
**THE EFFECT OF PRICE PERCEPTION AND PRODUCT QUALITY ON
CUSTOMER SATISFACTION LEVEL AT TIKTOK SHOP IN 2025**

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Abstract

The growth of e-commerce in Indonesia has made TikTok Shop one of the fastest-growing social commerce platforms, with the advantage of integrating entertainment content and buying and selling transactions in one application. Although various studies have examined the factors that influence customer satisfaction, most still focus on conventional marketplaces such as Shopee and Tokopedia, resulting in a literature gap regarding the dynamics of customer satisfaction on social commerce-based platforms. This study aims to analyze the influence of price perception and product quality on TikTok Shop customer satisfaction in 2025. A quantitative method with a purposive sampling technique was applied to 125 respondents who were active TikTok Shop users and analyzed using SPSS 25 through t-test and F-test. The results showed that price perception ($t=5.290$) and product quality ($t=7.069$) each had a positive and significant effect on customer satisfaction, and both simultaneously had a significant effect ($F=104.352$; sig. $0.000 < 0.05$). This study also provides an overview of the importance of pricing perception strategies and improving product quality in building customer satisfaction on social commerce platforms. The research findings are expected to serve as a reference for digital business actors in understanding customer behavior on TikTok Shop, which has different characteristics compared to conventional marketplaces.

Keywords: Price Perception, Product Quality, Customer Satisfaction, TikTok Shop

INTRODUCTION

The growth of digital business in Indonesia shows very rapid development from year to year. Indonesia is even recorded as one of the countries with the largest e-commerce development in the world, occupying the first position globally with the number of users reaching 194.37 million in 2025 based on the report (Dataloka, 2025). This development is supported by the increasing use of social media which influences consumer behavior in seeking information and encourages the transformation of conventional trading systems to digital ones through e-commerce platforms that can be easily accessed by the public. One form of implementation of digital trade is a marketplace that brings together sellers and buyers on one platform.

Based on survey results (Rahma, 2025) e-commerce transaction value in Indonesia is dominated by several large platforms such as Lazada, Shopee, Bukalapak, Tokopedia, and TikTok Shop. Among these platforms, TikTok has experienced significant growth. Initially known as a short video sharing platform, TikTok has now evolved into a multi-functional platform that not only provides entertainment content but also serves as a means of promoting products and services. The integration of the TikTok Shop feature into the app developed by ByteDance allows users to engage in social activities and buy and sell transactions within the same app. TikTok Shop's strength lies in the innovative features it offers, such as promotional vouchers, regular discounts, free shipping, flash sales, content feeds, live streaming, and direct communication between sellers and buyers via chat. This combination of entertainment and transactions creates a more interactive and engaging shopping experience for customers, potentially influencing satisfaction levels and purchasing decisions (Wongkitrungrueng & Assarut, 2020).

Although various studies have addressed the factors influencing customer satisfaction in e-commerce, there remains a gap in the literature specifically examining the influence of perceived price and product quality on customer satisfaction on social commerce platforms like TikTok Shop. Most previous studies have focused on conventional marketplaces, thus failing to fully describe the dynamics of customer interactions on platforms that simultaneously integrate social media and digital transactions.

Therefore, this research is crucial to provide a deeper understanding of the factors influencing customer satisfaction in the context of TikTok Shop. Specifically, this study aims to analyze the influence of perceived price and product quality on customer satisfaction. The research questions include: (1) does perceived price influence customer satisfaction? (2) does product quality influence customer satisfaction? (3) do perceived price and product quality simultaneously influence customer satisfaction? The results of this study are expected to contribute both theoretically and practically. Theoretically, this research can enrich studies in the field of digital marketing and customer satisfaction, particularly in the context of social commerce. Practically, the findings of this study are expected to provide considerations for business actors and platform managers in designing more effective marketing strategies to increase customer satisfaction. In addition, this research can also serve as a reference for policy makers in supporting the development of the digital economic ecosystem in Indonesia.

REVIEW OF LITERATURE

One of the independent variables in this analysis is price perception. According to (Zeithaml, 1988) price perception is a customer's subjective assessment of the price paid. A price perceived as fair and commensurate with the quality received will increase customer satisfaction. Zeithaml's conceptual model demonstrates that customers do not always assess prices objectively, but rather through perceived value, which is the comparison between the quality received and the sacrifices made. This is supported by previous studies (Darmansah & Yosepha, 2020), (N. K. Dewi, 2022), and (Noviani & Siswanto, 2022). Furthermore, (Marwa & Astini, 2023) demonstrated that price perception has a positive and significant effect on customer satisfaction on digital platforms. Another study by (Do et al., 2023) also showed that price transparency and affordability are important factors in increasing customer satisfaction in e-commerce.

Another independent variable is product quality, where the quality of the existing product is in accordance with customer expectations related to conditions, functions, and characteristics that meet or satisfy customer needs related to feelings or expectations regarding the product. Therefore, it is assumed that this expectation is supported by previous studies, (Farisha Adellia Febrianita, 2022), (I. R. Dewi et al., 2022), (Yahya & Sukandi, 2022), (Setiyawati & Rohwiyati, 2022) and (Yulianto & Prabowo, 2024), which show that product quality also has a significant and positive influence on product purchases.

Customer satisfaction was chosen as an additional dependent variable. According to (Kotler et al., 2022), customer satisfaction refers to a customer's response to feelings of happiness or disappointment after comparing their expectations with the actual results of a purchased product. Satisfied customers feel this way when their expectations are met. Disappointed customers feel this way when their expectations are not met. This is where feelings of satisfaction and disappointment arise (Handayani & Putri, 2023). Therefore, customers are satisfied with a product when their expectations regarding perceived price and product quality are met.

Several previous studies have shown that perceived price and product quality are two key variables influencing customer satisfaction (Aisyah & Tuti, 2022). A study by (Adi Pratama, 2022) stated that perceived price significantly influences customer satisfaction in e-commerce, while research by (Gultom & Sari, 2023) found that product quality has a dominant influence on customer satisfaction. However, most of this research focuses on conventional marketplaces like Shopee and Tokopedia, so studies on social commerce platforms like TikTok Shop are still limited (Feng et al., 2024).

From this explanation, it is clear that examining perceptions of product price and quality when purchasing from TikTok Shop and their impact on customer satisfaction is important. This is because customer dissatisfaction with product price has not been effectively addressed. Therefore, the purpose of this study is to examine perceptions of price and product quality in relation to customer satisfaction at TikTok Shop 2025.

RESEARCH METHOD

Quantitative research is a method that uses measurable data as a result of the application of statistical techniques (Hermawan & Hariyanto, 2022). This study employed quantitative methods and Google Forms to evaluate the influence of perceived price and product quality on customer satisfaction in TikTok Shop (Refani et al., 2025). The study population consisted of TikTok consumers, and the sample was drawn through non-probability and purposive sampling (Nurman et al., 2024), defined as TikTok users who had actively made purchases in TikTok Shop in the past six months and were aged 17 years or older. Respondents were selected using the Lemeshow formula, resulting in a sample size of 125 respondents. This study was based on primary data collected through a questionnaire and secondary data collected through a literature review.

For data analysis, SPSS 25 was used to determine the validity and reliability of the research instruments, normality to determine whether the study was feasible to test, partial analysis (t-test), and regression analysis (F-test). This study uses price perception and product quality as two independent variables, and includes customer satisfaction as a dependent variable, where the independent variables are elements that influence the dependent variable (Agustian et al., 2019), and the dependent variable is the response that is affected by the independent variable (Sudibya, 2021).

RESULTS AND DISCUSSION

In this study, analysts identified respondents based on gender, age, occupation, purchases on TikTok Shop in the past 6 months, frequency of repeat purchases, and how often respondents recommend items purchased from TikTok Shop to others. To begin, women represented 85.5% of respondents and men 14.5%. The majority age group was respondents aged 21-25, at 62.4%. Nearly half of the respondents were students, at 51.2%. The majority of respondents said they had purchased from TikTok Shop more than five times. In addition, respondents stated that they were likely to make repeat purchases, at 62.4%. Finally, the majority of respondents recommended TikTok Shop products to others more than three times, at 71.2%.

Validity Test

The questionnaire validity test assesses the questionnaire's ability to measure the intended target. Because a questionnaire is said to be valid if each question or item can describe the variable being studied (sugiono, Noerdjanah, 2020). The validity test was conducted on all data obtained as a sample. The instrument validity test was conducted to measure the variables being studied, and secondary data were analyzed using SPSS 25 for Windows. A questionnaire is declared valid if the calculated correlation coefficient r value is greater than or equal to the t -table value and there is a positive correlation. The opposite applies to the validity of a questionnaire. The r table in this study is 0.175. The df calculation for the r table is $n = 125$, with a contribution of 2, so $df = 125 - 2 = 123$.

Table 1.
Results of Validity Testing of Price Perception, Product Quality, and Customer Satisfaction.

No	Indicator	r count	r table	Description
1	Price Perception			
	Indicator 1	0.704	0.175	Valid
	Indicator 2	0.719	0.175	Valid
	Indicator 3	0.661	0.175	Valid
	Indicator 4	0.597	0.175	Valid
	Indicator 5	0.755	0.175	Valid
	Indicator 6	0.809	0.175	Valid
	Indicator 7	0.629	0.175	Valid
	Indicator 8	0.580	0.175	Valid
2	Product Quality			
	Indicator 1	0.726	0.175	Valid
	Indicator 2	0.803	0.175	Valid
	Indicator 3	0.799	0.175	Valid
	Indicator 4	0.827	0.175	Valid
	Indicator 5	0.803	0.175	Valid
	Indicator 6	0.713	0.175	Valid
3	Customer satisfaction			
	Indicator 1	0.824	0.175	Valid
	Indicator 2	0.841	0.175	Valid
	Indicator 3	0.790	0.175	Valid
	Indicator 4	0.816	0.175	Valid
	Indicator 5	0.766	0.175	Valid
	Indicator 6	0.759	0.175	Valid
	Indicator 7	0.788	0.175	Valid

Source: Questionnaire Data Processing Results, SPSS 2025

The Effect of Price ...

Based on Table 1, the validity test results show that all indicators used in this study have a correlation coefficient value of $r_{count} > r_{table}$ of 0.175. The calculated value of the price perception variable is in the range of 0.704 to 0.580, the product quality variable is 0.726 to 0.713, and the customer satisfaction variable is in the range of 0.824 to 0.788. Thus, it can be concluded that all question indicators used to measure the variables of price perception, product quality, and customer satisfaction are declared valid, so they are suitable for use as instruments in this study.

Reliability Testing

Reliability testing determines the stability and consistency of a research instrument (Subhaktiyasa, 2024). An instrument is considered reliable if respondents' answers to the questionnaire show consistent results when measured under different conditions. Reliability indicates confidence in the accuracy of an instrument in providing stable data ((Prakoso & Ghozali, 2012). Therefore, researchers chose to test reliability through Cronbach's Alpha using SPSS software. This method ensures consistent answers to questions; therefore, all variable measurements from different respondents are consistent. Questionnaire reliability typically meets the Cronbach's Alpha criterion of greater than 0.60 in its field, while researchers can be confident in the results. Therefore, this study aims to provide reliable results on the measurements used for different variables, as explained in the results section below.

Table 2.
Results of the Reliability Test of Price Perception, Product Quality and Customer Satisfaction

Variable	Cronbach's Alpha		Description
Price Perception	0.835	8	Reliabel
Product Quality	0.868	6	Reliabel
Customer satisfaction	0.902	7	Reliabel

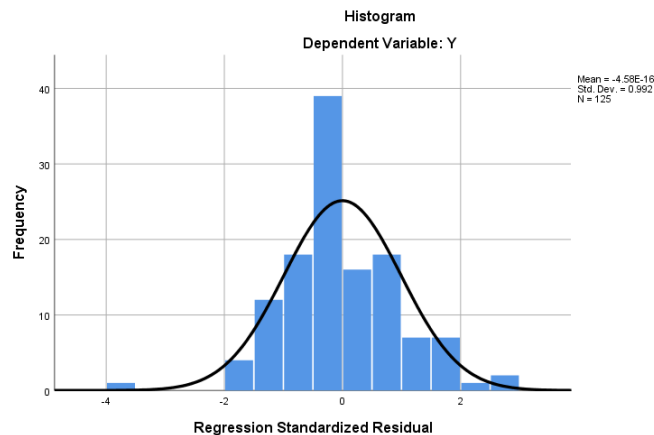
Source: Research Results, SPSS 2025

From Table 2, the reliability test results show that the Cronbach's Alpha value for each variable is > 0.60 , indicating that the instrument has a moderate to high level of internal reliability. Therefore, all statement items are considered high quality. Thus, the validity test results, as shown in Table 1, indicate that all statement items are valid. Therefore, the instrument is considered to have sufficient feasibility for further analysis.

Normality Test

The normality test is used to determine whether the data is normally distributed. To proceed to the next test, the data must be normally distributed. This study used graphical analysis and the Kolmogorov-Smirnov test to test normality. The following results were obtained from data processing using SPSS 25:

Figure 1.1 Histogram of Normality Test Results



Based on the residual histogram, the data distribution pattern resembles a normal curve (bell-shaped curve). Most residuals are distributed around the mean and do not exhibit extreme deviations in any particular direction. Furthermore, the normal curve line appears to follow the histogram pattern proportionally. Thus, it can be concluded that the residuals in the regression model tend to meet the assumption of normality.

Table 3.
Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		125
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.81306328
Most Extreme Differences	Absolute	.115
	Positive	.115
	Negative	-.067
Test Statistic		.115
Exact Sig. (2-tailed)		.068
Point Probability		.000

Source: Research Results, SPSS 2025

The residual normality test was performed using the One-Sample Kolmogorov-Smirnov Test. The test results showed an Exact Sig. (2-tailed) value of 0.068, or greater than 0.05. The use of Exact Sig. indicates that the probability value is calculated using exact probability, thus providing a more accurate significance estimate.

t-Test

In this study, a t-test was conducted to analyze price perception and product quality on customer satisfaction at TikTok Shop. The test was conducted to determine the effect of each independent variable partially on the dependent variable and to test the research hypothesis. The t-table value was obtained through the formula $t(\alpha/2; n-k-1)$, with a significance level of 0.05, resulting in a t-table value of 1.979. In the first hypothesis (H1), the test results indicate that price perception has a positive and significant effect on customer satisfaction. This is indicated by the calculated t value, which is greater than the t-table ($5.290 > 1.979$) and a significant value of $0.000 < 0.05$, so H1 is accepted. In the second hypothesis (H2), the test results show that product quality also has a positive and significant effect on customer satisfaction. This is evidenced by the calculated t value, which is greater than the t-table ($7.069 > 1.979$) and a significant value of $0.000 < 0.05$, so H2 is accepted.

F Test

The F test was conducted to determine whether all independent variables in this study collectively influence the dependent variable. This test is important for determining whether the applied regression model is correct and appropriate for explaining the relationship between variables. The results of the F test are presented in Table 4.

Table 4. Results of Anova F Test

Anova						
Model		Sum Of Squares	df	Mean Square	F	Sig
1	Regression	697.299	2	348.650	104.352	0.000
	Residual	407.613	112	3.341		
	Total	1104.912	124			

Source: Research Results, SPSS 2025

In Table 4, to determine the value of the F table, you can use the formula $F_{table} = (k : n-k)$ with independent 2, namely $(2 : 125 - 2)$, $(2 : 123)$, $F_{table} = 2.68$, the significance is $0.000 < 0.05$, and the calculated F value is 104.352. This shows that in the third hypothesis (H3), the results of the F test show that the perception of price and product quality simultaneously have a positive and significant effect on customer satisfaction at TikTok Shop. This is evidenced by the calculated F value of 104.352 which is greater than the F table of 2.68 ($104.352 > 2.68$), and a significance value of $0.000 < 0.05$. Thus, the third hypothesis (H3) is accepted.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that perceptions of price and product quality have a positive and significant effect on customer satisfaction at the TikTok Shop in 2025. Perceptions of prices that are considered reasonable, affordable and in accordance with the benefits received can increase the level of customer

satisfaction. Apart from that, good product quality, according to expectations, and having optimal functions also has a significant influence on customer satisfaction. Partial test results show that the variables of perceived price and product quality each have a significant influence on customer satisfaction. Meanwhile, simultaneous test results prove that these two variables together make a strong contribution to increasing customer satisfaction on the TikTok Shop platform.

This research shows that in digital business competition and social commerce, companies need to pay attention to pricing strategies and maintain product quality in order to meet customer expectations. Thus, it is hoped that this research can become a reference for business actors and digital platform managers in developing more effective marketing strategies to increase customer satisfaction on social commerce platforms such as TikTok Shop.

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