E-Trust, Perceived Ease Of Use, E-Satisfaction And E-Loyalty For Users Of The Tiktok Shop Application

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ABSTRACT

This study aims to prove that the relationship between the influence of E-Trust, Perceived Ease Of Use and E-Satisfaction on E-Loyalty is shown to consumers in Tiktok Shop e-commerce. The variables used in this study are E-Trust, Perceived Ease Of Use, E-Satisfaction, and E-Loyalty. The sample selection criteria for this study are Tiktok Shop customers who make purchases through the Tiktok Shop marketplace, use Tiktok Shop regularly for the last 6 months, live in Jakarta, Bogor, Depok, Tangerang, and Bekasi (JABODETABEK) and are 17 years and over. This study uses data analysis techniques, namely Structural Equation Modeling (SEM), with SmartPLS software. Based on the research results, of the 5 hypotheses, 4 hypotheses are accepted, namely E-Trust has a positive effect on E-Satisfaction, Perceived ease of use has a positive effect on E-Satisfaction, E-Satisfaction has a positive effect on E-Loyalty, and Perceived Ease Of Use has a positive effect on E-Loyalty. The contribution of this research is to understand the factors that influence E-satisfaction in the context of Tiktok Shop which can help marketplace companies to create more effective marketing strategies in increasing user satisfaction in the Tiktok Shop application..

Keywords: *e-trust, perceived ease of use, e-satisfaction, e-loyalty.*

INTRODUCTION

The digital age is transforming communication between commerce and access to information, causing profound changes in people's lives, affecting consumer behaviour, business structures and cultures around the world (Khasanah *et al.*, 2021; Rinaldi & Ramli, 2023; Situmorang *et al.*, 2023; Shabrina, 2019). In this day and age, we rely heavily on the digital age to introduce our products (Nurcahyani *et al.*, 2023; Ramli & Novariani, 2020; Steven *et al.*, 2023; Utama *et al.*, 2020). E-commerce is a form of technological development in the digital age that has changed the way people interact in trading and purchasing through online platforms (Imran, Mariam, *et al.*, 2020; M. P. Pratama *et al.*, 2023; Rizky *et al.*, 2023; Siahaan & Lidwina, 2021). Online shopping has become popular in recent years, mainly due to the COVID-19 pandemic which forced people to stay at home and avoid crowds (Mariam & Ramli, 2020; Salma & Ramli, 2023; Sylvia & Ramli, 2023; Zahra *et al.*, 2021). Relying on e-commerce platforms to fulfil needs, it is important to recognise that the success of online buying and selling is highly dependent on customer satisfaction in carrying out online transactions (Harahap & Ramli, 2023; Mariam *et al.*, 2020; Mariam & Ramli, 2021; Suryani *et al.*, 2022). E-satisfaction is a very necessary part of the company because it can be a picture that reflects consumer perceptions of the convenience of site design, product offerings, online shopping experience, and security protection (K. Chandra *et al.*, 2019; Ramli, 2020a; Solehah & Kuswanto, 2023; Sukarno *et al.*, 2020). This shows that e-satisfaction must be a big concern to be able to compete with competing products (Bachtiar *et al.*, 2023; Budiman & Devie, 2015; R. A. Pratama *et al.*, 2023; Ramli, 2020b).

Perceived ease of use refers to the extent to which users understand certain technologies in accessing websites, internet functions, and web displays are easy to use (Moslehpour *et al.*, 2018). Applying perceived ease of use will build high confidence in the ease of use of the system, which in turn increases the use of technology in individual behaviour (Oktarini dan

Wardana, 2018). E-trust becomes the initial base in the process of forming and maintaining relationships between consumers and online sellers, creating consumer confidence to shop online (Mariam *et al.*, 2021; Meidiyanty *et al.*, 2023; Ramli & Mariam, 2020; Sahadewa *et al.*, 2023). E-Trust involves the willingness to recognise a brand in any way, based on the expectation that the brand can have a positive impact and trigger loyalty (Rojiqin *et al.*, 2022). E-loyalty is concerned with providing quality customer support, on-time delivery, convincing product demonstrations, practical shipping and handling costs, and transparent and trustworthy privacy guidelines (Mariam & Ramli, 2017; Quico, 2023; Ramli, 2019b; Rumaidlany *et al.*, 2022).

According to research from Rintasari dan Farida (2020), E-satisfaction creates customer satisfaction which generates customer loyalty to certain products and creates favourable recommendations for companies through online purchases. E-satisfaction involves purchasing experience and behaviour in previous transactions, where consumers have confidence that products from that brand can always provide satisfaction (Dewi & Ramli, 2023; Istighfarnissa *et al.*, 2022; Nurdiansyah *et al.*, 2020; Takaya *et al.*, 2019). The difference between this research and the main journal is in the additional variables of perceived ease of use, e-loyalty and there are differences in the objects of previous research using the Moodle service provider in Surabaya (Imran, Arvian, *et al.*, 2020; Mariam *et al.*, 2022, 2023; Rofiah *et al.*, 2023; Sylvyani & Ramli, 2023), while this study analyses the relationship between variables with the object of research using Tiktok Shop e-commerce. Perceived ease of use is an important variable for the author for e-commerce how to operate the application easily or also called Perceived ease of use (PEOU) (El Ashfahany *et al.*, 2023; Saoula *et al.*, 2023). In addition, e-loyalty is an additional variable in this study because building customer loyalty is a relatively crucial matter in order to maintain turnover stability and be able to compete with competing e-commerce, so that the sustainable development of an e-commerce can be maintained (Nabela dan Albari, 2023). Based on the explanation above, this study has the aim of proving that the relationship between the impact of Perceived Ease of Use, E-Trust, and E-Satisfaction on E-Loyalty is shown to consumers in the Tiktok Shop e-commerce.

E-trust plays an important role in shaping consumers' positive perceptions of e-commerce services, which can then affect consumers' tendency to remain loyal to the e-commerce (Asnaniyah, 2022). E-trust is the willingness of consumers to trust sellers and take action, even in situations that make them vulnerable (Gunawan & Ramli, 2023; Sinurat *et al.*, 2024; Yunus *et al.*, 2023). E-trust is the initial basis of the process of forming and maintaining relationships between customers and online sellers (Ashghar & Nurlatifah, 2020; Novianti & Ramli, 2023). Based on the opinions of the experts above, it can be concluded that the definition of e-trust is the willingness of consumers to trust sellers in situations that make them vulnerable, which is the basis for forming and maintaining relationships between customers and online sellers, based on confidence in the seller's ability to fulfil commitments according to customer expectations in an e-commerce environment (Febriani *et al.*, 2023; Ramli, 2013; Sari & Ramli, 2023; Supiati *et al.*, 2021).

Perceived ease of use refers to a user's belief in the practicality of using an online shopping system, which includes factors such as ease of learning, simple user interface, and platform stability (Chen dan Lai, 2023). Perceived ease of use is the extent to which a person believes he or she can easily understand a technology without showing extra effort (Ghazmahadi *et al.*, 2020; Kabakus & Kucukoglu, 2022; Mariam & Ramli, 2022; Rinaldi & Ramli, 2023). Perceived ease of use contains four elements, namely easy to understand, use, easy and clear to understand, and helps to become skilled Based on the opinions of these experts, it can be concluded that perceived ease of use is the user's belief about the ease and practicality of using an online shopping system, including aspects such as ease of learning, simple user interface, platform stability, and the feeling that using the system will be effective without requiring extra effort, so that potential users are more accepting of systems that are considered easier to improve their performance.

According to research from Oktarini dan Wardana (2018), E-satisfaction is a person's level of satisfaction or dissatisfaction that arises as a result of comparing the performance of a

product or the results they perceive with the expectations they have. E-satisfaction is an evaluation of the level of customer satisfaction with online experiences, including search and transaction activities in e-commerce (Mariam & Ramli, 2023; Novarian & Ramli, 2020; Riyadi *et al.*, 2023). E-satisfaction is consumer satisfaction with online purchases that save time and effort that is usually needed when shopping directly in physical stores (Diatmono *et al.*, 2020; Imran & Ramli, 2019). Based on the opinions of these experts, it can be concluded that e-satisfaction is an evaluation of the level of consumer satisfaction with the online shopping experience, including a comparison between perceived product or service performance and expectations, and is influenced by the quality of online platform services and website features, which ultimately influences future consumer choices and purchases.E-loyalty is the desire of consumers to access the website, reflecting their interest in the company and the potential to make repeated purchases (Kartono & Halilah, 2018). E-loyalty is consumer loyalty to e-commerce platforms with the use of the internet as the main channel, where consumers are loyal to shopping without looking for alternatives (Ramli, 2019a; Ramli *et al.*, 2020; Salmah *et al.*, 2021; Takaya *et al.*, 2020). Based on the opinions of these experts, it can be concluded that e-loyalty is the desire of consumers to remain loyal to e-commerce platforms, manifested through return visits to the website, repeat purchases, and recommendations to others, showing interest in the company and the potential to make repeated purchases.

Effect of E-Trust on E-Satisfaction

According to research from Khairunnisa dan Rachmawati (2018), suggesting that e-trust plays an important role as a driver of e-satisfaction to advance e-commerce. E-trust between consumers and online sellers is well established, so e-satisfaction from consumers tends to be higher, because existing trust can result in satisfying purchases (Gotama dan Indarwati, 2019). According to research from Wilis dan Nurwulandari (2020), E-trust obtained by consumers from confidence in the security of online transactions makes an important factor in growing e-satisfaction with the online shopping experience. A high level of e-trust, consumers tend to feel e-satisfaction in using these services (Mubarok dan Kurriwati, 2021). According to research from Putra dan Hidayat (2022), e-trust is a key element in building relationships between sellers and customers, especially in environments where e-satisfaction is lower than transactions in physical stores. This research is in line with studies that reveal that e-trust has a positive impact on e-satisfaction (Gotama dan Indarwati, 2019; Khairunnisa dan Rachmawati, 2018; Mubarok dan Kurriwati, 2021; Putra dan Hidayat, 2022; Wilis dan Nurwulandari, 2020). Based on the previous research above, this hypothesis was formulated:
H1: E-Trust has a positive effect on E-Satisfaction

The Effect of Perceived Ease Of Use on E-Satisfaction

According to research from Dewan *et al.* (2022), Perceived ease of use of e-commerce applications affects customers' desire to use these applications in making buying and selling transactions. According to research from Yin dan Lin (2022), success in creating perceptions, namely Perceived ease of use of electronics can increase e-satisfaction, creating a positive cycle in which users are more likely to use these services repeatedly. According to research from Sampaio *et al.* (2017), Perceived ease of use is another advantage of e-commerce applications, ease of use being one of the main advantages associated with e-satisfaction. Customers get support from mobile-based applications, to provide a pleasant shopping experience, newly developed applications provide valuable perceived ease of use (Tom Dieck dan Jung, 2018). Perceived ease of use of applications in buying and selling transactions is determined and seen as positive acceptance behaviour, e-commerce applications affect customer intention to use applications that are useful in assisting the shopping process (Niemand dan Chauke, 2017). This research is in line with studies which state that perceived ease of use has a positive effect on e-satisfaction (Dewan *et al.*, 2022; Niemand dan Chauke, 2017; Sampaio *et al.*, 2017; Tom Dieck dan Jung, 2018; Yin dan Lin, 2022). Based on the previous research above, this hypothesis was formulated: **H2:** Perceived Ease Of Use has a positive effect on E-Satisfaction

The Effect of E-Satisfaction on E-Loyalty

Based on the expression in research from Phromlert *et al.* (2019), E-satisfaction with a company's product or service has a direct impact on the level of consumer e-loyalty to that

company. High e-satisfaction increases e-loyalty because high levels of e-satisfaction create customers who feel loyal to a brand (Santika *et al.*, 2020). According to research from Akroush *et al.* (2021) when the level of customer e-satisfaction increases, it is likely that the level of customer e-loyalty to the brand or company that provides the product or service will also increase. E-satisfaction is a key factor in the level of e-loyalty to a brand or company (Chandra dan Tan, 2022). According to research from Wani *et al.* (2023)a customer feels e-satisfaction with a company's product or service, then the customer will show e-loyalty to the product or service. This research is in line with studies which state that e-satisfaction has a positive effect on e-loyalty (Akroush *et al.*, 2021; Chandra dan Tan, 2022; Phromlert *et al.*, 2019; Santika *et al.*, 2020; Wani *et al.*, 2023). Based on the previous research above, this hypothesis was formulated: **H3:** E-Satisfaction has a positive effect on E-Loyalty

The Effect of E-Trust on E-Loyalty

Based on the expression in research from Melinda *et al.* (2023) if the e-trust that customers have towards a platform or company in e-commerce is high, the level of customer e-loyalty towards a platform or company in e-commerce is also high. When e-trust is built, customer e-loyalty to platforms or companies in e-commerce tends to develop (Alnaim *et al.*, 2022). According to research from Pham *et al.* (2020), E-trust plays an important role in forming a strong level of e-loyalty. E-trust placed in e-commerce predicts the level of customer e-loyalty (Gusfei dan Pradana, 2022). According to research from Giao *et al.* (2020) in the context of online shopping, building e-trust is an important factor in shaping e-loyalty, where customers are likely to repurchase products from the website as a sign of e-loyalty. This research is in line with studies which state that e-trust has a positive effect on e-loyalty (Alnaim *et al.*, 2022; Giao *et al.*, 2020; Gusfei dan Pradana, 2022; Melinda *et al.*, 2023; Pham *et al.*, 2020). Based on the previous research above, this hypothesis was formulated: **H4:** E-Trust has a positive effect on E-Loyalty
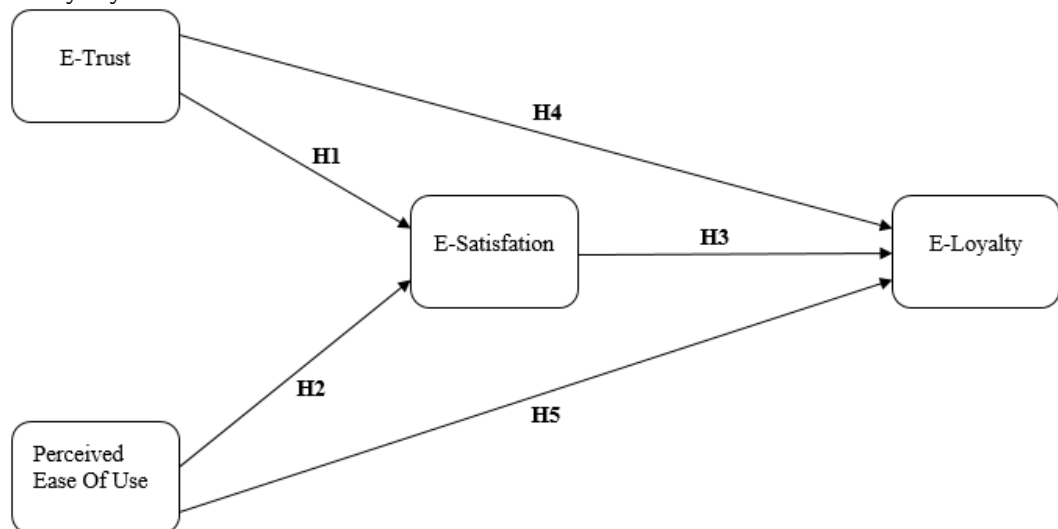
Source: Data processed by the Author, 2024

Figure 1. Research Model

The Effect of Perceived Ease Of Use on E-Loyalty

According to research from Alnsour (2022), Perceived ease of use supports increased perceived control, strengthens consumer experience and influences the emotional aspects of consumer experience which in turn can increase consumer e-loyalty to e-commerce services. The higher the perceived ease of use of a digital platform, the greater the likelihood of e-loyalty formation, indicating that the level of comfort and ease of use contributes to consumer loyalty to the platform (Bahari *et al.*, 2018). According to research from Gomber *et al.* (2018) consumers who are less technologically literate will be motivated by perceived ease of use to shop digitally because of their experience in shopping digitally, they will become consumers who have e-loyalty. The higher the level of perceived ease of use of a digital platform, the stronger the correlation with the level of e-loyalty, indicating that the easier and more

comfortable users interact with the platform, the higher the likelihood that they will remain loyal to the platform (Anugrah, 2020). According to research from Supriyadi dan Prasetyaningsih (2021), Perceived ease of use directly affects the level of e-loyalty, where the easier users find it to use a digital platform, the higher the likelihood that they will remain loyal to the service. This research is in line with studies which state that perceived ease of use has a positive effect on e-loyalty (Alnsour, 2022; Anugrah, 2020; Bahari *et al.*, 2018; Gomber *et al.*, 2018; Supriyadi dan Prasetyaningsih, 2021)**.** Based on the previous research above, this hypothesis was formulated: **H5:** Perceived Ease Of Use has a positive effect on E-Loyalty Based on the hypothesis framework above, the research model can be described as Figure 1.

METHOD

This research utilizes a causal design, which specifically examines cause-and-effect relationships between variables. The purpose of this research strategy is to test and validate the existence of a causal relationship between different variables. This study uses quantitative research methodology. This research includes exogenous factors namely E-Trust, Perceived Ease Of Use, and E-Satisfaction, as well as endogenous variables specifically E-Loyalty. This research uses primary data. Primary data refers to raw information that has not been processed by any entity for a specific purpose. Data collection is done by conducting surveys using questionnaire methodology. The survey was distributed using google form across popular social media platforms such as Facebook, Instagram, TikTok, and WhatsApp.

Data was collected for this study by creating a questionnaire that used a Likert scale. The Likert scale was used to assess attitudes and views within the framework of this study. This study uses a Likert scale consisting of five levels, namely Strongly Disagree (STS), Disagree (ST), Neutral (N), Agree (S), and Strongly Agree (SS). This study uses four variables, namely E-Trust, Perceived Ease Of Use, E-Satisfaction, and E-Loyalty. E-Trust measurement uses Asnaniyah (2022) which consists of 5 dimensions, namely integrity, competence, consistency, loyalty, and openness. To measure Perceived Ease Of Use according to Chen dan Lai (2023) in their research, they revealed that Perceived Ease Of Use is influenced by 4 dimensions, namely user interface, system performance, system stability, and customer service. Then to measure the E-Satisfaction variable according to Oktarini dan Wardana (2018) states that E-Satisfaction has 3 dimensions, namely overall e-satisfaction, confirmation of expectations, and right choice. Then to measure the E-Loyalty variable according to Kartono dan Halilah (2018), including cognitive, affective, conative, and action.

This research was conducted on an undisclosed sample of Tiktok Shop consumers. Data collection using a questionnaire with a Likert scale, each questionnaire about E-Trust consists of 5 questions, statements about Perceived Ease Of Use have 4 questions, questions about E-Satisfaction have 3 questions, questions about E-Loyalty preferences have 4 questions. So a total of 16 questions. To determine the sample size of this study (Hair *et al.*, 2021), proposes that the minimum number of participants is 5 times the number of indicators in the research questionnaire consisting of 16 questions. Therefore, the desired sample size for distributing questionnaires should be at least 100 people. In this study, the authors plan to collect a minimum of 100 respondents to reach the minimum number required by (Hair *et al.*, 2021). Sampling uses a non-probability technique, namely purposeful sampling, where the author himself decides on the selection of respondents using certain criteria (Sugiyono, 2019). The sample selection criteria for this study are: (1) Tiktok Shop customers who make purchases through the Tiktok Shop marketplace, (2) using Tiktok Shop regularly for the last 6 months, (3) domiciled in Jakarta, Bogor, Depok, Tangerang, and Bekasi (JABODETABEK) and (4) aged 17 years and over. This study uses data analysis techniques, namely Structural Equation Modeling (SEM), with SmartPLS software.

FINDING AND DISCUSSION

This study tests the validity of a test used to assess the accuracy of a measurement made on a questionnaire. The purpose of this study is to measure the indicators and variables under study. This study will examine a total of 16 statements. The validity test used in this study is

described as follows:

Based on the results that have been done on the outer loading image with indicators totaling 16 valid questions because the value is above 0.70.
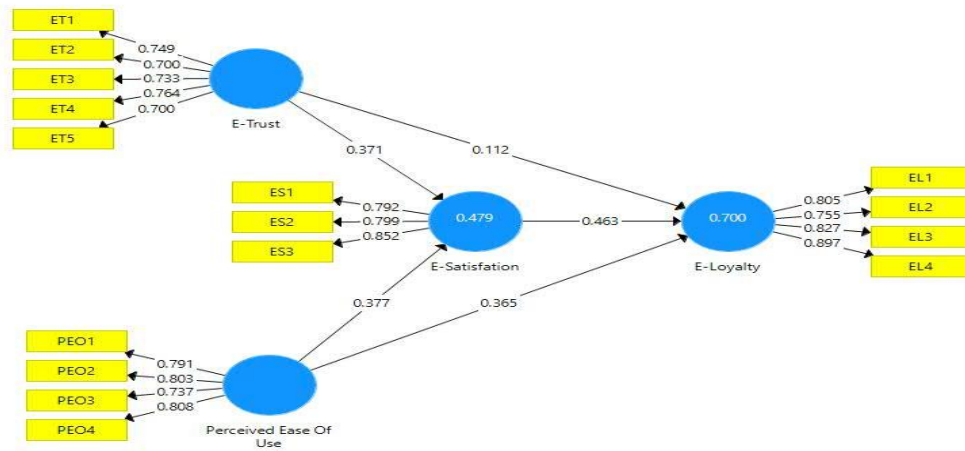
Source: Data processed by the Author, 2024

Figure 2. Outer Model

Tabel 1. Average Variance Exrtrated (AVE)

	Rata-rata Varians Diekstrak (AVE)
E-Loyalty	0,677
E-Satisfation	0,664
E-Trust	0,533
Perceived Ease Of Use	0,617

Source: Data processed by the Author, 2024

The AVE findings indicate the capacity of the latent variable scores to accurately replicate the original data scores. The higher the AVE value, the stronger the ability to explain the value of the indicator that measures the hidden variable. The AVE value that is often used is 0.50, which indicates that the convergent validity value in this study is quite satisfactory because it exceeds the minimum threshold of 0.50.

The table above shows that all latent variables have an Average Variance Extracted (AVE) value that exceeds the minimum threshold of 0.5. Therefore, it can be concluded that the AVE value in this study is satisfactory.

Discriminant validity is a measurement methodology that evaluates reflective indicators by conducting a cross-loading test on the measurement of a concept. If the correlation within the measurement item construct is higher than the correlation within the dimensions of other constructs, it can be concluded that this result provides evidence that the latent construct is more effective in predicting the dimensions in its own block than the dimensions in other blocks.

The purpose of the reliability test in this study is to determine the extent to which a measuring instrument shows consistency and can be reliably used at a later stage. The findings of the reliability test use the provisions of the Composite Realibility and Cronbach's Alpha measurements.

Tabel 2. Reliability Test Result

	Cronbach's Alpha	Composite Reliability
E-Loyalty	0,839	0,893
E-Satisfation	0,746	0,855
E-Trust	0,780	0,851
Perceived Ease Of Use	0,793	0,865

Source: Data processed by the Author, 2024

The table above shows that all variable values for the reliability test can be categorized as Composite Reability or Cronbach's Alpha. Based on the results, it can be concluded that the variables examined show reliability, making them suitable for the structural testing stage.

The acceptance or rejection of a hypothesis can be determined by testing the significance value of the T-statistic and the ρ-value. The hypothesis can be considered accepted if the T-Statistic value exceeds the critical value of 1.96 (at the 5% significance level) and the ρ-Value is less than 0.05. The analysis produces the following results:

Tabel 3. Uji Hipotesis

Construct	Sampel Asli (O)	T Statistic (| O/STDEV |)
E-Satisfation -> E-Loyalty	0,463	4,631
E-Trust -> E-Loyalty	0,112	1,099
E-Trust -> E-Satisfation	0,371	2,597
Perceived Ease Of Use -> E-Loyalty	0,365	2,842
Perceived Ease Of Use -> E-Satisfation	0,377	2,591

Source: Data processed by the Author, 2024

Table 4. Hypotesis Test Result

Hypotesis	Hypotrsis Statement	Original Sample	T Statistic	Result	Conclusion
H1	E-Trust > E-Satisfaction	0.371	2.597	Hypotesis Supported	**H1 Accepted**
H2	*Perceived Ease Of Use* > E-Satisfaction	0.377	2.591	Hypotesis Supported	**H2 Accepted**
H3	E-Satisfaction > E-Loyalty	0.463	4.631	Hypotesis Supported	**H3 Accepted**
H4	E-Trust > E-Loyalty	0.112	1.099	Hypotesis Unsupported	**H4 Not Accepted**
H5	*Perceived Ease Of Use* > E-Loyalty	0.365	2.842	Hypotesis Supported	**H5 Accepted**

Source: Data processed by the Author, 2024

E-satisfaction is proven to have an effect on E-loyalty observed from the T statistic value of 4.361> 1.96 and a significant value of ρ -Value 0.000> 0.05. This matter shows that the higher the E-satisfaction in the Tiktok Shop application, the higher the E-loyalty of consumers. However, E-trust is stated to have no effect on E-loyalty because the T statistic value is 1.099 < 1.96 and the significant value of ρ -Value 0.272 > 0.05. E-trust is stated to have an effect on E-satisfaction seen from the T statistic value of 2.597> 1.96 and a significant value of ρ -Value 0.010> 0.05. This matter proves that if E-trust is higher, it will increase E-satisfaction in the Tiktok Shop application. Perceived Ease Of Use is proven to have an effect on E-loyalty because it is seen from the T statistic value of 2.842> 1.96 and a significant value of ρ -Value 0.005> 0.05. So, the higher the Perceived Ease Of Use that consumers feel can increase E-loyalty in consumers. Perceived Ease Of Use is proven to have an effect on E-satisfaction because it is seen from the T statistic value of 2.591> 1.96 and a significant value of ρ -Value 0.010> 0.05. This shows that the higher the Perceived Ease Of Use felt, the higher the E-satisfaction on the Tiktok Shop application.

Discussion

In the first hypothesis **(H1)** proves that E-trust has a positive impact on E-satisfaction. This matter displays that the higher the E-trust, the higher the E-satisfaction on the Tiktok Shop application. E-trust between consumers and online sellers is well established, so E-satisfaction from consumers tends to be higher, because existing trust can result in satisfying purchases (Gotama dan Indarwati, 2019). E-trust is the main foundation for E-satisfaction, where users who feel safe and confident in an electronic platform or service tend to experience satisfaction in their experience. E-trust becomes a key factor in shaping the relationship between sellers and customers, especially in contexts where E-satisfaction is lower compared to transactions

in physical stores.

In the second hypothesis **(H2)** shows that Perceived Ease Of Use has a positive effect on E-satisfaction. This matter is proven that the higher the Perceived Ease Of Use that consumers feel so that it can increase E-satisfaction in the Tiktok Shop application. According to Yin dan Lin (2022), success in creating the perception that electronic Perceived ease of use can increase E-satisfaction, creates a positive influence where users are more likely to use the service repeatedly. Respondents feel that the Tiktok Shop marketplace is easy to use without difficulty and increases higher customer satisfaction.

Based on the results of the research conducted, a positive influence was found between E-satisfaction on E-loyalty **(H3)**. This states that if E-satisfaction increases so that there will also be higher E-loyalty from consumers for the Tiktok Shop marketplace. According to Akroush *et al.* (2021) when the level of customer E-satisfaction increases, it is likely that the level of customer E-loyalty to the brand or company that provides the product or service will also increase. E-satisfaction is included in the elements that build and maintain user loyalty in the Tiktok Shop marketplace. Positive experiences and user satisfaction can create long-term loyalty and help achieve the business and growth goals of a platform. E-satisfaction not only creates customer satisfaction, but also forms long-term relationships between users and the platform, encourages loyalty and supports marketplace growth for a longer period of time.

The fourth hypothesis **(H4)** shows that E-trust has no effect on E-loyalty. This shows that E-trust is not an aspect that can determine E-loyalty from consumers for the Tiktok Shop application. Respondents feel that E-loyalty is more influenced by other factors such as Perceived Ease Of Use and E-satisfaction. Consumer E-loyalty is a consistent repurchase of goods or services and leads to repeat purchases of the same brand even though external influences can encourage behavior to switch to another brand of product.

The fifth hypothesis **(H5)** shows that Perceived Ease Of Use has a positive effect on E-loyalty. The higher the Perceived Ease Of Use in marketplace users, the more E-loyalty consumers will provide for the Tiktok Shop marketplace. Perceived Ease Of Use directly affects the level of E-loyalty, where the easier users find it to use a digital platform, the higher the likelihood that they will remain loyal to the service (Mulyadi et al., 2020; Supriyadi & Prasetyaningsih, 2021). Perceived Ease Of Use affects user satisfaction and also forms a strong basis for E-loyalty. An easy user experience will create a positive relationship between the user and the platform which will ultimately support loyalty in the long run. Perceived Ease Of Use can encourage users to make purchases in the Tiktok Shop marketplace repeatedly. This can strengthen long-term consumer relationships and loyalty.

CONCLUSION

E-trust has a positive influence on E-satisfaction. This shows that the higher the E-trust, the higher the E-satisfaction in the Tiktok Shop application. E-trust is a key factor in shaping relationships between sellers and customers, especially in contexts where E-satisfaction is lower than transactions in physical stores. Perceived Ease Of Use has a positive effect on E-satisfaction. It is evident that the higher the Perceived Ease Of Use that consumers feel, it can increase E-satisfaction in the Tiktok Shop application. Perceived Ease Of Use has an important role in improving the positive image of a marketplace which will affect user satisfaction in purchasing these products. The results of the research conducted found a positive influence between E-satisfaction on E-loyalty. This states that if E-satisfaction increases, the higher the E-loyalty of consumers for the Tiktok Shop marketplace. E-satisfaction not only creates customer satisfaction, but also forms long-term relationships between users and the platform, encourages loyalty and supports marketplace growth for a longer period of time.

E-trust has no effect on E-loyalty. This shows that E-trust is not a factor that can determine the E-loyalty of consumers for the Tiktok Shop application. Consumer e-loyalty is a consistent repurchase of goods or services and leads to repeat purchases of the same brand even though external influences can encourage behavior to switch to another brand of product. Perceived Ease Of Use has a positive effect on E-loyalty. The higher the

Perceived Ease Of Use in marketplace users, the more E-loyalty consumers will provide for the Tiktok Shop marketplace. An easy user experience will create a positive relationship between the user and the platform which will ultimately support loyalty in the long term.

The limitations of this study only adopt four variables, namely E-trust, Perceived Ease Of Use, E-satisfaction, and E-loyalty. Even though there are many other variables that can affect E-satisfaction such as Brand Experience and Promotion. This study also only focuses on Tiktok Shop application users in the JABODETABEK area, which if the distribution is carried out more widely, it will be possible to get better research results.

Suggestions for further research are to add other variables outside the variables in this study such as Brand Experience and Promotion so that the variables studied are more varied and to increase the number of samples and to examine other e-commerce media.

Based on the results of the research above, it is hoped that Tiktok Shop will pay attention to E-trust which is proven to increase customer satisfaction and loyalty by honestly informing all descriptions about the product, so that Tiktok Shop's integrity will increase in the eyes of customers. As well as improving service after a purchase transaction to resolve customer complaints. The purpose of this study was to determine the direct influence between E-Trust, Perceived Ease Of Use and E-Satisfaction on E-Loyalty in Tiktok Shop Application users. Tiktok Shop is a social commerce application that allows users and creators to advertise and sell their products through TikTok. This feature is available to TikTok users with business accounts and will start to be available on user accounts in mid-2021. The results of this study are expected to improve the information system and shopping features on the TikTok Shop application which include E-trust, Perceived Ease Of Use, E-satisfaction, and E-loyalty from consumers so that they continue to carry out shopping activities on the Tiktok Shop application repeatedly.

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