency with 218 individuals (51%), followed by Bantul Regency with 61 individuals (24%), Kulon Progo Regency with 25 individuals (10%), Yogyakarta City with 22 individuals (9%), and Gunung Kidul Regency with 14 individuals (6%). Lastly, the majority of respondents were students, totaling 146 individuals (58%), while 39 individuals (16%) were private sector employees. For a more detailed profile of the respondents, please refer to Table 1.

Table 1. Respondent Profile

Category		Frequency	%
Age	18-25	250	100
Education	Junior high school	3	1%
	Senior high school	125	50%
	Diploma	9	4%
	Bachelor degree	111	44%
	Master degree	3	1%
Regency	Sleman	128	51
	Bantul	61	24
	Kulon Progo	25	10
	Yogyakarta City	22	9
	Gunung Kidul	14	6

Occupation	Student	146	58
	Job Seeker	31	12
	Freelancer	19	8
	State civil apparatus	4	2
	Private Employee	39	16
	Entrepreneur	8	3
	Housewife	3	1

Measurement Model Test

The measurement model is evaluated to test the validity and reliability of the instruments measuring latent variables. There are two validity tests: convergent and discriminant. Convergent validity is established if the Average Variance Extracted (AVE) and outer loadings are both greater than 0.5. Discriminant validity is evaluated by comparing the square root of AVE using Fornell-Lacker's approach (Hair et al., 2019).

Table 2. Convergence Validity Test

Construct	Items	loading	AVE
Electronic service quality	ESQ.1	0,806	0.614
	ESQ.2	0,806	
	ESQ.3	0,774	
	ESQ.4	0,771	
	ESQ.5	0,823	
	ESQ.6	0,738	
	ESQ.7	0,765	
eWOM	EWM1	0,878	
	EWM.2	0,865	
	EWM.3	0,831	0.737
Subjective Norms	SNo.1	0,889	0,793
	SNo.2	0,871	
	SNo.3	0,911	
Purchase Intention	Pint.1	0,875	
	Pint.2	0,863	
	Pint.3	0,860	0.750

The SmartPLS results indicate that every measurement item demonstrates an outer loading above the 0.5 threshold, supporting indicator validity. Furthermore, all Average Variance Extracted (AVE) values are above 0.50, confirming adequate convergent validity. Accordingly, all measurement items in this study are deemed valid, and the model shows no evidence of convergent validity concerns.

Table 3. Discriminant Validity Test

Electronic service quality	0,784			
eWOM	0,658	0,858		
Subjective Norms	0,652	0,499	0,890	

Purchase Intention	0,638	0,465	0,578	0,866

Table 3 summarizes the discriminant validity results based on the Fornell–Larcker criterion (Hair et al., 2019). This approach requires that the square root of each construct's AVE exceeds its correlations with other constructs in the model. The findings demonstrate that this condition is satisfied across all variables. For instance, the AVE square root of E-Service Quality (0.784) is higher than its correlations with eWOM, Subjective Norm, and Purchase Intention. A similar pattern is observed for eWOM and Subjective Norm, where each construct shows stronger internal consistency compared to its associations with other variables. Purchase Intention also meets this requirement, as its AVE square root (0.885) remains higher than all corresponding inter-construct correlations. Overall, these results confirm that the constructs are well differentiated from one another, indicating that each variable represents a distinct concept within the model without substantial overlap.

Table 4. Reliability Test Results

Construct	Cronbach's Alpha	rho_A	Composite Reliability
E-Service Quality	0,895	0,896	0,918
eWOM	0,821	0,822	0,894
Subjective Norm	0,870	0,877	0,920
Purchase Intention	0,834	0,844	0,900

Table 4 reports the reliability assessment results based on Cronbach's Alpha (CA), Composite Reliability (CR), and rho_A values. Referring to the recommended threshold proposed by Hair et al. (2019), all constructs demonstrate satisfactory reliability, as each measurement exceeds the minimum value of 0.70. The Cronbach's Alpha values for E-Service Quality, eWOM, Subjective Norm, and Purchase Intention are 0.895, 0.821, 0.870, and 0.834, respectively. Likewise, the Composite Reliability values—0.918 for E-Service Quality, 0.894 for eWOM, 0.920 for Subjective Norm, and 0.900 for Purchase Intention—indicate strong internal consistency. Similar results are reflected in the rho_A values, which range from 0.822 to 0.896 across all constructs. Overall, these findings confirm that the measurement items satisfy the reliability requirements.

Structural Model Test

The structural model was evaluated using the bootstrapping procedure available in SmartPLS. Hypothesis significance was determined based on the t-statistic and p-value criteria. A relationship is regarded as statistically significant when the t-value exceeds 1.96 and the p-value is below 0.05. In addition, the path coefficient values were examined to identify the direction of the relationships among variables, indicating whether the effects were positive or negative according to the original sample estimates.

Table 5. Hypotheses Testing

Hypothesis	*Original Sample (O)*	*t Statistic*	*P Values*	Result
E-Service Quality ->Purchase Intention	0,428	6,067	0,000	H1 is supported
eWOM -> Purchase Intention	0,045	0,634	0,526	H2 is not supported
Subjective Norm -> Purchase Intention	0,276	3,689	0,000	H3 is supported

The hypothesis testing outcomes presented in Table 5 reveal that two proposed hypotheses are accepted, whereas one hypothesis is rejected. Electronic service quality demonstrates a positive and statistically significant effect on purchase intention, as indicated by a t-statistic of 6.067, a p-value below 0.05, and a path coefficient of 0.428. Accordingly, the first hypothesis is supported. Likewise, subjective norm is found to significantly influence purchase intention in a positive direction (t-statistic = 3.689; p-value < 0.05; path coefficient = 0.276), thereby supporting the third hypothesis. In contrast, electronic word-of-mouth (eWOM) does not show a significant relationship with purchase intention, reflected by a t-statistic of 0.634 and a p-value exceeding 0.05, despite its positive path coefficient (0.045). Hence, the second hypothesis is not supported.



Discussions

The results of path analysis using SmartPLS reveal that the e-service quality variable positively and significantly influences purchase intention. This finding suggests that higher e-service quality correlates with increased purchase intention on TikTok Shop.

Consequently, the first hypothesis (H1), positing that electronic service quality positively and significantly impacts purchase intention, is supported. In the context of this study, when consumers perceive Tik Tok Shop features as user-friendly, guarantee transaction security, and fulfill promised orders, their intention to shop through Tik Tok Shop is likely to be elevated. These results are consistent with previous research conducted by Dhingra et al. (2020), which indicated that electronic service quality influences purchase intention in e-commerce, and Hanaysha et al. (2025) on electronic service quality in e-retailing.

The path analysis results indicate that the eWOM variable is insignificant concerning purchase intention. This result suggests that electronic word-of-mouth does not influence purchase intention in TikTok shops. Based on this description, the third hypothesis (H2), stating that electronic word-of-mouth positively and significantly affects purchase intention, is not supported.

The rapid development of the internet and communication has expanded the scale and reach of electronic word-of-mouth. Online reviews originating from consumers who have purchased and used products become the primary source of information for other consumers (Chen & Wu, 2013). Generally, reviews or information circulating on digital platforms about a product can positively impact that product. However, this study found that the reviews or information available on the internet do not influence purchase intention. This finding means that TikTok application users' desire to shop at TikTok Shop is not affected by reviews on digital platforms. This is because the information available in customer reviews needs to be fully trusted by TikTok application users due to the abundance of anonymous information providers. Information from anonymous customers can worsen the relationship between electronic word-of-mouth and purchase intention.

The path analysis results indicate that the subjective norm variable positively and significantly affects purchase intention. This finding means that recommendations or advice from people around positively impact purchase intention in TikTok Shop. Based on this description, the third hypothesis (H3) is supported, stating that subjective norm positively and significantly affects purchase intention. This finding is consistent with Nguyen et al. (2022), which stated that subjective norm influences purchase intention. This implies that opinions or social pressure perceived from the surrounding environment can influence an individual's intention to purchase a product through TikTok Shop. These results are also supported by previous research conducted by Liu et al. (2020) and Ru et al. (2021), which showed that subjective norm influences purchase intention.

CONCLUSION

significantly affects purchase intention. This finding is consistent with Nguyen et al. (2022), which stated that subjective norm influences purchase intention. This implies that opinions or social pressure perceived from the surrounding environment can influence an individual's intention to purchase a product through TikTok Shop. These results are also supported by previous research conducted by Liu et al. (2020) and Ru et al. (2021), which showed that subjective norm influences purchase intention.

CONCLUSION

The present study unveils crucial insights into the intricate factors that mold consumer behavior in TikTok Shop. The discoveries underscore the pivotal role of electronic service quality and subjective norms in shaping purchase intention while also hinting that e-word-of-mouth might wield less influence in this setting. These revelations serve as a compass for businesses navigating the social commerce realm, underscoring the imperative to prioritize service quality and cultivate favorable social perceptions to amplify customer engagement and spur sales.

This study presents several managerial implications for social commerce companies, TikTok in particular. Firstly, companies should address service quality aspects, such as enhancing the homepage interface and incorporating live chat features, to tackle user grievances on TikTok Shop. This will bolster consumers' purchase intentions when shopping through TikTok Shop. Secondly, the study suggests that electronic word-of-mouth variables might not sway purchase intentions in TikTok shops. Hence, it is advised that companies manage and enhance the feedback consumers provide to instill trust and confidence in them for making purchases. Companies could assign reliable reviewers' accounts or filter reviews from anonymous accounts. Lastly, this research underscores the influence of subjective norms on purchase intentions in TikTok shops. Therefore, companies should reward consumers who have recommended a product on TikTok Shop to stimulate more consumers to endorse shopping on TikTok Shop within their circles.

While this study sheds light on consumer purchase intention in TikTok Shop, its geographical scope and limited variables restrict the findings' generalizability. Future research should broaden its focus and incorporate additional factors like promotion, trust, and user experience. By addressing these limitations, future researchers can gain a more comprehensive understanding of consumer behavior in TikTok Shop and other social commerce platforms. This is expected to support firms in developing targeted marketing strategies, enhancing consumer engagement, and improving sales achievement amid the continuously changing e-commerce landscape.

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