

The effect of e-service quality and brand trust on repurchase intention for Jiniso Jeans products in TikTok Shop e-commerce

Allana Veda Mahendra^{a*}, Aulia Larasati^b

^{a*}Widyatama University, West Java, Indonesia, allana.veda@widyatama.ac.id

^bWidyatama University, West Java, Indonesia, larasati.aulia@widyatama.ac.id

*Correspondence: allana.veda@widyatama.ac.id

Abstract

The rapid growth of social commerce platforms has transformed consumer purchasing behavior, yet the drivers of repurchase intention in this emerging landscape remain underexplored. This study examines the influence of e-service quality and brand trust on repurchase intention for Jiniso Jeans products sold through TikTok Shop, one of the fastest-growing e-commerce channels in Indonesia. Using a descriptive verification approach, data were collected from 100 consumers through field surveys, structured questionnaires, and literature review. Multiple linear regression analysis was applied to test the research hypotheses. The findings reveal that both e-service quality and brand trust exert a significant positive effect on repurchase intention. These results underscore the critical role of seamless digital service experiences and brand reliability in sustaining customer loyalty in highly competitive online marketplaces. By addressing a research gap in the context of fashion retail within social commerce, this study provides theoretical contributions to consumer behavior literature and practical implications for e-commerce marketers seeking to optimize retention strategies.

Keywords: e-service quality, brand trust, repurchase intention, TikTok Shop, social commerce

1. Introduction

The rapid development of technology, particularly the internet, has transformed human life by enabling fast, affordable, and accessible communication and information sharing. (Bastomi, 2022). One of the most prominent innovations supported by the internet is e-commerce, which has significantly reshaped consumer shopping behavior. In Indonesia, the number of e-commerce users reached 58.63 million in 2023, with fashion ranking as the second most purchased category (BPS, 2023). Factors such as product variety, pricing, brand image, lifestyle, reviews, and promotions have been identified as key determinants of fashion purchases online (Budiana & Amin, 2021; Jauhari & Kurnia, 2022).

Alongside e-commerce, the rise of social media has further accelerated digital marketing activities. Platforms such as TikTok allow brands to engage directly with consumers, build awareness, and drive purchasing decisions (Dwivedi et al., 2021). TikTok's popularity in Indonesia is remarkable, with 109.9 million users in 2023, making it the second-largest user base globally (Annur, 2023). In response to changing consumer behavior, TikTok launched TikTok Shop in 2021, integrating social media engagement with online shopping. Since then, TikTok Shop has grown into one of the most competitive e-commerce platforms in Indonesia, particularly in the fashion category, often rivaling Shopee and Tokopedia (Survei.id, 2023).

Jiniso, a local Indonesian denim brand established in 2019, has become popular among young consumers for its innovative and affordable jeans. Despite its strong online presence—including over 3.3 million TikTok followers—Jiniso's sales revenue declined steadily between 2019 and 2023 (Sihabudin, 2023; Lestari, 2023). A preliminary survey conducted with 30 respondents revealed that consumers perceived Jiniso's e-service quality on TikTok Shop as suboptimal, particularly in

responsiveness, fulfillment, and return services. Moreover, brand trust was reported as relatively weak, resulting in low repurchase intention. These findings highlight the importance of investigating factors influencing customer loyalty in the TikTok Shop ecosystem.

Theoretically, e-service quality refers to consumer evaluations of online services, encompassing efficiency, privacy, responsiveness, fulfillment, and reliability (Colby & Parasuraman, 2023; Tjiptono in Qolbi & Pradana, 2021). High e-service quality contributes to greater satisfaction and loyalty (Nasution et al., 2019; Pramuditha et al., 2021). Meanwhile, brand trust reflects consumers' confidence in a brand's integrity and competence, which reduces uncertainty in online transactions and supports long-term customer relationships (Pandiangan & Atmogo, 2021; Wuisan et al., 2020). Finally, repurchase intention, defined as consumers' willingness to repeatedly buy from the same seller, is a critical measure of sustainable business growth in e-commerce (Aswin et al., 2024; Citro et al., 2023).

Previous studies have shown significant relationships between e-service quality, brand trust, and repurchase intention in various e-commerce contexts such as Shopee, Tokopedia, and Blibli (Wilson et al., 2019; Mahendrayanti & Wardana, 2021; Khoo, 2022). However, limited research has examined these relationships within the TikTok Shop environment, especially for local fashion brands in Indonesia. Addressing this gap, the present study aims to analyze the influence of e-service quality and brand trust on repurchase intention in the case of Jiniso Jeans.

2. Method

2.1 Research Design

This study adopts a **descriptive–verificative research design** to analyze the relationship between e-service quality, brand trust, and repurchase intention. The descriptive method was used to provide an overview of respondents' characteristics, while the verificative method was employed to test hypotheses regarding causal relationships among the variables.

2.2 Population and Sample

The population in this study consists of **3,375 followers of Jiniso Jeans Official Store on TikTok Shop**. The sample size was calculated using the Slovin formula with a margin of error of 10%, resulting in **100 respondents**. The sampling technique used was **purposive sampling**, selecting respondents who had made purchases of Jiniso Jeans products through TikTok Shop.

2.3 Data Collection

The study used **primary data** collected through an online questionnaire with a **5-point Likert scale** (1 = strongly disagree to 5 = strongly agree). The questionnaire measured perceptions of e-service quality, brand trust, and repurchase intention. **Secondary data** were obtained from books, journal articles, and relevant literature to support the analysis.

2.4 Variables and Measurement

The study examined three variables: **E-Service Quality (X1)**, **Brand Trust (X2)**, and **Repurchase Intention (Y)**. Each variable was operationalized into several dimensions and indicators, as shown in Table 1.

Table 1.
Operationalization of Variables

Variable	Dimension	Indicator (example)	Scale	Reference
E-Service Quality (X1)	Efficiency, Fulfillment, Responsiveness, Compensation	Privacy, Ease of access, information security, delivery accuracy, Contact, responsiveness to complaints	Likert 1–5	Tjiptono in Qolbi & Pradana (2021)
Brand Trust (X2)	Reputation, Competence	Predictability, Good brand reputation, product consistency, problem-solving ability	Likert 1–5	Pandiangan & Atmogo (2021)
Repurchase Intention (Y)	Transactional, Preferential, Explorative	Referential, Willingness to repurchase, recommend to others, consistent preference, search for product info	Likert 1–5	Aswin et al. (2024)

Data Analysis

Data were analyzed using **Structural Equation Modeling (SEM)** with the **Partial Least Squares (PLS)** approach, employing SmartPLS software. The analysis was carried out in two stages:

1. **Measurement model (outer model)** – to test reliability and validity through factor loadings, Cronbach’s alpha, composite reliability (CR), and average variance extracted (AVE).
2. **Structural model (inner model)** – to evaluate the relationships among variables using R², path coefficients, t-statistics, and p-values through bootstrapping.

The general structural equation tested can be expressed as shown in equation (1):

$$Y = \beta 1X1 + \beta 2X2 + \varepsilon \quad (1)$$

3. Results and Discussion

3.1 Results

The study produced several key findings that highlight notable differences from previous research. The most prominent results include:

1. A marked influence of **e-service quality** on **repurchase intention**, confirming that efficient, reliable, and responsive service encourages repeat purchasing behavior. This contrasts with earlier studies that emphasized impulsive buying tendencies in social commerce environments.
2. The emergence of **brand trust** as a critical determinant of repurchase intention suggests a deviation from established patterns in conventional e-commerce, where service quality was often considered the dominant factor. This finding indicates that credibility and reputation are increasingly decisive in social commerce platforms such as TikTok Shop.
3. Unlike previous findings that indicated service factors alone were sufficient to drive customer loyalty, this study reveals that **both service quality and brand trust must work simultaneously** to foster repurchase behavior. This points to a potential shift in how consumers evaluate online sellers, balancing both functional performance and relational trust.
4. These findings offer a concise summary of the scientific outcomes, emphasizing the novel contributions and distinctions from existing literature.

3.2 Discussion

The results of this study provide meaningful insights into the research objectives outlined in the introduction. The findings confirm the hypothesis that **e-service quality and brand trust significantly**

influence repurchase intention, demonstrating that customer loyalty in social commerce requires both reliable service and strong brand credibility. This supports the idea that even in trend-driven platforms such as TikTok Shop, fundamental elements of e-commerce remain decisive, offering new perspectives on digital consumer behavior.

The observed significance of **brand trust** can be interpreted as a direct consequence of increasing consumer awareness of online transaction risks, suggesting that customers will only commit to repeat purchases when they are confident in a brand's integrity. This interpretation aligns with the theoretical framework of consumer trust and loyalty, reinforcing its relevance in the context of social commerce.

When compared to previous studies, the results show both alignment and divergence. For instance, the importance of service quality mirrors findings from conventional e-commerce research, while the stronger role of brand trust indicates that consumer expectations are evolving, possibly due to the interactive and fast-paced nature of social platforms like TikTok.

These insights contribute to a deeper understanding of **customer loyalty in social commerce**, with practical implications for businesses seeking to retain customers on TikTok Shop. The study also opens avenues for further investigation, particularly in examining the mediating role of customer satisfaction or the impact of influencer marketing, where broader datasets and longitudinal analysis could validate and expand upon these conclusions.

4. Conclusion

This study set out to examine the influence of e-service quality and brand trust on repurchase intention of Jiniso Jeans products in TikTok Shop, with the objective of identifying the key loyalty drivers in a social commerce context. The descriptive analysis revealed that e-service quality was moderately high (mean score: 3.34), with website functionality performing best, while transaction information accuracy and completeness remained limited. Brand trust scored high (mean: 3.40), particularly in brand intention, though brand reliability compared to competitors was weaker. Repurchase intention was relatively low (mean: 3.35), driven more by necessity than by preference or advocacy.

These findings advance the understanding of consumer loyalty in social commerce by demonstrating that service quality and brand trust remain crucial factors. However, gaps in information quality and brand reliability limit stronger repurchase intention. The practical implication is that businesses on social commerce platforms must not only maintain functional ease and responsiveness but also strengthen consistency and customer advocacy to achieve sustainable loyalty.

Future research could extend this work by applying larger samples across multiple product categories, or by including moderating variables such as price perception, customer satisfaction, or social media engagement to deepen the analysis of repurchase behavior.

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