Trust as a mediator between customer experience and repurchase intention: Evidence from TikTok Shop Users

Muhamad Amir Ariandi[1*] & Muhammad Rinaldi[2]

[1]STMIK Widya Cipta Dharma, Jl. M. Yamin No.25, Gn. Kelua, Kec. Samarinda Ulu, Kota Samarinda, East Kalimantan 75123, Indonesia
[2]Universitas Mulawarman, Jl. Harmonika, Dadi Mulya, Kec. Samarinda Ulu, Kota Samarinda, East Kalimantan Timur 75242, Indonesia
e-mail: amirariandi@wicida.ac.id

ABSTRACT

This study investigated the influence of customer experience on repurchase intention among TikTok Shop users, with trust acting as a mediating factor. Employing a quantitative approach and an explanatory research design, the study surveyed 100 respondents who had made at least two purchases on the TikTok Shop within the preceding six months. Data were gathered through an online questionnaire using a 5 point Likert scale and analyzed via Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software. The findings indicate that customer experience exerts a positive and significant effect on trust but does not have a direct impact on repurchase intention. Conversely, trust has a positive and significant effect on repurchase intention, and fully mediates the connection between customer experience and repurchase intention, underscoring the essential role of trust in building customer loyalty on social commerce platforms.

priviet *lab.*
RESEARCH & PUBLISHING

1. **Introduction**

The rapid rise of social commerce in Indonesia has been largely driven by widespread Internet access, growing use of smartphones, and increasing adoption of digital payment systems. One of the standout platforms in this space is TikTok Shop, which blends short-form video entertainment and live streaming with built-in shopping features. This model allows users to engage directly with sellers in real time, watch live product demonstrations, and make purchases without ever leaving the app. This interactive and immersive experience sets TikTok Shop apart from traditional e-commerce platforms, which are generally more static and search-based.

According to data from the Indonesian Internet Service Providers Association (APJII), social media is increasingly being used as a channel for online shopping. In Indonesia, TikTok Shop leverages engaging content and social interactions to trigger impulse buying. Recent research shows that these impulse purchases can evolve into repeat purchases—especially when customers have a positive experience and trust both the platform and its sellers (Gaan & Shin, 2023; Hu & Pan, 2023). Customer experience in this context includes service quality, ease of use, clear product information, and enjoyable buyer-seller interactions. Studies have found that a strong customer experience can significantly build trust in social commerce platforms (Hur et al., 2024; Kim, 2021). Specifically for live streaming commerce, factors such as host engagement, video quality, and transparency of information play a crucial role in building trust (Qin et al., 2021).

In the realm of e-commerce, trust is generally defined as the consumer's belief in the seller's or platform's integrity, competence, and reliability (Li et al., 2021) Prior studies have confirmed that trust directly boosts repurchase intention across various e-commerce and social commerce settings (J. S. Chang & Wang, 2021; Cheng et al., 2023). Additionally, in live streaming commerce, parasocial relationships— where consumers feel a personal connection with the host—can further enhance trust and drive repeat purchases (J. Chang & Lee, 2022).

However, there's a notable gap in the literature. Most existing studies on the relationship between customer experience, trust, and repurchase intention have centered on traditional e-commerce platforms like Shopee, Bukalapak, and Lazada (Kumar, Murphy, et al., 2021; Laato et al., 2020). Research that specifically explores these dynamics within live-streaming-based social commerce platforms like TikTok Shop is still limited, despite its unique interaction model that may influence buying behavior in different ways. Moreover, few studies have examined trust as a mediating variable between customer experience and repurchase intention in this particular context. This study, therefore, aims to fill that gap by analyzing the role of trust as a mediator between customer experience and repurchase intention among TikTok Shop users in Indonesia, supported by insights from recent academic research (Agarwal et al., 2022; Kumar, Jain, et al., 2021).

2. **Hypothesis Development**

2.2. **Customer Experience and Trust**

Customer experience refers to how consumers perceive their interactions with a platform or seller, covering not just what they think, but also how they feel and behave throughout the buying process (Villanova et al., 2021). On platforms like TikTok Shop—part of the growing social commerce trend— customer experience goes beyond product quality or ease of transactions. It also includes real-time engagement with sellers, the quality of live streaming, and how actively the hosts interact during sales sessions (Hallikainen et al., 2022). Research has consistently shown that a positive customer experience helps build trust in both the seller and the platform. This is because consumers often link satisfying experiences with the provider's trustworthiness and reliability (Chen et al., 2022). Studies in social commerce reveal that factors such as ease of navigation, price transparency, clarity of product information, and enjoyable social interaction can enhance consumer trust In the realm of social commerce, factors like

easy navigation, transparent pricing, clear product information, and enjoyable social interactions all contribute to stronger consumer trust (Agarwal et al., 2023; Chakraborty et al., 2022).

In the world of e-commerce, trust plays a critical role in reducing the sense of risk—especially since buyers don't physically see the product before purchasing (Agarwal et al., 2024). As a result, the more positive the customer experience, the more likely consumers are to trust both the platform and its sellers. This pattern is widely supported across various studies, confirming that customer experience is a key driver of trust—whether in mobile shopping, live streaming commerce, or even international marketplaces.

2.2. Customer Experience and Repurchase Intention

Customer experience plays a strategic role in shaping consumer buying behavior, especially when it comes to their intention to make repeat purchases (Feng et al., 2023). On platforms like TikTok Shop, customer experience includes several key elements: how easy it is to navigate the app, the quality of live streams, how engaging and responsive the hosts are, pricing transparency, and how clearly product information is presented.

When customers have a good experience, they tend to feel more satisfied and perceive higher value from their purchase, which can encourage them to return and buy again (Pawesty et al., 2022) . A strong customer experience also builds emotional connections and enhances the perceived quality of the platform, both of which make consumers more likely to become repeat buyers (Agarwal et al., 2024; Rinaldi, Ariandi, et al., 2025). Factors like intuitive app design, timely delivery, positive interactions, and an enjoyable overall shopping experience are seen as key drivers of repurchase intention (Rinaldi, Ariandi, et al., 2025). While trust is often seen as a critical link between experience and repurchase behavior, some studies have found that customer experience alone—without trust as a mediator—can still have a significant impact, especially in highly interactive online shopping environments (Irwansyah et al., 2023; Rinaldi, Ramadhani, et al., 2025). This indicates that when consumers are satisfied and feel comfortable with their experience, they may be more inclined to repurchase simply based on that positive impression.

2.3. Trust and Repurchase Intention

Trust refers to a consumer's confidence in the honesty, competence, and reliability of a seller or platform (Silva et al., 2021). On TikTok Shop, trust is built through consistent product quality, secure payment systems, accurate information, and transparent seller policies (Arora et al., 2020) When trust is high, consumers feel less at risk, which makes them more likely to shop again (Abbu & Gopalakrishna, 2021; Razmus et al., 2024). Research in social commerce consistently shows that trust is a strong predictor of repurchase intention. It can directly influence whether a customer returns or work through other factors like satisfaction or perceived value (Kumar, Murphy, et al., 2021; Laato et al., 2020). On live streaming platforms in particular, trust can also be strengthened through parasocial relationships—where consumers feel personally connected to the host—which helps boost their confidence in the seller's credibility (J. Chang & Lee, 2022).

In the online world, where customers can't physically inspect products before buying, trust becomes even more important. It acts as the foundation for customer loyalty and long-term buying behavior (J. S. Chang & Wang, 2021; Li et al., 2021). Simply put, the more trust consumers have in a platform or seller, the more likely they are to return and make repeat purchases.

2.4. Trust Mediating Customer Experience and Repurchase Intention

In digital marketing research, trust is often seen as a psychological bridge that connects customer experience to repurchase intention (Hu & Pan, 2023; Muhammad Rinaldi et al., 2025). When consumers have a positive experience—such as easy navigation, enjoyable interactions, and clear, accurate product information—it helps build trust in both the seller and the platform (Hur et al., 2024; Qin et al., 2021)

This trust then lowers the perceived risk of shopping online and boosts consumer confidence to make repeat purchases (J. S. Chang & Wang, 2021; Li et al., 2021).

Multiple studies have shown that customer experience doesn't just influence repurchase intention directly—it often does so indirectly, by first creating trust (Cheng et al., 2023; Laato et al., 2020). This relationship is especially relevant in live streaming–based social commerce platforms like TikTok Shop, where factors such as real-time communication, video quality, and host interaction heavily shape consumers' trust (Agarwal et al., 2024; Kumar, Jain, et al., 2021). In this context, trust functions as a crucial mediator that converts positive experiences into actual buying behavior. Even if customers enjoy the experience, they may still hesitate to repurchase if they don't fully trust the seller or platform—especially when using newer or more socially driven platforms like TikTok Shop.

2.5. Customer Experience, Trust, and Repurchase Intention in Live-Stream Social Commerce

This study draws on the Expectation–Confirmation Model (ECM) and Social Exchange Theory to explain how customer experience (CE) influences trust and repurchase intention during live-stream shopping. In this setting, customer experience is seen as the starting point—it sets user expectations. When these expectations are met through things like responsive hosts, smooth and reliable streaming, and clear product information, consumers feel reassured. This sense of confirmation builds trust. Trust then acts like a form of social currency—it reduces uncertainty and gives consumers more confidence to make future purchases. On platforms like TikTok Shop, which are highly interactive, Parasocial Interaction Theory also comes into play. This theory suggests that when hosts appear authentic, friendly, and responsive, it sends strong social signals that further build trust—ultimately increasing the chances of repeat purchases. In this way, the path from customer experience to trust and then to repurchase intention follows a logical chain: experience leads to confirmation, confirmation builds trust, and trust drives loyalty.

What makes live-stream commerce unique is that customer experience isn't just about how easy the app is to use or how clear the product descriptions are. It also includes how responsive and relatable the host is, how reliable the video and audio streams are, and how "real" the interaction feels. These specific aspects help reduce perceived risk and create stronger emotional connections, making consumers more likely to trust the seller and return for future purchases.

3. Research Methodology

3.1. Research Design

This research adopts a quantitative methodology using a survey approach to explore the associations between customer experience, trust, and repurchase intention among TikTok Shop users in Indonesia. Designed as an explanatory study, it applies Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess both the direct and mediated effects between the studied variables.

3.2. Population and Sample

The population consists of all TikTok Shop users in Indonesia who have purchased via the live streaming feature or product catalog. A purposive sampling technique was applied with the following criteria:
1. Aged at least 17 years.
2. Have purchased from TikTok Shop at least twice in the last six months.
3. Have interacted with sellers through live streaming or chat features.

Data were collected between June–July 2024 using purposive sampling. The online questionnaire was distributed via WhatsApp groups, Instagram communities, and TikTok user forums. Respondents came from five Indonesian provinces (East Kalimantan, Jakarta, West Java, Central Java, South Sulawesi). Inclusion criteria required respondents to be at least 17 years old, have purchased on TikTok Shop at least

twice in the past six months, and interacted with sellers via live-stream chat. The final sample consisted of 100 respondents, reflecting early-adopter Gen Z and millennial consumers in urban Indonesia. Following (Hallikainen et al., 2022) the sample size for PLS-SEM should be at least 10 times the number of indicators in the most complex construct. Considering time constraints and respondent availability, the target sample size in this study is 100 respondents. This number is deemed adequate to provide reliable parameter estimates in PLS-SEM analysis, although it is at the minimal threshold recommended

3.3. Data Analysis Method

This research applied a quantitative method with an explanatory design to investigate the causal links among the latent constructs: customer experience (X), trust (Z), and repurchase intention (Y) within the context of TikTok Shop users in Indonesia. Data were obtained via an online survey employing a 5-point Likert scale, with measurement items adapted from previously validated studies and tailored to the setting of social commerce and live-stream shopping. The data analysis utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software, enabling the assessment of both the measurement and structural models.

3.4. Operational Definition and Variable Indicators

3.4.1. Customer Experience (X)

In this study, customer experience is defined as TikTok Shop users' overall perception of their interactions with the platform, encompassing functional, emotional, and social aspects experienced during the shopping process. The indicators include ease of navigation within the application, visual and audio quality during live streaming, responsiveness and friendliness of host interactions, promptness in addressing customer inquiries, price transparency, and clarity of product information provided. These indicators are adapted from Abosag et al. (2020) and Kita et al. (2024), tailored to the live streaming social commerce context.
1. The TikTok Shop application is easy to navigate. (Ease of navigation)
2. The visual and audio quality during live streaming is clear and stable. (Visual and audio quality)
3. The seller's host responds to me in a friendly and interactive manner during live streaming. (Host interaction)
4. The seller responds quickly to my questions via chat/live stream. (Response speed)
5. The product information provided is clear and easy to understand. (Clarity of product information

3.4.2. Trust (Z)

Trust is defined as consumers' belief in the integrity, competence, and reliability of TikTok Shop sellers and the platform itself. This belief encompasses the seller's honesty in providing information, consistency in product quality, security in transaction processes, and assurance that the delivered product matches the promise. The trust indicators are adapted from Gaan et al. (2023) and Hu et al. (2023) focusing on seller–buyer interactions in live streaming commerce environments.
1. The seller provides product information honestly. (Honesty of product information)
2. The product quality I received matches what was promised. (Consistency of product quality)
3. Transactions on TikTok Shop feel secure. (Transaction security)
4. The delivered product is consistent with the description and the seller's promise. (Product–promise conformity)
5. I trust TikTok Shop for future purchases. (Trust for future purchases)

### 3.4.3. Repurchase Intention (Y)

294

Repurchase intention refers to consumers' willingness and tendency to make repeat purchases on TikTok Shop in the future. This intention includes the willingness to buy again from the same seller, recommend the seller or product to others, and continue shopping on TikTok Shop despite the availability of similar products on other platforms. Indicators are adapted from Hur et al. (2024) and Kim (2021) with emphasis on the interactive nature of social commerce.

1. I am willing to repurchase products on TikTok Shop. (Willingness to repurchase)
2. I intend to buy again on TikTok Shop in the near future. (Intention to buy again soon)
3. I am willing to recommend TikTok Shop to others. (Willingness to recommend)
4. I feel loyal to continue shopping on TikTok Shop compared to other platforms. (Platform loyalty)
5. I am willing to make another purchase on TikTok Shop even if the product is available on other platforms. (Willingness to pay again)

4. Results and Discussion

The conceptual model in this study is constructed based on three main variables: Customer Experience (X) as the independent variable, Trust (Z) as the mediating variable, and Repurchase Intention (Y) as the dependent variable. This model aims to examine how customer experience influences consumers' repurchase intention toward products purchased via TikTok Shop, taking into account trust as a mediating mechanism within the relationship.
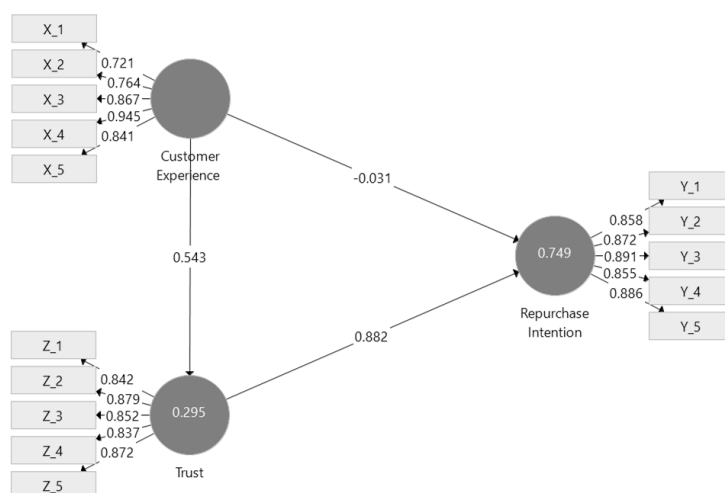
Figure 1. Figure 1. Output Outer Loading
Source: Processed from primary data (2025)

Furthermore, each construct was assessed using five indicators, all of which underwent validity and reliability testing as part of the outer model evaluation. The conceptual diagram depicts the directional links among the variables, including their respective loading scores and path coefficients, which form the basis for hypothesis testing and structural model analysis. This framework is grounded in the theoretical premise that trust plays a pivotal role in mediating the impact of customer experience on consumer loyalty within social commerce platforms, particularly in the setting of live-stream-based online purchasing on TikTok Shop in Indonesia.

Table 1. Output of Construct Reliability and Validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Experience (X)	0,615	0,625	0,636	0,479
Trust (Y1)	0,631	0,631	0,647	0,509
Repurchase Intentions (Y2)	0,64	0,64	0,653	0,528

Source: *Processed from primary data (2025)*

Based on the outer model evaluation, all variables have Cronbach's Alpha and Composite Reliability (CR) values ranging from 0.615 to 0.653. According to Qin et al. (2021), a Composite Reliability value above 0.60 is acceptable in exploratory research, although ideally, it should exceed 0.70. This indicates that the three constructs possess acceptable internal consistency for further analysis. The rho_A values for all constructs range between 0.625 and 0.64, also indicating adequate reliability. Meanwhile, the Average Variance Extracted (AVE) values range from 0.479 to 0.528. According to Li et al. (2021) criteria, an AVE value of ≥ 0.50 is considered ideal for demonstrating good convergent validity. In this case, Trust (0.509) and Repurchase Intention (0.528) meet the criterion, while Customer Experience (0.479) is slightly below the threshold but still acceptable in the context of exploratory research. Overall, these results indicate that the measurement instruments used in this study have adequate reliability and validity levels, making them suitable for subsequent stages of analysis, including structural model (inner model) testing.

Table 2. R Square Output

Variable	R Square	R Square Adjusted
Trust (Y1)	0,204	0,20
Repurchase Intentions (Y2)	0,52	0,515

Source: Processed from primary data (2025)

From the inner model evaluation, the R Square for Trust (Y1) is 0.204, with an adjusted value of 0.200. This result implies that Customer Experience accounts for 20.4% of the variance in Trust, while the remaining 79.6% is attributable to other determinants beyond the scope of this model. Following the criteria outlined by J. S. Chang et al. (2021), an R^2 value within the range of 0.19 to 0.33 is classified as moderate in social science studies. In contrast, Repurchase Intention (Y2) records an R Square of 0.520 and an adjusted R Square of 0.515, suggesting that Customer Experience combined with Trust explains 52% of the variance in repurchase intention. According to Cheng et al. (2023) this level is considered substantial, reflecting strong explanatory capability for predicting repurchase intention among TikTok Shop users. Collectively, these R^2 outcomes indicate that Trust acts as a relatively strong mediator, channelling the majority of Customer Experience's influence on Repurchase Intention through its indirect path.

Table 3. Path Coefficient and Hypothesis Testing

Variable	Original Sample	Sample Mean	STDEV	T Statistics	P Values
Customer Experience (X) -> Trust (Y1)	0.377	0.379	0.065	8.335	0.000
Customer Experience (X) -> Repurchase Intention (Y2)	-0.031	-0.034	0.059	0.364	0.416
Trust (Y1) -> Repurchase Intention (Y2)	0.612	0.613	0.037	2.356	0.000
Customer Experience (X) -> Trust (Y1) -> Repurchase Intention (Y2)	0.332	0.336	0.065	7.351	0.000

Source: Processed from primary data (2025)

4.1. Custumer Experience and Trust

The PLS-SEM analysis reveals that the path coefficient from Customer Experience to Trust is 0.377, with a T-statistic of 8.335 and a p-value of 0.000. These results confirm that the influence of customer experience on trust is statistically significant, as the T-statistic surpasses the 1.96 threshold and the p-value falls well below 0.05. Consequently, Hypothesis H1 is supported. This finding implies that positive customer experiences substantially strengthen consumer trust in TikTok Shop. In essence, when

users experience smooth navigation, high-quality live streaming, accurate product details, and prompt seller responsiveness, they are more inclined to place greater trust in both the platform and its merchants.

These findings are consistent with prior studies, such as J. Chang et al. (2022) and Laato et al. (2020), which concluded that customer experience is a critical driver of trust in the context of social commerce. In their studies, aspects like usability, responsiveness, and transparency were identified as key determinants of trust formation. The present results reinforce this view, emphasizing that experiential quality directly contributes to the perceived reliability and integrity of online sellers. Furthermore, this finding aligns with Kumar, Jain, et al. (2021) and Kumar, Murphy, et al. (2021), who highlighted that in interactive online environments, such as live streaming commerce, customer trust is shaped not only by product quality but also by the overall shopping atmosphere and interaction quality. This means that TikTok Shop merchants aiming to foster consumer trust should prioritize delivering consistently positive experiences, as this forms the foundation for subsequent behavioral intentions, including repurchase. Accordingly, it can be concluded that enhancing customer experience is a key strategic step to building trust among TikTok Shop users, and thus Hypothesis H1 is accepted.

4.2. Customer experience and Repurchase intention

Based on the data analysis using PLS-SEM, the path coefficient from Customer Experience to Repurchase Intention was found to be –0.031, with a T-statistic of 0.364 and a p-value of 0.416. These values indicate that the effect of customer experience on repurchase intention is not statistically significant, as the T-statistic is far below the critical value of 1.96 and the p-value exceeds the threshold of 0.05. Therefore, Hypothesis H2 is rejected. This result suggests that a positive customer experience does not necessarily lead directly to a higher intention to repurchase on TikTok Shop. In other words, even when users perceive smooth navigation, high-quality live streaming, clear product descriptions, and prompt seller responses, these experiences alone do not guarantee that they will return to make repeat purchases. One possible explanation is that while customer experience can enhance satisfaction, consumers' decision to repurchase in a social commerce context like TikTok Shop may be more heavily influenced by other factors such as trust in the seller, product quality consistency, price competitiveness, and post-purchase service. This aligns with findings from (Hallikainen et al., 2022; Villanova et al., 2021), who argued that in online marketplaces, experience quality alone is not sufficient to secure customer loyalty unless it is accompanied by strong trust and perceived value.

These findings contrast with studies like (Agarwal et al., 2023; Chakraborty et al., 2022) which reported a significant direct effect of customer experience on repurchase intention in certain e-commerce settings. The difference may be due to the unique characteristics of TikTok Shop, where impulse buying and entertainment value play a large role, making consumers less likely to rely solely on their previous experience when deciding on future purchases. This result also implies that the influence of customer experience on repurchase intention may be better understood through an indirect path via trust, which will be examined in Hypothesis H4. Accordingly, it can be concluded that customer experience does not directly drive repurchase intention among TikTok Shop users, and thus Hypothesis H2 is rejected.

4.3. Trust and Repurchase Intention

The results from the PLS-SEM analysis show that the path coefficient from Trust to Repurchase Intention is 0.612, with a T-statistic of 2.356 and a p-value of 0.000. These figures demonstrate that trust has a statistically significant impact on repurchase intention, as the T-statistic exceeds the 1.96 benchmark and the p-value is well below the 0.05 significance level. Hence, Hypothesis H3 is confirmed. This outcome indicates that greater trust substantially boosts consumers' willingness to make repeat purchases on TikTok Shop. Put differently, when users have confidence in the honesty, dependability, and capability of sellers, and feel assured about the safety of their transactions, they are more inclined to return for subsequent purchases.

These findings are consistent with prior studies such as Agarwal et al. (2024) and Kita et al. (2024) which identified trust as a key determinant of repurchase intention in both traditional e-commerce and social commerce settings. Trust reduces consumers' perceived risk, fosters a sense of security, and strengthens long-term relationships between buyers and sellers. In the specific context of TikTok Shop, where live streaming plays a central role in the buying experience, trust may be further enhanced through parasocial interactions between hosts and viewers, transparent product demonstrations, and positive post-purchase experiences. This supports the argument by (Feng et al., 2023) that trust in social commerce is not only built through past transactions but also through continuous social engagement and perceived authenticity. Accordingly, it can be concluded that trust is a critical factor in driving repurchase intention among TikTok Shop users, and thus Hypothesis H3 is accepted.

4.4. Customer Experience to Repurchase Intention through Trust

Analysis using PLS-SEM indicates that the path coefficient from Trust to Repurchase Intention is 0.332, with a T-statistic of 7.351 and a p-value of 0.000. These results confirm that trust exerts a statistically significant influence on repurchase intention, as the T-statistic surpasses the critical threshold of 1.96 and the p-value is far below 0.05. Therefore, Hypothesis H3 is supported. This finding suggests that higher levels of trust markedly enhance consumers' propensity to engage in repeat purchases on TikTok Shop. In other words, when buyers are confident in the sellers' integrity, reliability, and competence, and feel secure about the transaction process, they are more likely to return for future purchases.

These findings are consistent with previous studies such as (Arora et al., 2020; Silva et al., 2021), which argue that trust often serves as a psychological bridge between experiential quality and loyalty-related behaviors in online shopping. In the context of social commerce platforms like TikTok Shop, the trust-building process is influenced by multiple factors within the customer experience, including seller responsiveness, transparency in product information, and perceived reliability of transactions. Furthermore, this result reinforces the theoretical view that in highly interactive e-commerce environments, trust is not merely a by-product of good experiences but rather the key mechanism that translates those experiences into behavioral intentions. Without trust, even highly positive experiences may fail to generate sustained repurchase behavior. Accordingly, it can be concluded that trust plays a full mediating role in the relationship between customer experience and repurchase intention among TikTok Shop users, and thus Hypothesis H4 is accepted

5. CONCLUSION

The results of this study indicate that customer experience has a positive and significant impact on trust, yet it does not directly influence repurchase intention among TikTok Shop users. In contrast, trust has a positive and significant relationship with repurchase intention and acts as a complete mediator between customer experience and repurchase intention. This suggests that customer experience alone is not sufficient to stimulate repeat purchases unless accompanied by trust in the seller or platform. Trust stands out as the pivotal factor that transforms positive experiences into sustained customer loyalty. Therefore, efforts to enhance customer experience should be strategically developed to build and preserve trust..

The implications of these findings are that TikTok Shop sellers and the platform should focus their efforts on aspects of the customer experience that strengthen trust. Responsive interaction, transparency in product information, and consistency in service quality are crucial factors in building trust. Without trust, positive experiences cannot fully contribute to long-term loyalty. This study also offers a theoretical contribution by reinforcing the view that trust serves as a critical psychological mechanism in the context of social commerce. Future research may consider additional variables such as perceived value, brand image, or customer satisfaction to enrich the tested relationship model.

Ethical Approval
This study was conducted in accordance with the ethical principles outlined in the Declaration of Helsinki.

Informed Consent Statement
Not applicable.

Authors' Contributions
Muhamad Amir Ariandi – Conceptualization, data collection, statistical analysis, and drafting of the manuscript.
Muhammad Rinaldi – Supervision, methodological guidance, critical review, and final approval of the manuscript.

Disclosure Statement
The authors declare no potential conflicts of interest with respect to the research, authorship, or publication of this article.

Data Availability Statement
Data supporting the findings of this study are available from the corresponding author upon reasonable request.

Notes on Contributors

Muhamad Amir Ariandi
https://orcid.org/0009-0002-3792-4381
Muhamad Amir Ariandi is a lecturer at STMIK Widya Cipta Dharma, Samarinda, Indonesia. His academic focus is on digital business, marketing management, and consumer behavior. He has published articles in national and Scopus-indexed journals and is actively engaged in research related to social commerce, trust, and repurchase intention.

Muhammad Rinaldi
https://orcid.org/0000-0003-2939-1722
Muhammad Rinaldi is a lecturer in the Faculty of Economics and Business, Universitas Mulawarman, Indonesia. His research interests include taxation, financial reporting, and digital economy. He has authored several journal articles exploring the intersections between taxation, technology, and compliance behavior.

REFERENCES

Abbu, H. R., & Gopalakrishna, P. (2021). Synergistic effects of market orientation implementation and internalization on firm performance: Direct marketing service provider industry. *Journal of Business Research*, *125*, 851–863. https://doi.org/10.1016/J.JBUSRES.2019.06.004

Abosag, I., Ramadan, Z. B., Baker, T., & Jin, Z. (2020). Customers' need for uniqueness theory versus brand congruence theory: The impact on satisfaction with social network sites. *Journal of Business Research*, *117*, 862–872. https://doi.org/10.1016/J.JBUSRES.2019.03.016

Agarwal, R., Mehrotra, A., & Misra, D. (2022). Customer happiness as a function of perceived loyalty program benefits - A quantile regression approach. *Journal of Retailing and Consumer Services*, *64*, 102770. https://doi.org/10.1016/J.JRETCONSER.2021.102770

Agarwal, R., Mehrotra, A., Pant, M. K., Alzeiby, E. A., & Vishnoi, S. K. (2024). Digital photo hoarding in online retail context. An in-depth qualitative investigation of retail consumers. *Journal of Retailing and Consumer Services*, *78*, 103729. https://doi.org/10.1016/J.JRETCONSER.2024.103729

Agarwal, R., Mehrotra, A., Sharma, V., Papa, A., & Malibari, A. (2023). Over-the-top (OTT) retailing in the post pandemic world. Unveiling consumer drivers and barriers using a qualitative study. *Journal of Retailing and Consumer Services*, *75*, 103529. https://doi.org/10.1016/J.JRETCONSER.2023.103529

Arora, S., Parida, R. R., & Sahney, S. (2020). Understanding consumers' showrooming behaviour: a stimulus–organism–response (S-O-R) perspective. *International Journal of Retail & Distribution Management*, *48*(11), 1157–1176. https://doi.org/10.1108/IJRDM-01-2020-0033

Chakraborty, D., Singu, H. B., & Patre, S. (2022). Fitness Apps's purchase behaviour: Amalgamation of Stimulus-Organism-Behaviour-Consequence framework (S–O–B–C) and the innovation resistance theory (IRT). *Journal of Retailing and Consumer Services*, *67*, 103033. https://doi.org/10.1016/J.JRETCONSER.2022.103033

Chang, J., & Lee, D. (2022). Changes in user experience and satisfaction as media technology evolves: The reciprocal relationship between video games and video game-related media. *Technological Forecasting and Social Change*, *174*, 121219. https://doi.org/10.1016/J.TECHFORE.2021.121219

Chang, J. S., & Wang, G. H. (2021). Formulating the dynamics of an online community and identifying the influential members using the animal flocking model. *Electronic Commerce Research and Applications*, *49*, 101085. https://doi.org/10.1016/J.ELERAP.2021.101085

Chen, C. C., Chang, C. H., & Hsiao, K. L. (2022). Exploring the factors of using mobile ticketing applications: Perspectives from innovation resistance theory. *Journal of Retailing and Consumer Services*, *67*, 102974. https://doi.org/10.1016/J.JRETCONSER.2022.102974

Cheng, X., Su, X., Yang, B., Zarifis, A., & Mou, J. (2023). Understanding users' negative emotions and continuous usage intention in short video platforms. *Electronic Commerce Research and Applications*, *58*, 101244. https://doi.org/10.1016/J.ELERAP.2023.101244

Feng, W., Yang, M. X., & Yu, I. Y. (2023). From devil to angel: How being envied for luxury brand social media word of mouth discourages counterfeit purchases. *Journal of Business Research*, *165*, 113919. https://doi.org/10.1016/J.JBUSRES.2023.113919

Gaan, N., & Shin, Y. (2023). Sales employees' polychronicity and sales-service ambidexterity: Mediation of work engagement and moderation of store manager support. *Journal of Retailing and Consumer Services*, *75*, 103514. https://doi.org/10.1016/J.JRETCONSER.2023.103514

Hallikainen, H., Luongo, M., Dhir, A., & Laukkanen, T. (2022). Consequences of personalized product recommendations and price promotions in online grocery shopping. *Journal of Retailing and Consumer Services*, *69*, 103088. https://doi.org/10.1016/J.JRETCONSER.2022.103088

Hu, Q., & Pan, Z. (2023). Can AI benefit individual resilience? The mediation roles of AI routinization and infusion. *Journal of Retailing and Consumer Services*, *73*, 103339. https://doi.org/10.1016/J.JRETCONSER.2023.103339

Hur, W. M., Shin, Y., & Chung, J. ho. (2024). Is insomnia detrimental to proactive service performance and customer-directed helping? Mediation of employee resilience and moderation of job crafting. *Journal of Retailing and Consumer Services*, *81*, 103955. https://doi.org/10.1016/J.JRETCONSER.2024.103955

Irwansyah, Rinaldi, M., Yusuf, A. M., Ramadhani, M. H. Z. K., Sudirman, S. R., & Yudaruddin, R. (2023). The Effect of COVID-19 on Consumer Goods Sector Performance: The Role of Firm Characteristics. *Journal of Risk and Financial Management*, *16*(11). https://doi.org/10.3390/jrfm16110483

Kim, S. (2021). How a company's gamification strategy influences corporate learning: A study based on gamified MSLP (Mobile social learning platform). *Telematics and Informatics*, *57*, 101505. https://doi.org/10.1016/J.TELE.2020.101505

Kita, P., & Čvirik, M. (2024). Retailer processes centred on the food market as the main determinate of business models in the context of retail size. *Journal of Retailing and Consumer Services*, *81*, 103937. https://doi.org/10.1016/J.JRETCONSER.2024.103937

Kumar, S., Jain, A., & Hsieh, J. K. (2021). Impact of apps aesthetics on revisit intentions of food delivery apps: The mediating role of pleasure and arousal. *Journal of Retailing and Consumer Services*, *63*, 102686. https://doi.org/10.1016/J.JRETCONSER.2021.102686

Kumar, S., Murphy, M., Talwar, S., Kaur, P., & Dhir, A. (2021). What drives brand love and purchase intentions toward the local food distribution system? A study of social media-based REKO (fair consumption) groups. *Journal of Retailing and Consumer Services*, *60*, 102444. https://doi.org/10.1016/J.JRETCONSER.2021.102444

Laato, S., Islam, A. K. M. N., Farooq, A., & Dhir, A. (2020). Unusual purchasing behavior during the early stages of the COVID-19 pandemic: The stimulus-organism-response approach. *Journal of Retailing and Consumer Services*, *57*, 102224. https://doi.org/10.1016/J.JRETCONSER.2020.102224

Li, Q., Zhu, C., & Shi, T. (2021). Augmented reality advertising in an e-commerce model with competition. *Electronic Commerce Research and Applications*, *49*, 101092. https://doi.org/10.1016/J.ELERAP.2021.101092

Muhammad Rinaldi, Sitti Rahma Sudirman, Melda Aulia Ramadhani, & Muhamad Amir Ariandi. (2025). Moderasi Ukuran Perusahaan dalam Hubungan Penghindaran Pajak dan Ketepatan Waktu Pelaporan Keuangan. *AKUA: Jurnal Akuntansi Dan Keuangan*, *4*(3), 242–254. https://doi.org/10.54259/akua.v4i3.4352

Pawesty, E., Dwi Anggreini, F., Amir Ariandi, M., Said, M., & Fauziah, F. (2022). The Effect Of Web Quality And Perceived Of Usefulness On Behavior Intention To Use Among Shopeefood Users In Samarinda. *Jurnal Ekonomi Dan Manajemen.* DOI: https://doi.org/10.30650/jem.v16i2.3637

Qin, X., Liu, Z., & Tian, L. (2021). The optimal combination between selling mode and logistics service strategy in an e-commerce market. *European Journal of Operational Research*, *289*(2), 639–651. https://doi.org/10.1016/J.EJOR.2020.07.029

Razmus, W., Grabner-Kräuter, S., & Adamczyk, G. (2024). Counterfeit brands and Machiavellianism: Consequences of counterfeit use for social perception. *Journal of Retailing and Consumer Services*, *76*, 103579. https://doi.org/10.1016/J.JRETCONSER.2023.103579

Rinaldi, M., Ariandi, A., & Ramadhani, M. A. (2025). Article History Effect Of Tax Avoidance And Profitability On Financial Reporting Timeliness With Operational Complexity As Moderator. *AFFILIATION: Universitas Mulawarman*, *20*(01). http://ejournal.stiepena.ac.id/index.php/fe

Rinaldi, M., Ramadhani, M. H. Z. K., Ramadhani, M. A., Sudirman, S. R., & Ariandi, M. A. (2025). The Mediating Role of Digital Tax Literacy in TikTok-Based Tax Compliance Among Indonesian Taxpayers. *INJECT (Interdisciplinary Journal of Communication)*, *10*(1), 717–732. https://doi.org/10.18326/inject.v10i1.4527

Silva, S. C., Rocha, T. V., De Cicco, R., Galhanone, R. F., & Manzini Ferreira Mattos, L. T. (2021). Need for touch and haptic imagery: An investigation in online fashion shopping. *Journal of Retailing and Consumer Services*, *59*, 102378. https://doi.org/10.1016/J.JRETCONSER.2020.102378

Villanova, D., Bodapati, A. V., Puccinelli, N. M., Tsiros, M., Goodstein, R. C., Kushwaha, T., Suri, R., Ho, H., Brandon, R., & Hatfield, C. (2021). Retailer Marketing Communications in the Digital Age: Getting the Right Message to the Right Shopper at the Right Time. *Journal of Retailing*, *97*(1), 116–132. https://doi.org/10.1016/J.JRETAI.2021.02.001