



Research Article

Determinants of Customer Loyalty Between TikTok Shop Users in Bali: The Role of Customer Satisfaction Moderation

A.A. Ngurah Bisma Prasatria ^{1*}, Nyoman Sri Subawa ²

¹ University of Pendidikan Nasional, Bali, Indonesia; email: bismaprasatria16@gmail.com

² University of Pendidikan Nasional, Bali, Indonesia; email: shribawa@undiknas.ac.id

* Corresponding Author : bismaprasatria16@gmail.com

Abstract: The rapid growth of social commerce has intensified competition among e-commerce platforms, making customer loyalty essential for long-term competitiveness. This study examines the effects of e-service quality, perceived ease of use, and brand image on customer loyalty among Generation Z TikTok Shop users in Bali. It also investigates the mediating role of brand image and the moderating role of customer satisfaction. The study was conducted from January to May 2026 with 250 respondents selected through purposive sampling. Primary data were collected through an online questionnaire using Google Forms and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results show that e-service quality, perceived ease of use, and brand image have positive and significant effects on customer loyalty. E-service quality and perceived ease of use also significantly enhance brand image. Furthermore, brand image significantly mediates the effects of e-service quality and perceived ease of use on customer loyalty. Customer satisfaction significantly strengthens the relationships between e-service quality, perceived ease of use, brand image, and customer loyalty. These findings highlight the importance of service quality, usability, brand image, and customer satisfaction in strengthening loyalty and competitive positioning in social commerce.

Keywords: Brand Image; Customer Loyalty; Customer Satisfaction; E-Service Quality; Perceived Ease of Use.

1. Introduction

The rapid advancement of digital technology during the Fourth Industrial Revolution has accelerated the convergence of innovations such as Artificial Intelligence (AI), the Internet of Things (IoT), and big data. This technological transformation has stimulated innovation across a wide range of sectors, including business, the creative economy, and education, thereby reshaping organizational practices and consumer interactions (Sardjono et al., 2023). Amid these changes, Generation Z has emerged as the most dominant group of digital users. As *digital natives*, they are adept at utilizing technology, creative, and active in various fields such as education, marketing, industry, and community empowerment (Pratiwi et al., 2024). Their interest in and consumption of information are largely facilitated by online media, which also contributes to high levels of information satisfaction (Estrella & Rusdi, 2022). Furthermore, social media has become the primary channel for communication and marketing for Generation Z, particularly in supporting small businesses and the creative economy sector (Pratiwi et al., 2024).

In the context of e-commerce, Gen Z loyalty is heavily influenced by the quality of the digital experience, the ease of use of apps, and service innovation. Satisfaction and trust are key factors in maintaining customer retention (Pradana et al., 2022). In addition, personal

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interactions, creative content, and quick responses to customer issues can build emotional connections that strengthen loyalty (Masitoh et al., 2024). However, Generation Z's loyalty is conditional; they tend to quickly switch to other platforms if they find more competitive pricing, unique features, or a more engaging shopping experience (Haryanto et al., 2024).

Gen Z's loyalty to TikTok Shop remains fragile and is heavily influenced by external factors such as price, promotions, and user experience. This situation highlights the potential risk of customers switching to competing platforms if they find more attractive pricing, more innovative features, or a more satisfying shopping experience. Therefore, it is crucial for TikTok Shop to strengthen its customer retention strategy by improving e-service quality, building a strong brand image, and optimizing customer satisfaction management in order to maintain and enhance customer loyalty.

According to Muharam et al. (2021), one of the key factors influencing customer loyalty is e-service quality. E-service quality refers to the quality of service provided through electronic media to meet or exceed customer expectations, encompassing ease of use, transaction security, response speed, correlationiveness, efficiency, convenience, reliability, service personalization, interface design, access speed, and customer service support (Amsal Theophilus Purba et al., 2024; Cahaya & Siswanti, 2020; Faradiba & Efrata, 2023; Muharam et al., 2021). However, Kenyta (2022) found that ease of use did not have a significant correlation on either customer satisfaction or loyalty between OVO users.

One of the key factors influencing customer loyalty in the digital age is Perceived Ease of Use (PEOU) (Wibowo et al., 2021). Perceived ease of use (PEOU) refers to users' perception that a system is easy to use, has features and functions that do not impose a cognitive burden, and provides ease of operation and access to information, thereby enhancing the user experience, fostering positive attitudes, and increasing the intention to continue using the technology (Dwijayanthi & Geriadi, 2023; Lewis & Sauro, 2024; Venkatesh & Davis, 1996; Wimbo Raksadigiri & Wahyuni, 2020). But, Makbul et al. (2025) In Yogyakarta, indicating that perceived ease of use does not have a direct correlation on customer loyalty.

In addition to e-service quality and perceived ease of use (PEOU), brand image also plays a significant role in enhancing customer loyalty (Mai & Cuong, 2021). Brand image refers to consumers' perceptions and beliefs about a brand, formed through a combination of past experiences, knowledge, information, ideas, and impressions, thereby creating brand associations in consumers' memories and influencing how easily the brand is remembered and chosen (Kotler & Armstrong, 2016; Kotler & Keller, 2021; Tjiptono, 2015). However, research by Haryadi & Syharuddin (2023) found that brand image does not have a significant correlation on loyalty when tested partially.

Brand image is influenced not only by service quality but also by perceived ease of use, which together can shape customer loyalty. In this context, brand image serves as a bridge that explains how service quality and perceived ease of use influence customer loyalty. Research by Saputro (2023), Suherman et al. (2021), and Ata et al. (2025) demonstrates that e-service quality has a positive and significant correlation on brand image. Fast, accurate, and responsive digital service quality reinforces positive perceptions of the brand, which in turn enhances customer trust and engagement. On the other hand, D. Rahman et al. (2022), Shafiq & Zeeshan (2023), and Ariyani & Kurniawan (2023) show that brand image has a direct and

significant influence on customer loyalty. A strong brand image encourages customers to make repeat purchases, provide recommendations, and maintain long-term relationships with the brand. However, a study by Dharmawan et al. (2023) found that the direct correlation of e-service quality on brand image is not significant without the support of other variables. Waruwu & Sahir (2022) showed that e-service quality doesn't enhance brand image in certain local markets.

In addition to being influenced by e-service quality, brand image is also shaped by perceived ease of use. According to Nur Faiza & Nursani (2023), the ease of use of a system directly enhances brand image because customers perceive an easy-to-use platform as innovative, efficient, and user-centric. Herlin & Widoatmodjo (2024) also found that the perceived ease of use of the digital payment system on Shopee PayLater has a positive correlation on brand image, reinforcing the perception that the brand is modern and trustworthy. However, previous research findings have not been entirely consistent. Krisna et al. (2024) in a study of users of the travel website Penidago.com, found that ease of use had a positive but not significant correlation on brand image. Similar outcomes were also reported by Aryono & Priyambodo (2024) and Dilan Raihan & Soepatini (2023), who found that perceived ease of use doesn't have a significant direct correlation on either brand image or brand loyalty.

In the increasingly competitive e-commerce landscape, customer satisfaction levels are a crucial factor that can determine the sustainability of the relationship between users and the platform. Generation Z, as the largest user segment in e-commerce, has unique characteristics: they are highly responsive to the quality of the digital experience, but are also quick to switch to other platforms if their expectations are not met. This means that customer satisfaction has the potential to influence how effectively e-service quality and brand image can drive loyalty. On TikTok Shop, for example, even though the quality of digital services such as ease of transaction, delivery speed, and the brand image shaped through creative content and personalized interactions has been strong, user loyalty may not be consistently established if customers are not fully satisfied. Conversely, when satisfaction is achieved, the positive relationship between service quality and brand image and loyalty becomes stronger, as customers perceive the benefits they receive as commensurate with or even exceeding the costs incurred.

Customer satisfaction should strengthen the influence of e-service quality and brand image on loyalty because satisfied customers perceive the benefits to be greater than the costs incurred (Herman et al., 2024; Razzak & Zaerofo, 2025). However, a study by Yuliana & Prihasti N (2024) found that satisfaction does not moderate the relationship between brand image and product quality on customer retention, while Hendarta & Susanto (2019) also found that satisfaction does not moderate the influence of brand image on loyalty in the context of e-service.

Despite the rapid growth of social commerce and the increasing popularity of TikTok Shop among Generation Z, maintaining customer loyalty has become a major challenge due to intense competition and the availability of numerous alternative platforms. Previous studies have primarily examined the direct effects of e-service quality, perceived ease of use, and brand image on customer loyalty, while limited attention has been given to the simultaneous role of customer satisfaction as a moderating variable in the relationship between brand image

and customer loyalty, particularly within the context of TikTok Shop users in Bali. Therefore, this study seeks to address this research gap by investigating the determinants of customer loyalty among Generation Z users of TikTok Shop. Academically, this research extends the literature on social commerce by integrating service quality, technology acceptance, brand image, and customer satisfaction into a comprehensive research model. Practically, the findings provide valuable insights for TikTok Shop and other social commerce platforms in designing effective customer retention strategies to strengthen long-term customer loyalty in an increasingly competitive digital marketplace.

2. Literature Review

The Correlation of E-service Quality on Customer Loyalty Between Generation Z TikTok Shop Users in Bali.

Theoretically, e-service quality is a key factor in building customer loyalty in the digital age. Based on Social Exchange Theory (Blau, 2017; Homans, 1961), customers tend to maintain relationships with platforms that provide greater benefits than the costs incurred. Fast, accurate, secure, and responsive service quality can create emotional satisfaction and a positive perception of value, which in turn enhances customer loyalty. Research by Asyadiah et al. (2024), Juwitasary et al. (2020), and Kristioni et al. (2025) indicates that e-service quality has a positive and significant correlation on customer loyalty across various e-commerce platforms. Thus, based on this theoretical foundation and empirical evidence, the following hypothesis can be proposed:

E-service quality has a positive correlation on customer loyalty between Generation Z users of TikTok Shop in Bali.

The Correlation of Perceived Ease of Use on Customer Loyalty Between Generation Z TikTok Shop Users in Bali.

According to the Technology Acceptance Model (TAM) (Davis, 1989; Venkatesh, 2000), perceived ease of use enhances perceived benefits, satisfaction, and customer loyalty toward a digital system. In the context of e-commerce, the ease of use of a platform minimizes cognitive barriers and enhances user comfort, leading to loyal behavior. Empirically, Wibowo et al. (2021) demonstrated that the ease of use of the Shopee app significantly influences customer loyalty, both directly and through satisfaction. Similar outcomes were also found by Fauzi et al. (2022) and Anwar et al. (2024), who stated that the ease of use of an app significantly increases customer loyalty. Therefore, based on this theoretical foundation and empirical evidence, the following hypothesis can be proposed:

H2: Perceived ease of use has a positive correlation on customer loyalty between Generation Z users of TikTok Shop in Bali.

The Correlation of Brand Image on Customer Loyalty Between Generation Z TikTok Shop Users in Bali.

A strong brand image is a vital asset for companies because it fosters trust and emotional attachment between customers and the brand. According to Social Exchange Theory, customers who hold a positive perception of a brand will view the relationship as valuable and worth maintaining. Research by M. Rahman et al. (2023), Shafiq & Zeeshan (2023), and Ariyani & Kurniawan (2023) shows that brand image has a positive and significant correlation on customer loyalty across various sectors, including e-commerce and banking.

Thus, based on this theoretical foundation and empirical evidence, the following hypothesis can be proposed:

H3: Brand image has a positive correlation on customer loyalty between Generation Z users of TikTok Shop in Bali.

The Correlation of E-service Quality on Brand Image Between Generation Z TikTok Shop Users in Bali.

Superior digital service quality can reinforce customers' positive perceptions of brand image. Within the framework of the Technology Acceptance Model and customer experience theory, fast, secure, and responsive service creates positive experiences that strengthen trust and perceptions of the brand's professionalism. Research by Saputro (2023), Suherman et al. (2021), and Ata et al. (2025) indicates that e-service quality has a positive and significant correlation on brand image. Thus, based on this theoretical foundation and empirical evidence, the following hypothesis can be proposed:

H4: E-service quality has a positive correlation on brand image between Generation Z users of TikTok Shop in Bali.

The Correlation of Perceived Ease of Use on Brand Image Between Generation Z TikTok Shop Users in Bali.

The ease of use of a digital platform reflects a brand's innovation and commitment to the user experience. According to the Technology Acceptance Model (TAM), perceived ease of use not only increases usage intention but also reinforces the brand image as a modern, efficient, and user-oriented platform. Empirically, Nur Faiza & Nursani (2023) found that the ease of use of TikTok Shop significantly enhances brand image. Research by Herlin & Widodoatmodjo (2024) also supports these findings by demonstrating that user-friendly digital systems foster positive perceptions of the brand. Thus, based on this theoretical framework and empirical evidence, the following hypothesis can be proposed:

H5: Perceived ease of use has a positive correlation on brand image between Generation Z users of TikTok Shop in Bali.

The Role of Brand Image in Mediating the Correlation of E-service Quality on Customer Loyalty Between Generation Z TikTok Shop Users in Bali.

Good service quality creates positive experiences that are embedded in customers' perceptions and shape a strong brand image. Based on Social Exchange Theory (Blau, 2017; Homans, 1961), positive interactions result in valuable social exchanges, which enhance perceptions of the brand and customer loyalty. Empirically, Saputro (2023) and Win et al. (2024) found that the influence of e-service quality on customer loyalty occurs indirectly through brand image. Thus, based on this theoretical foundation and empirical evidence, the following hypothesis can be proposed:

H6: Brand image mediates the correlation of e-service quality on customer loyalty between Generation Z users of TikTok Shop in Bali.

The Role of Brand Image in Mediating the Correlation of Perceived Ease of Use on Customer Loyalty Between Generation Z TikTok Shop Users in Bali.

A platform's ease of use can create a positive brand perception, which in turn fosters customer loyalty. According to TAM theory, an efficient and enjoyable user experience fosters a brand image that is modern, user-friendly, and trustworthy. Research by Nur Faiza & Nursani (2023) and Win et al. (2024) indicates that brand image plays a crucial role in

strengthening the relationship between perceived ease of use and customer loyalty. Thus, based on this theoretical foundation and empirical evidence, the following hypothesis can be proposed:

H7: Brand image mediates the correlation of perceived ease of use on customer loyalty between Generation Z users of TikTok Shop in Bali.

The Role of Customer Satisfaction in Moderating the Correlation of E-service Quality on Customer Loyalty Between Generation Z TikTok Shop Users in Bali.

Customer satisfaction strengthens the relationship between service quality and loyalty. According to Social Exchange Theory, satisfied customers will view their interactions with the platform as a valuable experience worth maintaining. Empirically, Herman et al. (2024) found that customer satisfaction strengthens the relationship between e-service quality and customer loyalty between Shopee users. Similar outcomes were also found by Razzak & Zaerofo (2025) in the context of Islamic banking. Thus, based on this theoretical foundation and empirical evidence, the following hypothesis can be proposed:

H8: Customer satisfaction moderates the correlation of e-service quality on customer loyalty between Generation Z users of TikTok Shop in Bali.

The Role of Customer Satisfaction in Moderating the Correlation of Perceived Ease of Use on Customer Loyalty Between Generation Z TikTok Shop Users in Bali.

In a digital context, customer satisfaction has the potential to strengthen the relationship between perceived ease of use and customer loyalty. Based on the Technology Acceptance Model (TAM) (Davis, 1989) and Social Exchange Theory (Blau, 2017; Homans, 1961), customers who are satisfied with the ease of use of a platform tend to develop emotional attachment and long-term commitment to the brand. Empirically, Wibowo et al. (2021) demonstrated that between Shopee users, ease of use increases satisfaction, which in turn has a positive impact on loyalty. Fauzi et al. (2022) also found that the perceived ease of use of the GoFood app strengthens customer loyalty through increased satisfaction and repurchase intent. A study by Wilson et al. (2021) in China's technology industry confirms that perceived ease of use strengthens customer trust and satisfaction, which ultimately drives brand loyalty. Thus, based on this theoretical foundation and empirical evidence, the following hypothesis can be proposed:

H9: Customer satisfaction moderates the correlation of perceived ease of use on customer loyalty between Generation Z users of TikTok Shop in Bali.

The Role of Customer Satisfaction in Moderating the Correlation of Brand Image on Customer Loyalty Between Generation Z TikTok Shop Users in Bali.

Customer satisfaction plays a role in strengthening the relationship between brand image and customer loyalty because positive perceptions of a brand are often supported by satisfying experiences. Based on Social Exchange Theory, satisfied customers will view their interactions with a brand as valuable and worth maintaining, thereby strengthening loyalty. Empirically, research by Razzak & Zaerofo (2025) in the Islamic banking sector shows that customer satisfaction strengthens the relationship between brand image, and customer loyalty, as satisfied customers are more trusting and committed to the brand. Similar findings were reported by Herman et al. (2024) between Shopee users, indicating that satisfaction reinforces the positive influence of brand image on loyalty by increasing customer trust. Furthermore, Nguyen & Huynh (2023), in the context of e-commerce in Vietnam,

demonstrated that customer satisfaction strengthens the correlation of brand image on long-term loyalty, particularly between Generation Z, who are highly responsive to enjoyable digital experiences. Thus, based on this theoretical foundation and empirical evidence, the following hypothesis can be proposed:

H10: Customer satisfaction moderates the correlation of brand image on customer loyalty between Generation Z users of TikTok Shop in Bali.

3. Research Method

This study adopts a quantitative approach with an associative research design to examine the causal relationships between the proposed variables. The research was carried out in Bali Province, focusing on Generation Z individuals who actively use TikTok Shop. Bali was purposively selected as the study area due to its high internet penetration and vibrant e-commerce ecosystem, making it an appropriate setting for investigating digital consumer behavior. TikTok Shop was chosen as the research context because of its rapid expansion as a social commerce platform, particularly between Generation Z consumers.

The target population comprised all Generation Z users in Bali who actively engage with TikTok Shop. Following the recommendation of Hair et al. (2017), specifically according to the number of research indicators, resulting in a sample of 250 respondents. The sample size was determined based on the number of measurement indicators, resulting in a total of 250 respondents. Participants were recruited using purposive sampling based on three criteria: belonging to the Generation Z age group, residing in Bali, and having completed at least one transaction on TikTok Shop. Primary data were gathered through a structured online questionnaire distributed via Google Forms. Before the main survey was conducted, the instrument was evaluated through face validity and content validity assessments, followed by a pilot test involving 30 respondents to confirm its validity and reliability.

The proposed research model was analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4 software. Measurement model (outer model) assessment included tests of convergent validity, discriminant validity using the Heterotrait–Monotrait Ratio (HTMT), composite reliability, Cronbach’s alpha, and variance inflation factor (VIF). Subsequently, the structural model (inner model) was evaluated through the coefficient of determination (R^2), predictive relevance (Q^2), and hypothesis testing encompassing direct, mediating, and moderating correlations. A hypothesis was considered statistically supported when the t-statistic exceeded 1.96 and the corresponding p-value was below 0.05.

The conceptual framework was developed to explain both the direct and indirect correlations of e-service quality and perceived ease of use on customer loyalty, with brand image serving as the mediating construct. In addition, customer satisfaction was incorporated as a moderating variable to determine whether it strengthens or weakens the relationships between e-service quality, perceived ease of use, brand image, and customer loyalty.

4. Results and Discussion

Outer Model Analysis

The evaluation comprised tests of convergent validity, discriminant validity, and construct reliability to confirm the quality of the measurement model. The outcomes of the outer model assessment are presented below.

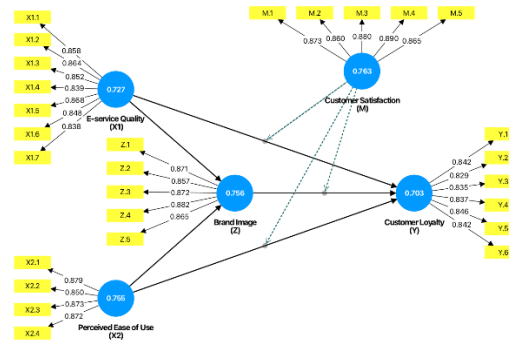


Figure 2. Outer Model Analysis.

Convergent Validity

The outcomes show that all indicators exhibit outer loading values exceeding the recommended threshold of 0.60, indicating that each indicator adequately represents its respective construct. Therefore, all measurement items satisfy the requirements for convergent validity and are considered appropriate for measuring the variables in this study. In addition to factor loadings, convergent validity was further assessed using the Average Variance Extracted (AVE) values, as presented below:

Table 1. Convergent Validity with Average Variance Extracted

No.	Variable	AVE	Value Range	Description
1	E-service quality (X1)	0.727	0.50	Met
2	Perceived ease of use (X2)	0.755	0.50	Met
3	Brand image (Z)	0.756	0.50	Met
4	Customer Satisfaction (M)	0.763	0.50	Met
5	Customer loyalty (Y)	0.703	0.50	Met

Based on the outcomes of the construct validity (convergent) test using the average variance extracted (AVE) value, the test outcomes met the criterion of being greater than 0.50. This means that all variables—namely, Customer Loyalty (Y), E-service Quality (X1), Perceived Ease of Use (X2), Brand Image (Z), and Customer Satisfaction (M)—have met the criteria for construct validity.

Discriminant Validity

Discriminant validity is used to ensure that each construct in the model is truly distinct from the others. In SEM-PLS-based research, discriminant validity can be tested by examining the Heterotrait-Monotrait Ratio (HTMT).

Table 2. Discriminant Validity (Heterotrait-Monotrait Ratio)

Variable	Brand image Z)	Customer loyalty (Y)	Customer satisfaction (M)	E-service quality (X1)
Brand image (Z)				
Customer loyalty (Y)	0.603			

Customer satisfaction (M)	0.054	0.194		
E-service quality (X1)	0.672	0.541	0.120	
Perceived ease of use (X2)	0.597	0.363	0.067	0.118

Table 2 indicates that all HTMT values between the constructs are below the recommended threshold of 0.90, demonstrating adequate discriminant validity. The highest HTMT value was observed for the relationship between e-service quality and brand image (0.672), whereas the lowest value was found between customer satisfaction and brand image (0.054). The remaining HTMT values range from 0.067 to 0.603, all of which are well within the acceptable limit. These findings confirm that the constructs examined in this study brand image, customer loyalty, customer satisfaction, e-service quality, and perceived ease of use are empirically distinct from one another, indicating that each construct adequately captures a unique concept within the proposed research model.

Composite Reliability

Table 3 indicates that all constructs demonstrate satisfactory internal consistency, as evidenced by Cronbach's alpha and composite reliability values exceeding the recommended threshold of 0.70. Specifically, the Brand Image construct achieved a Cronbach's alpha of 0.919 and a composite reliability of 0.920, while Customer Loyalty recorded values of 0.916 and 0.917, respectively. Similarly, Customer Satisfaction exhibited a Cronbach's alpha of 0.923 and a composite reliability of 0.931. The E-service Quality construct showed the highest reliability, with a Cronbach's alpha of 0.937 and a composite reliability of 0.938. Meanwhile, Perceived Ease of Use also demonstrated strong reliability, with Cronbach's alpha and composite reliability values of 0.892 and 0.894, respectively. These findings confirm that all constructs possess a high level of internal consistency and are reliable for subsequent structural model analysis.

Table 3. Construct Reliability with Composite Reliability and Cronbach's Alpha.

Variable	Cronbach's Alpha	Composite Reliability (rho a)	Value Range	Notes
Brand image (Z)	0.919	0.920	0.700	Reliable
Customer loyalty (Y)	0.916	0.917	0.700	Reliable
Customer satisfaction (M)	0.923	0.931	0.700	Reliable
E-service quality (X1)	0.937	0.938	0.700	Reliable
Perceived ease of use (X2)	0.892	0.894	0.700	Reliable

These outcomes indicate that all constructs in this study met the reliability criteria because the values obtained were greater than the minimum threshold of 0.70. Thus, the variables Brand Image, Customer Loyalty, Customer Satisfaction, E-service Quality, and Perceived Ease of Use are deemed reliable.

Multicollinearity Using the Variance Inflation Factor (VIF)

According to Hair Jr et al. (2021), an ideal VIF value is below 5.00. If the VIF value is less than 5.00, the model is considered free of multicollinearity. Conversely, if the VIF value exceeds 5.00, this indicates an excessively high correlation between indicators or variables, which may affect the reliability of the analysis outcomes.

The VIF readings of every instrument used in this investigation are below the upper limit of 5.00. The VIF values for the E-service quality variable range from 2.568 to 3.099, for the Perceived ease of use variable from 2.262 to 2.603, for the Brand image variable from 2.507 to 2.971, the Customer Satisfaction variable ranged from 2.656 to 2.940, and the Customer Loyalty variable ranged from 2.225 to 2.544. Additionally, the VIF values for the interaction constructs between Customer Satisfaction and Brand Image, E-service Quality, and Perceived Ease of Use were each 1.000.

Inner Model Analysis

R-Square Determination

According to Hair Jr et al. (2021), an R-squared value of 0.75 is classified as strong, 0.50 as moderate, and 0.25 as weak.

Table 4. Outcomes of the Inner Model Test with R-Square.

Variable	R-Square	Adjusted R-Square
Brand image (Z)	0.620	0.617
Customer loyalty (Y)	0.615	0.604

Table 4 shows that the Brand Image variable has an R-squared value of 0.620 and an adjusted R-squared value of 0.617. These outcomes indicate that the E-service Quality and Perceived Ease of Use variables account for 62.0 percent of the variance in Brand Image, while the remaining 38.0 percent is explained by other variables outside this research model. These values fall into the moderate-to-strong category, so it can be said that the model is correlationive in explaining the formation of Brand Image.

Table 4 also shows that the “Customer Loyalty” variable has an R-squared value of 0.615 and an adjusted R-squared value of 0.604. These outcomes indicate that the variables in the model account for 61.5 percent of the variance in “Customer Loyalty,” while the remaining 38.5 percent is explained by other variables outside the scope of this study.

Predictive Relevance (Q²)

Predictive relevance, or Q², is used to assess a model’s predictive ability regarding endogenous variables. If the Q² score is higher than 0, a model is considered to have predictive relevance. On the other hand, the model is said to have poor predictive power if the Q² value is less than or equal to 0. The Q² calculation in this study was performed using the R-squared values of the endogenous variables Brand Image and Customer Loyalty as follows

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)$$

$$Q^2 = 1 - (1 - 0.620)(1 - 0.615)$$

$$Q^2 = 1 - (0.380)(0.385)$$

$$Q^2 = 1 - 0.1463$$

$$Q^2 = 0.8537$$

The outcomes show that the Q² value is 0.8537, or 85.37 percent. Since this value is greater than 0, the research model is deemed to have good predictive relevance. This means that the structural model used in this study has good predictive power for the endogenous variables, namely brand image and customer loyalty. Meanwhile, the remaining 14.63 percent is explained by other factors outside the scope of this research model.

Testing the Research Hypotheses

Hypothesis testing was performed by evaluating the statistical significance of the structural model estimates. At a significance level of 5%, the critical t-value was set at 1.960, with hypotheses considered supported when the t-statistic exceeded this threshold and the corresponding p-value was below 0.05. Based on the empirical data analyzed in this study, all proposed hypotheses were examined accordingly. The outcomes of the hypothesis testing, including the path coefficients, t-statistics, and p-values, are presented below.

Table 5. Outcomes of the Research Hypothesis Testing.

Correlation	Path Coefficient	T-Statistic	P-Values	Note
Direct Correlation				
E-service quality (X1) → Customer loyalty (Y)	0.312	5.305	0.000	Significant
Perceived ease of use (X2) → Customer loyalty (Y)	0.184	3.414	0.001	Significant
Brand image (Z) → Customer loyalty (Y)	0.255	3.502	0.000	Significant
E-service quality (X1) → Brand image (Z)	0.574	14.339	0.000	Significant
Perceived ease of use (X2) → Brand image (Z)	0.482	11.800	0.000	Significant
Indirect Correlation				
E-service quality (X1) → Brand image (Z) → Customer loyalty (Y)	0.146	3.324	0.001	Significant
Perceived ease of use (X2) → Brand image (Z) → Customer loyalty (Y)	0.123	3.398	0.001	Significant
Moderating Correlation				
Customer satisfaction (M) × E-service quality (X1) → Customer loyalty (Y)	0.187	3.060	0.002	Significant
Customer satisfaction (M) × Perceived ease of use (X2) → Customer loyalty (Y)	0.182	3.240	0.001	Significant
Customer satisfaction (M) × Brand image (Z) → Customer loyalty (Y)	0.205	2.809	0.005	Significant

The hypothesis testing outcomes indicate that e-service quality has a positive and significant correlation on customer loyalty, as evidenced by a path coefficient of 0.312, a t-statistic of 5.305, and a p-value of 0.000. Likewise, perceived ease of use significantly influences customer loyalty, with a path coefficient of 0.184, a t-statistic of 3.414, and a p-value of 0.001. Similarly, brand image exerts a positive and statistically significant correlation on customer loyalty, reflected by a path coefficient of 0.255, a t-statistic of 3.502, and a p-value of 0.000. Since all t-statistics exceed the critical value of 1.960 and all p-values are below 0.05, these findings provide support for the direct relationships proposed in the study.

The analysis further reveals that e-service quality positively affects brand image, with a path coefficient of 0.574, a t-statistic of 14.339, and a p-value of 0.000. Similarly, perceived ease of use demonstrates a significant positive influence on brand image, as indicated by a path coefficient of 0.482, a t-statistic of 11.800, and a p-value of 0.000. These outcomes confirm that improvements in e-service quality and perceived ease of use contribute to strengthening customers' perceptions of the brand.

The mediation analysis shows that brand image significantly mediates the relationship between e-service quality and customer loyalty, with a path coefficient of 0.146, a t-statistic of 3.324, and a p-value of 0.001. Likewise, brand image also mediates the correlation of perceived ease of use on customer loyalty, producing a path coefficient of 0.123, a t-statistic of 3.398, and a p-value of 0.001. These findings suggest that brand image serves as an important mechanism through which both e-service quality and perceived ease of use enhance customer loyalty.

The moderation analysis indicates that customer satisfaction significantly strengthens the relationship between e-service quality and customer loyalty, as reflected by a path coefficient of 0.187, a t-statistic of 3.060, and a p-value of 0.002. In addition, customer satisfaction positively moderates the correlation of perceived ease of use on customer loyalty, with a path coefficient of 0.182, a t-statistic of 3.240, and a p-value of 0.001, implying that higher levels of customer satisfaction reinforce the positive impact of perceived ease of use on customer loyalty. Furthermore, the interaction between customer satisfaction and brand image also exhibits a significant positive correlation on customer loyalty, with a path coefficient of 0.205, a t-statistic of 2.809, and a p-value of 0.005. Collectively, these outcomes demonstrate that customer satisfaction plays a significant moderating role by amplifying the correlations of the key antecedent variables on customer loyalty.

Discussion of Research Findings

The Correlation of E-service Quality on Customer Loyalty Between Generation Z TikTok Shop Users in Bali

The research outcomes show that e-service quality has a positive and significant correlation on customer loyalty between Generation Z TikTok Shop users in Bali. These findings indicate that the better the quality of e-service provided by TikTok Shop, the higher the customer loyalty in using the platform. Good e-service quality can create a comfortable, safe, and trustworthy shopping experience, thereby encouraging customers to make repeat purchases, continue using TikTok Shop, and engage in activities provided by the platform.

Theoretically, these findings align with Social Exchange Theory, which explains that customers will maintain a relationship with a platform if the benefits they receive outweigh the costs, risks, or effort involved. In the context of TikTok Shop, high-quality e-commerce services represent the value customers receive whether through transaction security, service reliability, ease of communication, or problem resolution. When customers feel they are benefiting from these services, their loyalty to the platform grows stronger.

The outcomes of this study also support the findings of Asyadiah et al. (2024), Juwitasary et al. (2020), and Kristioni et al. (2025), who state that e-service quality has a positive and significant correlation on customer loyalty. Thus, the quality of electronic services is a key factor in building customer loyalty on e-commerce platforms, including TikTok Shop. Consequently, TikTok Shop needs to continue maintaining the quality of its

digital services so that Generation Z customers in Bali will have greater trust, feel more comfortable, and become more loyal in using the platform.

The Correlation of Perceived Ease of Use on Customer Loyalty Between Generation Z TikTok Shop Users in Bali

The outcomes of the study show that perceived ease of use has a positive and significant correlation on customer loyalty between Generation Z users of TikTok Shop in Bali. These findings indicate that the easier TikTok Shop is to use, the higher the level of customer loyalty toward the platform. Ease of use makes customers feel more comfortable accessing features, searching for products, understanding the purchasing process, and completing transactions, thereby encouraging them to continue using TikTok Shop as one of their online shopping options.

Theoretically, these findings are consistent with the Technology Acceptance Model, which explains that the perception of ease of use can increase user acceptance of a digital system. When customers feel that TikTok Shop is easy to learn and operate, barriers to using the platform are reduced. This can enhance convenience, reinforce positive experiences, and foster customer loyalty.

The outcomes of this study support the findings of Wibowo et al. (2021), Fauzi et al. (2022), and Anwar et al. (2024), which show that perceived ease of use has a positive and significant correlation on customer loyalty. Thus, ease of use is a crucial aspect in retaining customers on digital platforms. TikTok Shop needs to continue refining its interface, features, and user flow to ensure they remain easy for customers to understand, particularly Generation Z, who are known for their ability to adapt quickly but also have high expectations regarding technological ease of use.

The Influence of Brand Image on Customer Loyalty Between Generation Z TikTok Shop Users in Bali

The outcomes of the study show that brand image has a positive and significant correlation on customer loyalty between Generation Z users of TikTok Shop in Bali. These findings indicate that the better TikTok Shop's brand image, the higher the customers' loyalty to the platform. A positive brand image can foster trust, a sense of comfort, and emotional attachment between customers, thereby encouraging them to continue using TikTok Shop over other online shopping platforms.

Theoretically, these findings align with Social Exchange Theory, which explains that customers will maintain a relationship with a brand if they perceive that relationship to provide positive value. In the context of TikTok Shop, a positive brand image makes customers feel that the platform is trustworthy, aligns with their digital lifestyle, and is capable of meeting their online shopping needs. This positive perception then strengthens customer loyalty toward TikTok Shop.

The outcomes of this study support the findings of Rahman et al. (2023), Shafiq and Zeeshan (2023), and Ariyani & Kurniawan (2023), which show that brand image has a positive and significant correlation on customer loyalty. Thus, brand image is a key factor in building customer loyalty. TikTok Shop needs to continue maintaining its image as an innovative, easily accessible platform that aligns with the characteristics of young users so that Generation Z customer loyalty in Bali can grow even stronger.

The Correlation of E-service Quality on Brand Image Between Generation Z TikTok Shop Users in Bali

The outcomes of the study show that e-service quality has a positive and significant correlation on brand image between Generation Z users of TikTok Shop in Bali. These findings indicate that the better the quality of the e-services provided by TikTok Shop, the more positive the brand image perceived by customers. High-quality digital services can create a positive experience, leading customers to view TikTok Shop as a professional, secure, and reliable platform.

Theoretically, these findings align with the concept of customer experience in digital services, where fast, secure, responsive, and reliable service quality shapes positive perceptions of a brand. High-quality electronic services serve as tangible evidence of a brand's commitment to meeting customer needs. Thus, a positive service experience can strengthen TikTok Shop's image as a high-quality, customer-oriented online shopping platform.

The outcomes of this study support the findings of Saputro (2023), Suherman et al. (2021), and Ata et al. (2025), which show that e-service quality has a positive and significant correlation on brand image. Thus, e-service quality not only plays a role in increasing customer loyalty but is also a key factor in building brand image. TikTok Shop needs to continue improving the quality of its digital services so that customers' perceptions of the brand become increasingly positive.

The Correlation of Perceived Ease of Use on Brand Image Between Generation Z TikTok Shop Users in Bali

The outcomes of the study show that perceived ease of use has a positive and significant correlation on brand image between Generation Z users of TikTok Shop in Bali. These findings indicate that the easier TikTok Shop is to use, the more positive the brand image that forms in customers' minds. Ease of use leads customers to view TikTok Shop as a modern, practical platform that understands the needs of digital users.

Theoretically, these findings align with the Technology Acceptance Model, which explains that ease of use is one of the key factors in technology adoption. A user-friendly platform fosters a positive perception because customers do not feel burdened when accessing services. In the context of TikTok Shop, ease of use not only drives platform usage but also reinforces the brand's image as an innovative e-commerce platform focused on customer convenience.

The outcomes of this study support the findings of Nur Faiza and Nursani (2023) as well as Herlin and Widoatmodjo (2024), which show that the ease of use of a digital platform can significantly enhance brand image. Thus, perceived ease of use is a key factor in shaping brand image. TikTok Shop needs to continue ensuring the ease of its features, interface, and user flow so that its brand image as a practical and innovative digital platform can become even stronger in the eyes of Generation Z.

The Mediating Correlation of Brand Image on the Relationship Between E-service Quality and Customer Loyalty Between Generation Z TikTok Shop Users in Bali

The outcomes of the study show that brand image mediates the correlation of e-service quality on customer loyalty between Generation Z users of TikTok Shop in Bali. These findings indicate that good e-service quality not only directly increases customer loyalty but

also helps build a positive brand image, which ultimately encourages customers to become even more loyal to TikTok Shop.

Theoretically, these findings align with Social Exchange Theory, which explains that a customer's relationship with a platform will endure if the customer derives benefits and positive experiences from their interactions. In the context of TikTok Shop, high-quality e-commerce services constitute the benefits received by customers. When customers perceive the services provided as safe, fair, and reliable, their perception of the brand becomes increasingly positive. A positive brand perception then encourages customers to maintain their relationship with the platform through loyalty.

The outcomes of this study are also consistent with the findings of Saputro (2023) and Win et al. (2024), who state that brand image can mediate the correlation of e-service quality on customer loyalty. Thus, TikTok Shop needs to understand that increasing customer loyalty can be achieved not only through direct service improvements but also through the development of a strong brand image based on the service experience provided. The better the perceived quality of e-service, the more positive the resulting brand image, and consequently, the greater the increase in customer loyalty toward TikTok Shop.

The Mediating Correlation of Brand Image on the Relationship Between Perceived Ease of Use and Customer Loyalty Between Generation Z TikTok Shop Users in Bali

The outcomes of the study indicate that brand image mediates the correlation of perceived ease of use on customer loyalty between Generation Z users of TikTok Shop in Bali. These findings suggest that the ease of use of TikTok Shop not only has a direct impact on customer loyalty but also helps shape a positive brand image, which in turn strengthens customer loyalty to the platform.

Theoretically, these findings align with the Technology Acceptance Model, which explains that ease of use is one of the key factors in technology acceptance. A user-friendly platform can reduce barriers for users when interacting with digital systems. In the context of TikTok Shop, the ease of using features, searching for products, and shopping can create the perception that the brand is user-friendly, innovative, and customer-centric. This positive perception of the brand then fosters customer loyalty. This finding enriches the social commerce literature by demonstrating that brand image functions as an important psychological mechanism linking service experience and long-term behavioral intentions. From a managerial perspective, improving service quality and platform usability should be integrated with branding strategies because positive customer experiences simultaneously strengthen the platform's reputation and customer loyalty.

The outcomes of this study support the findings of Nur Faiza and Nursani (2023) and Win et al. (2024), which show that brand image plays a role in strengthening the relationship between perceived ease of use and customer loyalty. Thus, ease of use is a key factor in building customer loyalty through brand image. TikTok Shop needs to continue maintaining the ease of its features, interface, and user flow so that its brand image as a practical, modern, and user-friendly digital platform can become even stronger in the eyes of Generation Z.

The Moderating Correlation of Customer Satisfaction on the Relationship Between E-service Quality and Customer Loyalty Between Generation Z TikTok Shop Users in Bali

The research outcomes indicate that customer satisfaction moderates the correlation of e-service quality on customer loyalty between Generation Z TikTok Shop users in Bali.

Theoretically, these findings are consistent with Social Exchange Theory, which posits that customers will maintain a relationship with a platform if their interactions provide benefits and valuable experiences. In the context of TikTok Shop, high-quality e-commerce services can create positive experiences, while customer satisfaction reinforces the perception that these experiences are worth maintaining. Therefore, customers who are satisfied with TikTok Shop's services are more likely to remain loyal. anagerially, TikTok Shop should continuously monitor customer satisfaction through service evaluation systems, personalized experiences, and rapid complaint resolution, as higher satisfaction enhances the effectiveness of initiatives aimed at improving loyalty.

The outcomes of this study support the findings of Herman et al. (2024), who state that customer satisfaction strengthens the relationship between e-service quality and customer loyalty between Shopee users. These findings are also consistent with Razzak and Zaerofi (2025), who demonstrated that customer satisfaction plays a crucial role in strengthening the relationship between service quality and loyalty. Therefore, TikTok Shop needs to ensure that the quality of its e-services isn't only technically sound but also capable of generating customer satisfaction so that user loyalty can continue to increase.

The Moderating Correlation of Customer Satisfaction on the Relationship Between Perceived Ease of Use and Customer Loyalty Between Generation Z TikTok Shop Users in Bali

The outcomes of the study indicate that customer satisfaction moderates the correlation of perceived ease of use on customer loyalty between Generation Z users of TikTok Shop in Bali. These findings suggest that the ease of use of TikTok Shop will have a stronger impact on loyalty if customers are satisfied with their experience using the platform. In other words, the ease of using TikTok Shop not only makes customers feel comfortable but can also foster stronger loyalty when that experience is satisfying.

Theoretically, these findings are consistent with the Technology Acceptance Model, which explains that ease of use is a key factor in the acceptance of digital systems. User-friendly platforms can reduce barriers to accessing services and enhance the convenience of transactions. Furthermore, Social Exchange Theory explains that customers who are satisfied with their user experience will perceive their relationship with the platform as valuable. Thus, customer satisfaction reinforces the influence of ease of use on loyalty.

The outcomes of this study support the findings of Wibowo et al. (2021), Fauzi et al. (2022), and Wilson et al. (2021)), which show that ease of use plays a role in increasing customer satisfaction and loyalty toward digital services. Therefore, TikTok Shop needs to continue ensuring the ease of its features, interface, and transaction flow to make the user experience even more satisfying. The satisfaction derived from this ease of use can strengthen customer loyalty, particularly between Generation Z, who are accustomed to digital services that are fast, practical, and easy to use.

The Moderating Correlation of Customer Satisfaction on the Relationship Between Brand Image and Customer Loyalty Between Generation Z TikTok Shop Users in Bali

The outcomes of the study show that customer satisfaction moderates the correlation of brand image on customer loyalty between Generation Z users of TikTok Shop in Bali. These findings indicate that a positive brand image has a stronger influence on loyalty when customers are satisfied with their shopping experience on TikTok Shop. This means that customers are loyal not only because they have a positive perception of the brand, but also because that perception is reinforced by a satisfying experience.

Theoretically, these findings align with Social Exchange Theory, which explains that customers will maintain a relationship with a brand if the experience they receive is perceived as valuable. A positive brand image can create a favorable initial impression, while customer satisfaction reinforces the belief that the brand is capable of meeting expectations. In the context of TikTok Shop, satisfied customers are more likely to build a connection with the brand, thereby strengthening the influence of brand image on customer loyalty.

The outcomes of this study support the findings of Razzak and Zaerofi (2025), Herman et al. (2024), and Nguyen & Huynh (2023), which show that customer satisfaction strengthens the relationship between brand image and customer loyalty. Therefore, TikTok Shop needs to maintain its brand image as an innovative, easily accessible platform that is relevant to young users, while ensuring that the customer experience remains satisfying. The combination of a positive brand image and customer satisfaction can serve as a crucial foundation for building long-term loyalty between Generation Z users of TikTok Shop in Bali.

5. Conclusions

This study concludes that e-service quality, perceived ease of use, and brand image have positive and significant correlations on customer loyalty between Generation Z TikTok Shop users in Bali. Furthermore, e-service quality and perceived ease of use significantly enhance brand image, indicating that customers develop a more favorable perception of TikTok Shop when they experience reliable electronic services and an easy-to-use platform. The findings also confirm that brand image partially mediates the relationships between e-service quality and customer loyalty, as well as between perceived ease of use and customer loyalty. Additionally, customer satisfaction strengthens the correlations of e-service quality, perceived ease of use, and brand image on customer loyalty, demonstrating its crucial role in reinforcing customer retention within the social commerce environment.

From a theoretical perspective, this study expands the application of Social Exchange Theory (SET) and the Technology Acceptance Model (TAM) in explaining customer loyalty within social commerce. The findings demonstrate that customer loyalty isn't only shaped by the direct correlations of service quality and ease of use but is also reinforced through brand image and customer satisfaction. The integration of mediating and moderating variables offers a more comprehensive explanation of customer loyalty behavior on TikTok Shop, particularly between Generation Z consumers. Practically, the findings suggest that TikTok Shop should prioritize improving the responsiveness of customer service, simplifying transaction processes, strengthening brand identity, and enhancing customer satisfaction.

through consistent service quality and personalized shopping experiences. Sellers operating on TikTok Shop are also encouraged to provide accurate product information, respond promptly to customer inquiries, and maintain high service standards to support long-term customer loyalty.

Future studies are recommended to incorporate additional variables—such as trust, customer experience, perceived value, electronic word-of-mouth, price perception, product quality, or social influence—to account for the remaining variance in customer loyalty. Expanding the study to different regions, generations, or other social commerce platforms is also recommended to improve the generalizability and comprehensiveness of the research findings.

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