



The Influence of Logistics Service Quality on Customer Satisfaction and Customer Loyalty among TikTok Shop Users in Indonesia

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ABSTRACT

This study aims to analyze the effect of logistics service quality dimensions, including order accuracy, order condition, timeliness, and order discrepancy handling, on customer satisfaction and customer loyalty in TikTok Shop. A quantitative approach was employed by distributing questionnaires to 223 respondents. The data were analyzed using PLS-SEM with SmartPLS 4. The results show that all dimensions of logistics service quality have a positive and significant effect on customer satisfaction, and customer satisfaction has a positive and significant effect on customer loyalty. These findings highlight the importance of logistics service quality in enhancing customer experience and competitiveness in the e-commerce market.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh dimensi logistics service quality, meliputi order accuracy, order condition, timeliness, dan order discrepancy handling, terhadap customer satisfaction dan customer loyalty pada TikTok Shop. Pendekatan kuantitatif digunakan melalui penyebaran kuesioner kepada 223 responden. Data dianalisis menggunakan metode PLS-SEM dengan SmartPLS 4. Hasil penelitian menunjukkan bahwa seluruh dimensi logistics service quality berpengaruh positif dan signifikan terhadap customer satisfaction, serta customer satisfaction berpengaruh positif dan signifikan terhadap customer loyalty. Temuan ini menegaskan pentingnya logistics service quality dalam meningkatkan pengalaman pelanggan dan daya saing di pasar e-commerce.

Introduction

The development of digital technology has transformed consumer purchasing behavior in Indonesia, making online transactions easier and more efficient (Erlangga et al., 2024). This transformation is supported by the increasing level of internet penetration, as the 2025 report by Indonesian Internet Service Providers Association (APJII) stated that the number of internet users in Indonesia reached more than 229 million, or approximately 80.66% of the total population of 284 million people (Haryanto, 2025).

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This condition has accelerated the growth of e-commerce, as Bank Indonesia reported that e-commerce transactions reached Rp134.67 trillion from 1.44 billion transactions in the third quarter of 2025, increasing by 7.72% compared to the previous quarter and 20.5% compared to the same period in 2024 (Masitoh, 2025), while also indicating a shift from conventional to digital shopping patterns. Online transactions require e-commerce platforms to manage increasingly complex ordering and delivery processes, making logistics services essential in ensuring reliable delivery performance (Do et al., 2023). In the e-commerce context, customers evaluate not only the products they purchase but also the overall experience throughout the ordering, packaging, delivery, and receipt process (Uvet, 2020). Therefore, logistics service quality is not only an operational activity but also a strategic factor in shaping customer satisfaction and customer loyalty. Conversely, amid the increasingly intense competition in Indonesia's e-commerce industry, poor delivery performance may create dissatisfaction and encourage customers to move to other platforms (Pramudita & Guslan, 2025).

This study uses TikTok Shop as the research object. TikTok Shop is a shopping feature within the TikTok application that combines short-form video content, live shopping, and shoppable videos, thereby creating a more interactive and entertaining shopping experience. Indonesia is one of the major markets for TikTok Shop. Based on a report by We Are Social, the number of TikTok users in Indonesia reached 180 million as of October 2025, indicating the large user base that can be reached by TikTok Shop's shopping feature (Maheswara, 2025). The potential of TikTok Shop is also reflected in its estimated GMV in 2024, which reached approximately US\$6.2 billion, or around IDR 101 trillion, representing 11% of Indonesia's total e-commerce GMV and placing it in second position after Shopee in the domestic e-commerce market (Insyani, 2025). This condition indicates that the growing online purchasing activity through TikTok Shop needs to be balanced with greater attention to logistics service quality, particularly in ensuring reliable order fulfillment and effective customer problem resolution. This is important because logistics service quality is directly related to the purchasing experience and customer satisfaction. Therefore, it needs to be analyzed to support TikTok Shop's competitive advantage amid increasingly intense competition in the digital market.

In e-commerce, LSQ can be evaluated through order accuracy, order condition, timeliness, and order discrepancy handling, which are important dimensions in influencing customer satisfaction and customer loyalty (Akil & Ungan, 2022). Order accuracy is an important aspect because customers expect the products they receive to match the type, quantity, and specifications ordered (Windayani & Dewi, 2023). In addition, order accuracy also reflects the company's reliability in processing orders accurately until the products are received by customers. Meanwhile, order condition is also an aspect that needs to be considered because it refers to the physical condition and level of product integrity when received by customers (Ramadhani et al., 2025). In online shopping, this aspect becomes important because customers can only assess the physical quality of the product after the order has been received. Therefore, proper packaging is needed to maintain product integrity during the delivery process (Natajaya et al., 2026). Thus, the accuracy and condition of the products received influence customer satisfaction because they reflect the success of an error-free purchasing process.

Furthermore, timeliness is one of the important aspects of LSQ because customers expect goods to be received according to the promised schedule (Minh et al., 2024). Timeliness is also related to the certainty of the delivery process, as customers tend to use delivery time estimates as a basis for assessing the convenience and reliability of e-commerce services (Phan & Huynh, 2023). As a result, delivery delays can have a negative impact on customer satisfaction and customer loyalty. In addition, order discrepancy handling also plays an important role because it reflects the company's efforts to handle logistics problems effectively, thereby strengthening customer satisfaction, trust, and the company's positive image (Harter et al., 2025). This dimension also reflects the company's ability to recover customer experience when problems occur after the purchasing process, such as product discrepancies or damaged goods that may be caused by errors from sellers or delivery service providers working with the e-commerce platform (Vasić et al., 2021). Therefore, e-commerce platforms need to provide fast and appropriate responses through good communication so that customer experience remains positive even when errors occur in the logistics process (Al-Mu'ani et al., 2024). Overall, customer satisfaction formed from a positive logistics service experience can ultimately encourage customer loyalty, as satisfied customers tend to make repeat purchases and continue using the same platform (Cotarelo et al., 2021). Thus, understanding the dimensions of LSQ is important for e-commerce platforms in developing service strategies that can create a more positive and sustainable customer experience.

Previous studies have shown inconsistent findings regarding the influence of logistics service quality on customer satisfaction and customer loyalty. Akil & Ungan (2022), in the context of e-commerce in Turkey, found that order accuracy, order condition, timeliness, and order discrepancy handling had a positive and significant effect on customer satisfaction, which subsequently influenced customer loyalty. However, these findings differ from the study by Minh et al. (2024), which was conducted in Vietnam. Their study found that timeliness and order discrepancy handling had a positive and significant effect on customer satisfaction, while order accuracy and order condition did not have a significant effect. These findings indicate that, in certain contexts, customers do not always perceive order accuracy and order condition as the main factors shaping satisfaction. These two aspects may be perceived as basic standards of e-commerce services that should already be fulfilled by companies. Meanwhile,

Uvet (2020) found that order condition and timeliness had a significant effect on customer satisfaction, whereas order discrepancy handling did not have a significant effect. Findings offering findings suggest that the influence of each dimension of LSQ on customer satisfaction may vary depending on the country's context, industry type, customer characteristics, and research object.

The novelty of this study is the examination of logistics service quality in the context of TikTok Shop as a social commerce platform that integrates short-form videos, live streaming, and online transactions. Unlike previous LSQ studies that primarily focused on conventional e-commerce platforms, research on TikTok Shop remains limited, particularly in explaining the role of LSQ dimensions in shaping customer satisfaction and customer loyalty. In addition, prior studies have reported inconsistent findings, with Akil & Urgan (2022) finding that all LSQ dimensions significantly affect customer satisfaction, whereas Minh et al. (2024) and Uvet (2020) reported that some dimensions do not always have significant effects. Therefore, this study re-examines these relationships in the context of TikTok Shop in Indonesia. The findings are expected to extend the understanding of the role of LSQ in influencing customer satisfaction and customer loyalty on TikTok Shop while providing insights for platform managers, sellers, and logistics providers to improve logistics service quality and customer experience.

Literature Review

Logistics Service Quality

Logistics Service Quality (LSQ) is a concept that measures the quality of logistics services based on a company's ability to manage the product distribution process to meet customer needs and expectations (Arabelen & Kaya, 2021). In practice, the quality of these logistics services is evaluated by customers through a comparison between their expectations and the actual service performance they receive (Giao et al., 2020). In e-commerce, LSQ becomes an essential part of the customer journey because the purchasing experience does not end when customers place an order, but continues through order processing, packaging, delivery, and problem resolution after the product is received (Rashid & Rasheed, 2024). In line with this, Japarianto (2018) explains that LSQ encompasses all logistics activities that ensure products or services are delivered to customers according to their needs and within the expected delivery time. Akil & Urgan (2022) measured LSQ through four primary dimensions: order accuracy, order condition, timeliness, and order discrepancy handling, which reflect order conformity, product condition upon receipt, delivery punctuality, and the company's ability to handle order errors or discrepancies. Therefore, improving LSQ can increase customer satisfaction, encourage customer loyalty, and strengthen a company's competitive advantage through service differentiation strategies (Do et al., 2023).

Order Accuracy

Order accuracy refers to the extent to which the products received by customers are consistent with their orders in terms of type, quantity, size, and other specifications, without any inappropriate product substitution (Politis et al., 2014). Order accuracy reflects the ability of logistics service providers to understand and fulfill customer needs appropriately. Hendayani & Dharmawan (2020) added that order accuracy is related to the accuracy of the delivery process in ensuring that the orders received by customers are in accordance with the predetermined requests. Furthermore, Al-Mu'ani et al. (2024) explained that order accuracy can be achieved when logistics service providers are able to translate customer needs into clear operational specifications and consistently carry out the entire order fulfillment process, thereby maintaining the conformity between customer orders and the products received. Hati & Juliati (2019) also stated that this aspect is important because even minor delivery errors can reduce satisfaction and increase the possibility of customers switching to competitors.

Order Condition

Order condition refers to the physical condition and level of product integrity when received by customers, which reflects the extent to which orders arrive safely without being damaged during the handling and transportation processes (Mentzer et al., 2001). Order condition also describes the extent to which a company can minimize the risk of damage to shipped goods, whether caused by improper handling during loading and unloading processes or damage that occurs during transportation. According to (Uvet, 2020), customers not only expect products to arrive on time but also in complete, undamaged, and usable condition. Product integrity is an important aspect of logistics service quality because products received in damaged condition may not be usable and tend to cause customer dissatisfaction (Zlatkovic, 2013). Therefore, customers tend to evaluate logistics services negatively when they receive products in imperfect condition, making the maintenance of product physical quality during delivery an important factor in creating a satisfying shopping experience.

Timeliness

Timeliness is defined as the ability of logistics service providers to deliver customer orders on time according to the promised schedule (Zailani et al., 2018). Pramudita & Guslan (2025) also explain that timeliness is an important aspect of logistics service quality that ensures products or services are delivered to customers on time. Every package received must be delivered according to the predetermined schedule. When delivery is delayed, customers may feel uncertain, inconvenienced, or dissatisfied with the service. Minh et al., (2024) state that

delivery punctuality can influence customer satisfaction and may affect the company’s reputation. On the other hand, Ngo et al. (2025) view timeliness from the perspective of the frequency of delivery delays in the distribution process, where more frequent delays indicate a lower level of timeliness. Therefore, timeliness is related to a company’s ability to manage its operational flow effectively, including selecting appropriate transportation methods to ensure that goods arrive on time according to customer needs (Yang & Wang, 2019).

Order Discrepancy Handling

Order discrepancy handling refers to the ability of a company or logistics service provider to handle order discrepancies that occur after the order fulfillment process, such as incorrect, damaged, incomplete products, or products that do not meet the expected quality when received by customers (Windayani & Dewi, 2023). The handling of such discrepancies includes customer complaint handling procedures, ease of reporting errors, uncomplicated return processes, and corrective actions taken to improve customers’ perceptions of logistics service quality (Mentzer et al., 2004). In the context of e-commerce, effective handling of post-purchase problems is important because it can help reduce negative customer experiences, maintain customer satisfaction after purchase, and strengthen long-term relationships with customers (Akil & Ungan, 2022). In addition, effective return management is also an important part of order discrepancy handling because it can help companies identify service weaknesses and improve service quality continuously (Chen et al., 2017).

Customer Satisfaction

Customer satisfaction refers to a condition in which customers feel satisfied because the products or services they receive are perceived to meet or exceed their expectations based on their experience after use (Kotler & Keller, 2016). This satisfaction reflects customers’ evaluation of the products, services, and the company’s ability to meet their needs (Gonu et al., 2023). Uvet (2020) add that good products or service quality can increase customer satisfaction, while poor quality can lead to disappointment and reduce satisfaction levels. In the e-commerce context, satisfaction is strongly influenced by logistics service performance because customers depend on the platform to ensure that orders are processed accurately, delivered in good condition, received on time, and handled properly when problems occur (Akil & Ungan, 2022). When these elements are fulfilled, customers tend to feel satisfied and have a positive shopping experience. Therefore, customer satisfaction becomes an important factor for companies because satisfied customers are more likely to evaluate the platform positively and continue using its services. (Chen et al., 2019).

Customer Loyalty

Customer loyalty refers to customers’ commitment to repurchase or continue using products or services from the same company in the future, despite the availability of alternatives from competitors. (Kotler & Keller, 2016). Loyalty reflects not only repeat purchase behavior, but also positive attitudes toward the company and the intention to maintain a long-term relationship with it (Wu & Li, 2018). According to Gremler & Brown (1996), the level of customer loyalty varies, ranging from customers who consistently choose a particular company and do not consider alternative companies to customers who are not loyal and prefer to try other companies. Therefore, customer loyalty can be understood as a continuous attachment reflected through repeat purchases, positive attitudes, reluctance to switch, and willingness to recommend products or services to others (Lestari & Ganawati, 2023). In e-commerce, customer loyalty is important because retaining existing customers is generally more efficient than attracting new customers. Therefore, customer satisfaction needs to be maintained because satisfied customers tend to have a stronger intention to remain loyal to a company (Akil & Ungan, 2022).

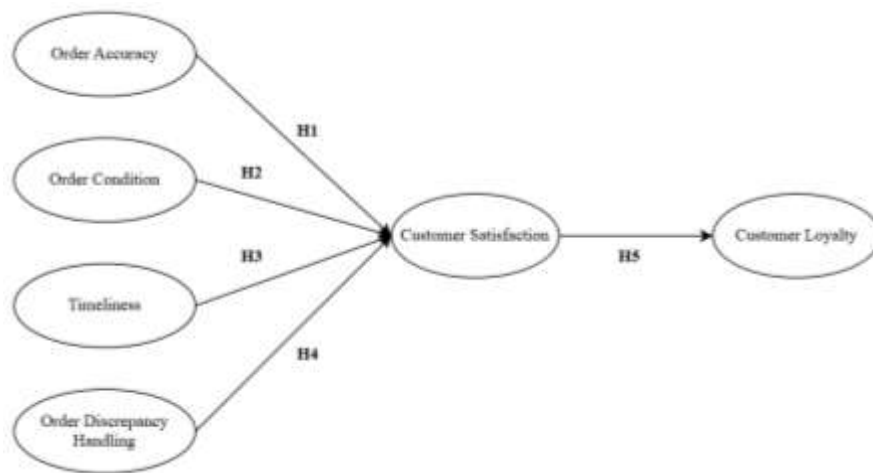


Figure 1. Research Model

Based on the research model illustrated above, the hypotheses of this study are formulated as follows:

- H1:** Order accuracy has a positive effect on customer satisfaction.
- H2:** Order condition has a positive effect on customer satisfaction.
- H3:** Timeliness has a positive effect on customer satisfaction.
- H4:** Order discrepancy handling has a positive effect on customer satisfaction.
- H5:** Customer satisfaction has a positive effect on customer loyalty.

Research Methods

This study is categorized as basic research because it aims to examine existing theories related to logistics service quality. A quantitative method with a causal research design was used, as this study examines the relationships among variables in the proposed research model. According to Sugiyono (2019), causal research aims to identify the effect of one variable on another. The quantitative approach was chosen because the data collected can be measured numerically and analyzed using statistical techniques. The population in this study consists of consumers who have made transactions through the TikTok Shop platform. The sampling technique used was non-probability sampling, with purposive sampling applied to select respondents. Non-probability sampling was applied because not all members of the population had the same opportunity to be selected as respondents (Sugiyono, 2019). Meanwhile, purposive sampling was used because respondents were chosen based on specific criteria that were relevant to the research objectives. The criteria for respondents in this study are at least 17 years old, have made purchases on TikTok Shop at least twice in the last three months, and have experienced order discrepancy and reported it or requested a return. These criteria were established to ensure that respondents had relevant experience, so the data obtained could more accurately reflect customer perceptions of TikTok Shop’s service quality.

Data was collected in April 2026 through an online questionnaire distributed using Google Forms. Each statement in the questionnaire was measured using a five-point Likert scale, ranging from “strongly disagree” to “strongly agree.” To determine the minimum sample size, this study followed the recommendation of Hair et al. (2014), which states that the number of samples should be at least five times the number of indicators. As this study employed 33 indicators, at least 165 respondents were required. After the data collection process, 223 valid responses were obtained and used for further analysis. The data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. PLS-SEM was selected because it is suitable for examining relationships among latent variables in a complex research model. Following Budiarto et al. (2021), the analysis was carried out through two stages, namely the measurement model and the structural model. The measurement model is used to evaluate how well the latent constructs are represented by their indicators. Meanwhile, the structural model was used to test the relationships among variables based on the hypotheses proposed in this study.

Table 1. Research Instrument

Variables	Instrument
Order Accuracy (Bienstock et al., 2008; Mentzer et al., 2001)	<ol style="list-style-type: none"> 1. The product I received from TikTok Shop matches the specifications (model, color) that I ordered. 2. TikTok Shop always ensures that my orders (type and quantity) are accurate and free from shipping errors. 3. The products I order from TikTok Shop are always delivered correctly. 4. If the product I ordered is unavailable, the substitute product recommended by TikTok Shop remains satisfactory.
Order Condition (Gil-Saura & Ruiz-Molina, 2011)	<ol style="list-style-type: none"> 1. The products I order from TikTok Shop are packaged and shipped with appropriate protection. 2. The products I order from TikTok Shop arrive in undamaged condition. 3. The products I order from TikTok Shop are not damage during the shipping process. 4. The products I receive from TikTok Shop always arrive in good condition.
Timeliness (Bienstock et al., 2008)	<ol style="list-style-type: none"> 1. TikTok Shop delivers products according to the scheduled time specified at the time of ordering. 2. The time required from placing an order to receiving the product is relatively fast. 3. The time between ordering and receiving the product is always consistent. 4. The level of delivery delay in TikTok Shop orders is low.

Order Discrepancy Handling (Bienstock et al., 2008)	5. The delivery time of orders from TikTok Shop is not affected by weather conditions.
	1. If the product I receive from TikTok Shop does not match my order, I can easily report the issue.
	2. The procedure for submitting complaints regarding orders on TikTok Shop is easy to understand and follow.
	3. TikTok Shop provides a quick solution when the delivered product does not match the order.
	4. TikTok Shop provides satisfactory solutions when the delivered product does not match the order.
	5. If the product I receive does not meet my expectations, TikTok Shop makes the exchange or replacement process easy.
	6. During the return process, TikTok Shop provides refund options.
	7. When I return or exchange a product on TikTok Shop, I am not charged additional shipping fees.
Customer Satisfaction (Gil-Saura & Ruiz-Molina, 2011; Stank et al., 1999)	8. When there is an issue with the product I purchased, TikTok Shop is responsive in resolving it.
	1. I feel happy when shopping for products on TikTok Shop.
	2. I find shopping on TikTok Shop to be a pleasant experience.
	3. I wish other e-commerce platforms could provide services as good as TikTok Shop.
	4. I tend to encounter more problems when transacting on other e-commerce platforms compared to TikTok Shop.
Customer Loyalty (Stank et al., 1999)	5. Overall, I am satisfied with my shopping experience on TikTok Shop.
	1. I consider myself loyal to TikTok Shop.
	2. I intend to repurchase my daily necessities from TikTok Shop.
	3. If asked, I would say positive things about TikTok Shop.
	4. TikTok Shop is my first choice when shopping online.
	5. When I need to buy products online, I check TikTok Shop first.
	6. Even if other e-commerce platforms offer similar products at comparable prices, I still prefer to shop on TikTok Shop.
7. I make every effort to use TikTok Shop when shopping online.	

Result and Discussion

Result

Table 2. Respondent Characteristic

	Profile of Respondent	Frequency	Percentage (%)
Gender:	1. Male	97	43.5
	2. Female	126	56.5
Age:	1. 17-25 years	151	67.7
	2. 26-35 years	46	20.6
	3. 36-45 years	17	7.6
	4. >45 years	9	4
Education:	1. Senior High School/Equivalent	133	59.6
	2. Diploma	23	10.3
	3. Bachelor’s Degree	54	24.2
	4. Master’s Degree	11	4.9
	5. Doctoral Degree	2	0.9
Occupation:	1. Student	142	63.7
	2. Government Employee	12	5.4
	3. Private Employee	49	22
	4. Entrepreneur	20	9
Purchase Frequency (in last 3 months)	1. 2-3 times	129	57.8
	2. 4-5 times	56	25.1
	3. >5 times	38	17

Source: author’s data processing results (2026)

Table 2 presents the demographic characteristics of the respondents. Female respondents represent the largest proportion of the sample at 56.5%, suggesting relatively higher female participation in e-commerce activities. Most respondents belong to the 17–25 age group, comprising 67.7% of the sample, indicating that the respondents are predominantly Generation Z consumers who are digitally active and familiar with online transactions. In addition, respondents’ online purchase frequency is relatively moderate, with 57.8% reporting that they had made 2–3 purchases during the previous three months. This is followed by 25.1% of respondents who made 4–5 purchases and 17.0% who reported making more than five purchases. These findings indicate that respondents have experience in online purchasing, making them suitable for evaluating LSQ in the context of TikTok Shop.

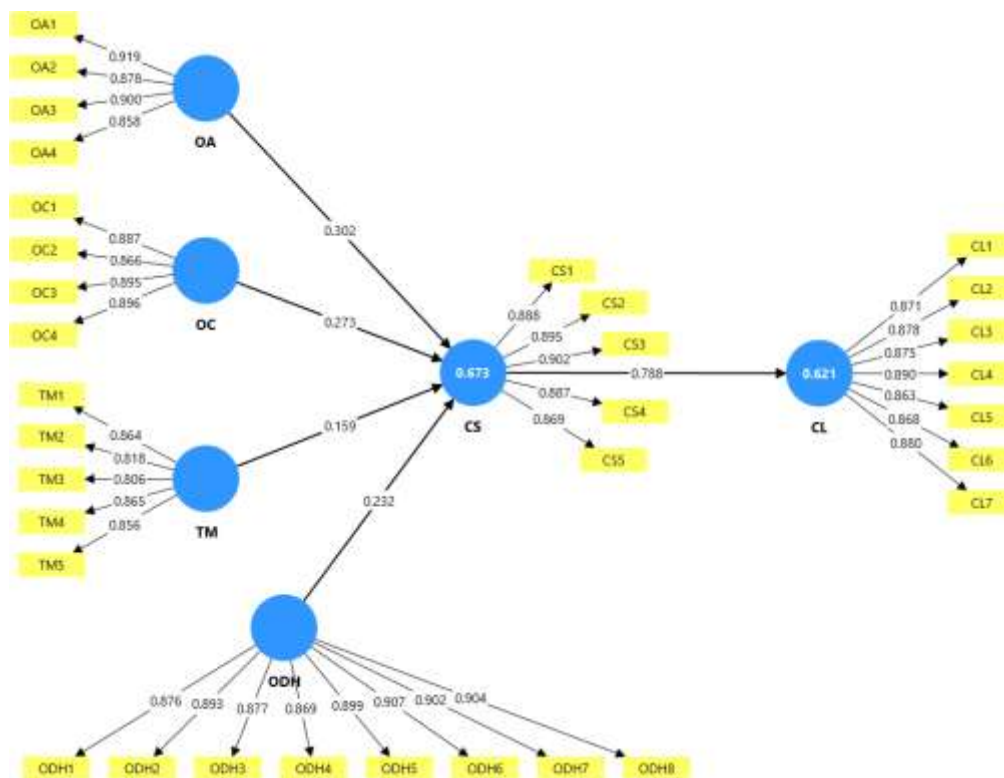


Figure 2. Structural Model Result
Source: author’s data processing results (2026)

Figure 2 presents the outer loading values of the indicators used to measure each construct in this study. The outer loading values range from 0.806 to 0.910, indicating that each indicator is able to represent its latent construct properly. Since all loading values exceed 0.70, all indicators are considered valid and capable of strongly reflecting their respective latent constructs (Hair et al., 2021).

Table 3. Construct Reliability and Validity Result

Variable	Cronbach’s Alpha	Composite Reliability (rho_c)	AVE
Order Accuracy	0.912	0.938	0.791
Order Condition	0.909	0.936	0.785
Timeliness	0.898	0.924	0.710
Order Discrepancy Handling	0.963	0.969	0.794
Customer Satisfaction	0.933	0.949	0.789
Customer Loyalty	0.949	0.958	0.766

Source: author’s data processing results (2026)

The results of construct reliability and validity are presented in Table 3. Reliability was assessed using Cronbach’s alpha and composite reliability, while convergent validity was evaluated through the Average Variance Extracted (AVE). According to Hair et al., (2014), cronbach’s alpha and composite reliability values should exceed the minimum threshold of 0.70, while AVE values should be higher than 0.50. Cronbach’s alpha values in this study range from 0.898 to 0.963, while the composite reliability values range from 0.924 to 0.969. These results indicate that all constructs have a high level of internal consistency because they exceed the recommended threshold of 0.70. In addition, the AVE values range from 0.710 to 0.794, which are higher than the minimum value of 0.50. These results confirm that all constructs have met the criteria for adequate reliability and convergent validity.

Table 4. Discriminant Validity

	CL	CS	OA	OC	ODH	TM
Customer Loyalty	0.875					
Customer Satisfaction	0.788	0.888				
Order Accuracy	0.586	0.684	0.889			
Order Condition	0.729	0.723	0.605	0.886		
Order Discrepancy Handling	0.696	0.716	0.591	0.715	0.891	
Order Timeliness	0.567	0.647	0.501	0.642	0.697	0.842

Source: author's data processing results (2026)

Table 4 presents the discriminant validity assessment based on the Fornell–Larcker criterion. This assessment was used to examine whether each construct in the model is distinct from the others (Fornell & Larcker, 1981). The findings indicate that the square root of AVE for each construct exceeds its correlations with the other constructs. This indicates that each construct represents its own indicators more strongly than other constructs. Thus, all constructs in the measurement model have met the requirement for discriminant validity.

Table 5. R-Square Result

Variable	R-Square	R-Square adjusted
Customer Loyalty	0.621	0.620
Customer Satisfaction	0.673	0.667

Source: author's data processing results (2026)

The R-square analysis was used to determine how well the exogenous variables explain the endogenous variables in the structural model (Hair et al., 2021). Referring to Table 5, R-square value for CS is 0.673, indicating that 67.3% of the variance in CS can be explained by OA, OC, TM, and ODH. The remaining 32.7% may be attributed to other factors that were not included in the research model. Furthermore, CL has an R-square value of 0.621, indicating that 62.1% of the variance in CL can be explained by CS, while the remaining 37.9% is related to other variables beyond the scope of this study. Since both R-square values fall within the range of 0.50 to 0.75, the model has a moderate level of explanatory power. Therefore, the structural model is considered adequate in explaining the endogenous variables.

Table 6. Hypothesis Testing Result

Hypothesis	Original Sample	T statistics	P values	Result
OA → CS	0.302	5.292	0.000**	H1: Supported
OC → CS	0.273	3.534	0.000**	H2: Supported
TM → CS	0.159	1.966	0.049*	H3: Supported
ODH → CS	0.232	2.687	0.007**	H4: Supported
CS → CL	0.788	22.533	0.000**	H5: Supported

Source: author's data processing results (2026)

Table 6 presents the hypothesis testing results obtained through the bootstrapping procedure, which was used to assess the significance of the direct relationships in the structural model. The assessment followed the criteria suggested by Hair et al. (2021), in which a path is considered significant when the t-statistic is higher than 1.96 or the p-value is lower than 0.05. Based on these criteria, all hypothesized relationships (H1-H5) are statistically significant.

Discussion

Based on the results of the first hypothesis, order accuracy has a positive and significant effect on customer satisfaction. This finding supports Akil & Ungan (2022), who found that order accuracy has a significant effect on customer satisfaction in e-commerce. According to Windayani & Dewi (2023), order accuracy refers to the extent to which the type, quantity, and specifications of products received by customers match the orders they have placed, reflecting the company's reliability in fulfilling customer expectations. In the context of LSQ, Al-Mu'ani et al. (2024) emphasized that order accuracy is an important dimension because it reflects a company's consistency in ensuring the accurate fulfillment of customer orders. Therefore, when customers receive products that match their orders and are free from errors, they tend to feel more confident and comfortable with the services provided by the company (Hati & Juliati, 2019). Conversely, order inaccuracies can lead to wasted time, reduced customer trust, and negative

shopping experiences. These negative experiences may ultimately influence customers' evaluations of the service quality they receive, resulting in lower customer satisfaction.

The findings of this study indicate that TikTok Shop can ensure the accuracy between customers' orders and the products they receive, thereby contributing to higher customer satisfaction. This is particularly important because customers cannot physically inspect products before receiving them. To support order accuracy, TikTok Shop implements a Fulfillment Policy that governs the process from order preparation to delivery. As part of this process, sellers use a packing list, which is a document containing detailed order information, such as product type, quantity, and product variations, as a reference when preparing orders to ensure that the products shipped match the customer's order before being handed over to the logistics provider. The implementation of this procedure helps ensure consistency between customers' orders and the products delivered, enabling customers to receive the correct products as ordered and fostering positive perceptions of the quality of the logistics service provided. Therefore, the higher the level of order accuracy provided by TikTok Shop, the higher the customer satisfaction experienced by its customers.

The results of the second hypothesis show that order condition has a positive and significant effect on customer satisfaction. This result is consistent with Akil & Ungan (2022), who found that order condition has a significant effect on customer satisfaction in e-commerce. According to Rashid & Rasheed (2024), order condition refers to the physical condition of the product when it is received by customers, which includes product completeness, the presence or absence of damage or defects, and the condition of the packaging that protects the product during the delivery process. A product received in good condition indicates that the service provided has met customer expectations (Ramadhani et al., 2025). Within the LSQ framework, Hafez et al. (2021) emphasized that order condition is one of the key indicators reflecting the ability of logistics service providers to maintain product condition throughout the distribution process, such that product discrepancies, including damage or defects, may influence customers' perceptions of logistics service quality and lead to lower customer satisfaction.

The findings of this study indicate that TikTok Shop pays close attention to maintaining good order condition during the packaging and delivery process. The platform ensures that the products ordered by customers arrive in good condition, reflecting its commitment to maintaining service quality. TikTok Shop provides packaging guidelines for sellers so that products can be packaged according to their characteristics, such as the use of bubble wrap or special packaging for products that are easily damaged, thereby helping to maintain product safety during the delivery process. The condition of the products received by customers is an important indicator in evaluating service quality because customers expect their orders to arrive in good condition and according to standards. Products received without damage can strengthen customers' positive perceptions of the platform's services. In addition, cooperation between TikTok Shop and official logistics partners also helps minimize the risk of damage during delivery. Therefore, the better the condition of the orders received by customers, the higher the level of customer satisfaction with TikTok Shop.

The results of the third hypothesis present that timeliness has a positive and significant effect on customer satisfaction. This finding is in line with Akil & Ungan (2022), who found that timeliness has a significant effect on customer satisfaction in e-commerce. According to Jiang et al. (2021), timeliness refers to reliable delivery performance, such as orders being received in accordance with the promised delivery date, consistent arrival times, a predictable time interval from order placement until the order is received by the customer. order placement until the order is received by the customer. Do et al. (2023) state that timely delivery provides service reliability by reducing customer uncertainty regarding estimated arrival times, potential delays, and the clarity of delivery status, thereby enhancing customer satisfaction and building trust in logistics services. The findings of Uvet (2020) also reinforce the LSQ theory, which identifies timeliness as an important dimension of service quality because it reflects a company's ability to manage the delivery process and fulfill its delivery time commitments to customers.

The findings of this study indicate that TikTok Shop has been able to maintain delivery timeliness through accurate delivery estimates, fast order processing, and clear delivery status information. Relatively consistent delivery times show that TikTok Shop is able to process and deliver orders within the promised time, from the ordering stage until the product is received by the customer, through coordination between sellers and logistics partners. In addition, the implementation of a logistics tracking system supports service timeliness by helping sellers and buyers monitor the position and status of orders in real time, making the delivery process more controlled and reducing customer uncertainty. This condition creates satisfaction among Gen Z consumers because they have high expectations for speed, certainty, and transparency in delivery time. Therefore, the better the timeliness of delivery provided by TikTok Shop, the higher the level of customer satisfaction perceived by customers.

The results of the fourth hypothesis indicate that order discrepancy handling has a positive and significant effect on customer satisfaction. This result supports Akil & Ungan (2022), who explained that order discrepancy handling is an important aspect of maintaining customer satisfaction in e-commerce. According to Pramudita & Guslan (2025), order discrepancy handling refers to the ability of companies to deal with problems or order inconsistencies after products are received, such as damaged products, incorrect items, or differences in quantity compared to customer orders. Minh et al. (2024) explain that fast, transparent, accessible, and effective problem handling can reduce customer inconvenience, increase trust in company services, and improve the overall service experience. From the

perspective of LSQ, order discrepancy handling is a dimension that assesses how a company responds to post-delivery issues and provides solutions to customer complaints (Amril et al., 2025). In addition, Lestari & Ganawati (2023) state that the company's ability to properly resolve order discrepancies contributes to customer satisfaction because customers expect the products they receive to align with the expectations formed at the time of purchase.

The findings of this study indicate that TikTok Shop has demonstrated a good ability to handle order discrepancies. Fast and solution-oriented problem handling can reduce customer inconvenience and help maintain satisfaction after the purchasing process. A quick response to customer complaints can make customers feel valued, thereby increasing their satisfaction with TikTok Shop. This is reflected in the availability of 24-hour customer service and problem-solving solutions, such as refunds, returns, and compensation in the form of vouchers or coupons under certain conditions, which make customers feel secure and confident that every order discrepancy will be handled effectively. Thus, the better the order discrepancy handling provided by TikTok Shop, the higher the level of customer satisfaction with the platform.

The results of the fifth hypothesis show that customer satisfaction has a positive and significant effect on customer loyalty. This finding is consistent with Akil & Urgan (2022), who found that customer satisfaction is significantly related to customer loyalty in e-commerce. Koay et al. (2022) stated that customer satisfaction plays a role in shaping loyal customer behavior, because satisfied customers tend to perceive that the company's services have met their expectations. Gautam & Sharma (2021) also stated that satisfied customers tend to make repeat purchases and provide positive recommendations to others. In addition, Cotarelo et al. (2021) stated that a high level of customer satisfaction can strengthen customers' commitment to continue choosing a platform amid the many available e-commerce platform options. This finding is also supported by Rusdiansyah et al. (2024), who explained that customer satisfaction is formed when customers give a positive assessment of the company's service quality, so a good service experience can encourage the formation of customer loyalty.

The findings of this study indicate that customer satisfaction contributes to increasing customer loyalty on TikTok Shop. TikTok Shop customers feel emotionally and functionally engaged with the platform. This engagement is formed because customers feel satisfied when purchasing products on TikTok Shop and perceive that the service quality provided is able to meet their expectations. Satisfaction may arise when customers receive accurate orders, products arrive in good condition, delivery is completed on time, and order problems are handled properly. This indicates that satisfaction formed through a positive shopping experience can encourage customers to become more loyal to TikTok Shop. This loyalty is reflected in customers' tendency to make repeat purchases, share positive experiences, recommend TikTok Shop to others, and make the platform their main choice for online shopping. Therefore, TikTok Shop needs to maintain and improve its service quality in order to sustain customer satisfaction and strengthen loyalty amid increasingly intense e-commerce competition.

Overall, the findings of this study provide several managerial implications for TikTok Shop in enhancing customer satisfaction and customer loyalty. Order accuracy was found to be the dimension of logistics service quality with the greatest influence on customer satisfaction. Therefore, TikTok Shop should prioritize order accuracy in its logistics service management by strengthening the implementation of the Fulfillment Policy and encouraging greater seller compliance with order preparation procedures to ensure that the products shipped, including their type, quantity, and variations, are consistent with customers' orders. This is important because discrepancies between the products received and the customers' orders may lead to customer dissatisfaction. Furthermore, TikTok Shop should ensure that products are delivered in good condition by implementing appropriate packaging standards and maintaining effective coordination with logistics partners throughout the distribution process. In addition, TikTok Shop should ensure that complaint handling, product returns, and refund processes are carried out promptly and effectively whenever order discrepancies occur. Although timeliness had the smallest effect among the dimensions of logistics service quality, timely delivery should still be maintained because it contributes to customer satisfaction. By continuously improving logistics service quality, TikTok Shop can enhance customer satisfaction, which in turn encourages customer loyalty and repeat purchase behavior.

Conclusion and Suggestion

Conclusion

This study concludes that logistics service quality has an important role in increasing customer satisfaction and customer loyalty on TikTok Shop. The findings show that order accuracy, order condition, timeliness, and order discrepancy handling have positive and significant effects on customer satisfaction. Customer satisfaction has also proved to have a positive and significant effect on customer loyalty. These results indicate that reliable logistics services can create a better shopping experience and encourage customers to remain loyal to TikTok Shop. Theoretically, this study strengthens the literature on LSQ by confirming its role in shaping customer satisfaction and customer loyalty in e-commerce, particularly on TikTok Shop.

Suggestion

Practically, the results suggest that TikTok Shop needs to continuously improve its logistics service quality, particularly in ensuring reliable order fulfillment, proper product handling, timely delivery, and responsive problem resolution, as a strategic effort to enhance its position in the highly competitive e-commerce industry.

This study has several limitations, including its focus solely on the TikTok Shop e-commerce platform, which limits the generalizability of the findings to other e-commerce platforms. In addition, the respondents in this study have relatively broad characteristics, particularly in terms of age. Therefore, future research is recommended to focus on specific generational groups, such as Generation Z or millennials, to gain deeper insights into their behavior and service expectations. Future studies may also expand the research object to other e-commerce platforms, allowing the findings to be compared across platforms with different logistics operational models. In addition, future research can develop the conceptual model by adding mediating variables, such as trust and perceived value, to provide a more comprehensive explanation of customer satisfaction and customer loyalty in Indonesian e-commerce.

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