

ANALYSIS OF BRAND TRUST AND PRICE FAIRNESS TOWARDS CONSUMER LOYALTY THROUGH CONSUMER SATISFACTION AT TIKTOKSHOP IN MEDAN CITY

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Abstract

The purpose of this study is to determine directly and indirectly the relationship between brand trust and price fairness on customer loyalty through customer satisfaction. The population in the study was all consumers who shopped using Tiktokshop in Medan City, the number of which could not be known with certainty. The sample withdrawal used is accidental sampling. The research sample was taken using the Zikmund formula so that a sample size of 100 respondents was obtained. The distribution of the questionnaire was given using a google form. Data analysis was carried out using structural equation modeling (SEM) techniques with Smart-PLS analysis tools to test the direct and indirect relationships between these variables. The results explain that brand trust directly has a significant effect on customer satisfaction, price fairness does not directly have a significant effect on customer satisfaction, brand trust directly has a significant effect on customer loyalty, price fairness directly has a significant effect on customer loyalty, customer satisfaction directly has a significant effect on customer loyalty, brand trust indirectly has a significant effect on customer loyalty through customer satisfaction and then price fairness indirectly has a significant effect on customer loyalty through customer satisfaction.

Keywords: *Brand trust, price fairness, customer satisfaction, customer loyalty*

1. INTRODUCTION

The development of online shopping in Indonesia has experienced rapid growth in recent years, driven by increasing internet penetration and smartphone usage. According to data from various e-commerce research, the number of online shopping platform users continues to increase along with changes in consumer behavior who prefer the convenience of shopping from home. In addition, the COVID-19 pandemic has accelerated the adoption of online shopping in various groups of society. Ease of access, various payment method options, and attractive promos from e-commerce have also strengthened the appeal of online shopping in Indonesia. TikTok Shop is here as an innovation in the world of e-commerce by integrating the shopping experience with social media platforms. Since its introduction, TikTok Shop has become one of the main players in the online shopping industry in Indonesia. TikTok Shop's advantage lies in its interactive video content-based approach and is able to create high engagement with consumers. Features such as live shopping, influencer marketing, and sophisticated recommendation algorithms further drive transaction growth on this platform.

Medan City as one of the largest cities in Indonesia shows significant growth in the adoption of TikTok Shop. Many business actors, both MSME's and big brands, have started to use TikTok Shop as a means of marketing and sales. The uniqueness of the shopping culture of the Medan community who tend to follow trends and are easily attracted to attractive promotions makes TikTok Shop increasingly popular. However, in the midst of this rapid development, various challenges have emerged related to consumer satisfaction, customer loyalty, trust in the brand, and fairness of prices offered by sellers. Although TikTok Shop is growing rapidly, there are several problems that have emerged related to customer satisfaction and loyalty. Many consumers complain about product discrepancies with descriptions, long delivery times, and unresponsive customer service. In addition,

aspects of trust in the brand (brand trust) and perceptions of price fairness are factors that greatly influence purchasing decisions and levels of consumer loyalty.

Customer loyalty refers to the tendency of consumers to continue making repeat purchases and recommending products to others (Dam & Dam, 2021; Makudza, 2021). In the context of e-commerce such as TikTok Shop, customer loyalty is an important factor that determines business sustainability. Factors that influence loyalty include customer satisfaction, brand trust, and price fairness perceived by consumers. In TikTok Shop, many customers make impulsive purchases based on recommendations or trends, but do not always return for subsequent purchases. This shows that the level of customer loyalty is still a major challenge for this platform. Factors such as unsatisfactory service, inconsistent product quality, and an uncomfortable shopping experience can lead to low customer loyalty.

Customer satisfaction is the level of satisfaction felt by consumers after using a product or service (Rane et al., 2023; Ye et al., 2023). This satisfaction is usually influenced by customer expectations before purchasing and the experience gained after the transaction. In e-commerce, customer satisfaction can be increased through good product quality, timely delivery, and responsive customer service. Many TikTok Shop consumers experience dissatisfaction due to the difference between expectations and the reality of the product received. In addition, less than optimal after-sales service and slow response to complaints are also factors that reduce customer satisfaction levels. This can lead to negative reviews and decreased customer interest in returning to shop.

Brand trust is very important for consumers in shopping because it provides a sense of security and confidence in the products or services purchased (Bae et al., 2023; Samarah et al., 2022). When consumers trust a brand, they tend to be more loyal, make repeat purchases, and recommend it to others. This trust is formed from consistent quality, transparency of information, and positive experiences in transactions. Conversely, if a brand disappoints customers with inappropriate products or poor service, trust can be lost and difficult to repair. Therefore, building brand trust is not only about attracting new customers, but also retaining them for the long term.

Brand trust is very important in determining customer purchasing decisions. Consumers tend to be more loyal to brands they trust because they feel confident in the quality and credibility of the products offered. Brand trust is influenced by transparency of information, positive testimonials from other customers, and positive experiences in transactions. One of the main problems faced by TikTok Shop customers is low trust in certain brands. This is due to the many sellers who offer products at very cheap prices but do not match the quality promised. Several cases of fraud or delivery of products that are different from the description are also the cause of low brand trust among consumers.

Price fairness is very important for consumers in shopping because it affects their perception of the value of a product and satisfaction after purchase (Hride et al., 2022; Artuger et al., 2024). Consumers tend to feel more trusting and loyal to brands or sellers who offer fair prices, according to the quality of the product and service provided. If the price is considered too expensive or not comparable to the benefits received, consumers can feel disadvantaged and switch to competitors. Conversely, fair prices create a positive shopping experience, increase satisfaction, and encourage repeat purchases and recommendations to others.

Price fairness refers to customers' perceptions of whether the price they pay is in line with the quality and benefits they receive. In e-commerce, the perception of price fairness is very important because customers can easily compare prices across sellers and platforms. Excessive discount offers or significant price differences between sellers can affect customer trust. In TikTok Shop, some consumers felt that the prices offered were not always fair, especially when there was a significant price difference between different sellers for similar products. In addition, marketing strategies that use high discount prices to attract attention often lead to disappointment if the quality of the product is not commensurate with the price paid. This phenomenon can affect customer satisfaction and their decision to shop again.

Based on the description above, it can be concluded that customer loyalty at TikTok Shop in Medan City is influenced by various factors, including customer satisfaction, brand trust, and perception of price fairness. Although TikTok Shop has experienced rapid growth and become the main choice for many consumers, there are still challenges that need to be overcome to improve the shopping experience. By understanding and managing these factors, it is hoped that customer loyalty can increase so that it has a positive impact on the growth of e-commerce businesses on the TikTok Shop platform.

2. LITERATURE REVIEW

Customer Loyalty

Customer loyalty is the level of customer loyalty to a brand, product, or service that makes them continue to make repeat purchases and not easily switch to competitors (Leninkumar, 2017; Singh et al., 2023; Dam & Dam, 2021). Customer loyalty is not just a momentary satisfaction, but an emotional and rational attachment that is built in the long term (Budur & Poturak, 2021; Makudza, 2021). Customer loyalty reflects the extent to which

customers remain loyal to using products or services from a particular brand even though there are other alternatives available on the market (Osakwe & Yusuf, 2021; Rane et al., 2023). This loyalty can arise for various reasons, such as good product quality, positive experiences in transactions, or added value that is not found elsewhere. For example, customers who continue to buy mobile phones from the same brand even though there are many other options on the market show high loyalty to the brand (Magatef et al., 2023; Gautam & Sah, 2023; Ye et al., 2023).

Customer Satisfaction

Customer satisfaction is a feeling of satisfaction or dissatisfaction felt by customers after using a product or service (Eckert et al., 2022; Cahaya et al., 2023). This satisfaction occurs when customer expectations of a product or service are met or even exceeded. If customers feel that the product or service they use is in accordance with expectations, then they will feel satisfied (Gunawan, 2022; Hidayat & Idrus, 2023; Tzeng et al., 2021). Conversely, if the product or service does not meet expectations, customers will feel disappointed or dissatisfied. Customer satisfaction is a measure of a company's success in providing value to its consumers (Nguyen et al., 2021; Watto et al., 2022). The higher the level of customer satisfaction, the more likely customers are to return to using the products or services offered. Therefore, companies must continue to improve quality and understand customer needs in order to maintain their loyalty (Fariz, 2022; Gai et al., 2024).

Brand Trust

Brand trust is a very important concept in the world of business and marketing. It reflects the extent to which consumers trust a brand, both in terms of product quality, service consistency, and the values upheld by the brand. Brand trust is not just a promise, but also about how a brand meets the expectations of its consumers in a sustainable manner (Haudi et al., 2022; Bae et al., 2023). Trust in a brand acts as the main foundation in building long-term relationships with consumers. When someone believes in a brand, they tend to be more loyal and do not easily switch to competitors (Akoglu et al., 2021; Husain et al., 2022). This happens because trust provides a sense of security that the products or services they use will always meet expectations (Azzahra & Fachira, 2022; Samarah et al., 2022). For example, technology brands like Apple have succeeded in building brand trust by providing consistent, innovative, and high-quality product experiences to their users. Trust in a brand is also greatly influenced by the level of transparency and honesty they demonstrate. Brands that are honest in conveying product information, prices, and company policies tend to be more trusted by consumers. Conversely, brands that often make exaggerated or misleading claims in their advertising can lose customer trust (Tan et al., 2022; Khan & Fatma, 2023).

Price Fairness

Price fairness is a concept related to consumer perceptions of the fairness of a price set by a seller or service provider (Bernarto et al., 2022; Do et al., 2023). In the world of business and economics, price fairness is an important factor that can influence purchasing decisions, customer loyalty, and company image (Konuk, 2023; Hride et al., 2022). Price fairness can be defined as the balance between the price paid by consumers and the value they receive from the product or service (Chubaka Mushagalusa et al., 2022; Samoggia et al., 2021). Consumers tend to feel that a price is fair if the benefits they get are comparable to or even greater than the costs they incur. For example, if someone buys a cellphone at a high price, but the features and quality are very satisfying, then the price is considered fair. However, if the same cellphone has a high price but low quality, consumers will feel that the price is unfair. Price transparency also plays an important role in building perceptions of fairness. Consumers will be more accepting of a price if they know the reasons behind its determination, such as production costs, taxes, or other factors that affect the final price. Therefore, businesses that are open about their pricing strategies tend to gain higher trust from customers (Atuger et al., 2024; Khashan et al., 2024; Prum et al., 2024).

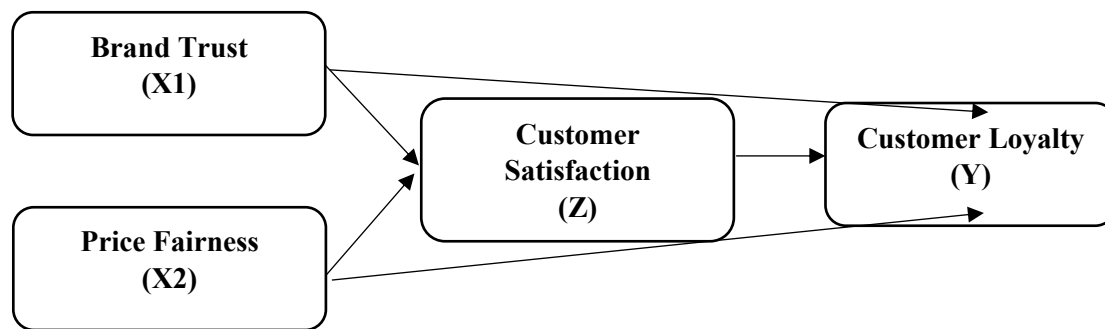


Figure 1. Conceptual Framework

Source: By Researcher (2025)

3. MATERIALS AND METHODS

This type of research is causal associative research. Causal associative research aims to determine the relationship or association between two or more variables. This type of research is usually used to see if there is a relationship, correlation, or influence between the variables studied, and how strong the relationship is (Sugiyono, 2021). The types of data used are primary data and secondary data obtained from questionnaires. The population in the study was all consumers who shopped using Tiktoshop in Medan City, the number of which could not be known with certainty. The sample withdrawal used is accidental sampling. The research sample was taken using the Zikmund formula so that a sample size of 100 respondents was obtained. The distribution of the questionnaire was given using a google form. Data analysis was carried out using structural equation modeling (SEM) techniques with Smart-PLS analysis tools to test the direct and indirect relationships between these variables.

4. RESULTS AND DISCUSSION

a. Outer Model

Convergent Validity

Convergent Validity is an indicator that is assessed based on the correlation between the item score / component score and the construct score, which can be seen from the standardized loading factor which describes the magnitude of the correlation between each measurement item (indicator) and its construct. Individual reflexive measures are said to be high if they correlate > 0.7 with the construct to be measured but the outer loading value between 0.5 - 0.6 is considered sufficient (Hair et al., 2017).

Table 1. Test Results Loading Factor

Variable	Statement Item	Outer Loading	Description
Customer Loyalty (Y)	CL1	0.772	Valid
	CL2	0.731	Valid
	CL3	0.756	Valid
	CL4	0.788	Valid
Custromer Satisfaction (Z)	CS1	0.746	Valid
	CS2	0.738	Valid
	CS3	0.783	Valid
	CS4	0.782	Valid
Brand Trust (X1)	BT1	0.737	Valid
	BT2	0.748	Valid
	BT3	0.792	Valid
	BT4	0.735	Valid
Price Fairness (X2)	PF1	0.766	Valid
	PF2	0.746	Valid
	PF3	0.783	Valid
	PF4	0.742	Valid

Sources: Smart-PLS (2025)

Based on Table 1. above, it is known that there are several statement items that are eliminated because they do not meet the requirements, so that after re-processing the data, all of the statement items above have an outer loading value > 0.7.

Dicsriminant Validity

Discriminant Validity is a measurement model with reflexive indicators assessed based on crossloading measurements with constructs. If the correlation between the construct and the measurement item is greater than the size of the other constructs, it shows that their block size is better than the other blocks. Meanwhile, according to another method for assessing discriminant validity, namely by comparing the squareroot value of average variance extracted (AVE) (Hair et al., 2017).

Table 2. Test Results Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Customer Loyalty	0.879
Customer Satisfaction	0.853
Brand Trust	0.839
Price Fairness	0.873

Sources: Smart-PLS (2025)

Based on Table 2. above, it is known that the AVE (Average Variant Extracted) value of each variable is greater than 0.7. So it can be concluded that the variables or constructs used are valid.

Composite Reliability and Cronbach's Alpha

Composite reliability is an indicator for measuring a construct which can be seen in the latent variable coefficients view. To evaluate composite reliability, there are two measuring tools, namely internal consistency and Cronbach's alpha. In this measurement, if the value achieved is > 0.70, it can be said that the construct has high reliability. Cronbach's Alpha is a reliability test that is carried out to strengthen the results of composite reliability. A variable can be declared reliable if it has a Cronbach's alpha value > 0.70 (Hair et al., 2017).

Table 3. Test Results Cronbach's Alpha & Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability
Customer Loyalty	0.866	0.877
Customer Satisfaction	0.832	0.854
Brand Trust	0.868	0.817
Price Fairness	0.855	0.857

Sources: Smart-PLS (2025)

Based on Table 3. above, it is known that each research variable has a Cronbach's alpha and composite reliability value > 0.70. Based on the results obtained, it can be stated that the variables used in the study are declared reliable.

Fornell-Larcker Criterion

Table 4. Test Results Fornell-Larcker Criterion

	Satisfaction	Customer Experience	Customer Perceived	Service Quality
Customer Loyalty	0.934			
Customer Satisfaction	0.792	0.927		
Brand Trust	0.778	0.762	0.918	
Price Fairness	0.848	0.740	0.787	0.942

Sources: Smart-PLS (2025)

Table 4. above shows that the correlation value of the association construct is higher than the other constructs so that it can be said that the model has good discriminant validity. In this case, the FL Criterion value which has the lowest value is brand trust 0.918 which is greater than other correlations.

b. Inner Model

Inner model analysis is usually also called inner relation or structural model and substantive theory which describes the relationship between latent variables based on substantive theory. Changes in the value of R-square can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect (Hair et al., 2017).

Table 5. Test Results R-Square (R²)

Variabel	R Square (R ²)
Customer Satisfaction	0.684
Customer Loyalty	0.588

Sources: Smart-PLS (2025)

Based on Table 5. above, the R Square value for the customer satisfaction variable is 0.684, this means that the percentage of the influence of brand trust and price fairness on customer satisfaction is 68.4%, while the remaining 31.6% is explained by other variables not examined in this study. Furthermore, the R Square value for the customer loyalty variable is 0.588, this means that the percentage of the influence of brand trust, price fairness and customer satisfaction on customer loyalty is 58.8%, while the remaining 41.2% can be explained by other variables not examined in this study.

c. Hypotesis Test

Direct Effect

Table 6. Test Results Direct Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Deviation Standard (STDEV)</i>	<i>T Statistic (O/STDEV)</i>	<i>P Values</i>
Brand trust -> customer satisfaction	0.247	0.310	0.215	2.779	0.000
Price fairness -> customer satisfaction	0.342	0.473	0.367	3.236	0.000
Brand trust -> customer loyalty	0.277	0.389	0.238	2.271	0.000
Price fairness -> customer loyalty	0.316	0.440	0.321	3.108	0.000
Customer satisfaction -> customer loyalty	0.392	0.485	0.387	3.317	0.000

Sources: Smart-PLS (2025)

Based on Table 6. above, the test results can be used to answer the hypothesis in this study. Hypothesis testing in this study by looking at the coefficient path (original sample), t-statistic value or p-value. With a significance of 5%, the hypothesis can be accepted if the t-statistic > t-table 1.66 (n-k = 100-4 = 96 at 0.5 / 5%) or the p-value < 0.05. Direct effect can be explained as follows:

- X1 to Z: T-Statistic value ($|O/STDEV|$) = 2.779 and P-Values = 0.000 < 0.05, meaning that brand trust directly has a significant effect on customer satisfaction.
- X2 to Z: T-Statistic value ($|O/STDEV|$) = 3.236 and P-Values = 0.000 < 0.05, meaning that price fairness does not directly have a significant effect on customer satisfaction.
- X1 to Y: T-Statistic value ($|O/STDEV|$) = 2.271 and P-Values = 0.000 < 0.05, meaning that brand trust directly has a significant effect on customer loyalty.
- X2 to Y: T-Statistic value ($|O/STDEV|$) = 3.108 and P-Values = 0.000 < 0.05, meaning that price fairness directly has a significant effect on customer loyalty.
- Z to Y: T-Statistic value ($|O/STDEV|$) = 3.317 and P-Values = 0.000 < 0.05, meaning that customer satisfaction directly has a significant effect on customer loyalty.

Indirect Effect

Table 7. Test Results Indirect Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Brand trust -> customer satisfaction -> customer loyalty	0.271	0.228	0.153	2.537	0.000
Price Fairness -> customer satisfaction -> customer loyalty	0.366	0.337	0.272	3.257	0.000

Sources: Smart-PLS (2024)

Based on Table 7. above, it is known that brand trust indirectly has a significant effect on customer loyalty through customer satisfaction with a p-value of $0.000 < 0.05$. Furthermore, it is known that price fairness indirectly has a significant effect on work customer loyalty through customer satisfaction with a p-value of $0.000 < 0.05$.

Total Effect

Table 8. Test Results Total Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Deviation Standard (STDEV)</i>	<i>T Statistic (O/STDEV)</i>	<i>P Values</i>
Brand trust -> customer satisfaction -> customer loyalty	0.374	0.285	0.254	2.553	0.000
Price Fairness -> customer satisfaction -> customer loyalty	0.427	0.338	0.371	2.872	0.000

Sources: Smart-PLS (2025)

Based on Table 8. above, it can be synthesized that the total effect value is as follows:

- The total effect of the direct and indirect brand trust relationship has a significant effect on customer satisfaction through customer loyalty with a T-statistics value (O/STDEV) of 4.173 with p-values of $0.000 < 0.05$.
- The total effect of the direct and indirect price fairness relationship does not have a significant effect on customer satisfaction through customer loyalty with a T-statistics value (O/STDEV) of 1.838 with p-values of $0.000 < 0.05$.

5. CONCLUSION AND SUGGESTION

Based on the results of the research discussion above, it can be concluded that:

- Brand trust directly has a significant effect on customer satisfaction.
- Price fairness does not directly have a significant effect on customer satisfaction.
- Brand trust directly has a significant effect on customer loyalty.
- Price fairness directly has a significant effect on customer loyalty.
- Customer satisfaction directly has a significant effect on customer loyalty.
- Brand trust indirectly has a significant effect on customer loyalty through customer satisfaction.
- Price fairness indirectly has a significant effect on customer loyalty through customer satisfaction.

Based on the above conclusions, the following suggestions can be made:

- Building brand trust on TikTok Shop is essential to give customers confidence when purchasing your products. Make sure to always provide clear and transparent information about your products, including descriptions, ingredients, and benefits. Use customer reviews as social proof to build trust, and be responsive in answering questions or complaints in the comments section or direct messages. Authentic video content that shows real product use can also help build trust. Additionally, offer guarantees such as warranties or easy returns to give buyers a sense of security. The more honest and consistent your brand is, the greater the customer trust.

- b. Price fairness in TikTok Shop is essential to build customer trust and increase loyalty. Sellers should set prices that are transparent, fair, and in accordance with product quality. Avoid prices that are too high without justification or prices that are too low that can raise suspicions about quality. Compare prices with competitors to ensure market fit. Also, provide clear promotions without hidden costs so that buyers feel valued. Honest communication about product prices and benefits will create a positive shopping experience, improve the store's reputation, and encourage customers to shop again.
- c. To increase customer satisfaction on TikTok Shop, sellers need to focus on responsive service, product quality that matches the description, and fast and safe packaging and delivery. Respond to customer questions and complaints in a friendly and solution-oriented manner, so that they feel appreciated. Provide attractive promotions, such as discounts or cashback, to increase loyalty. Creative and informative video content is also important so that customers are more confident before buying. Don't forget, customer reviews are very influential in inviting them to give positive reviews with a satisfying shopping experience. With this strategy, customer satisfaction will increase, encourage repeat orders, and build a good store reputation.
- d. To increase customer loyalty on TikTok Shop, focus on a fun and interactive shopping experience. Use live shopping to build closeness with customers, provide exclusive promos for loyal buyers, and utilize creative content to maintain engagement. Responding quickly to questions and reviews is also important to increase trust. In addition, loyalty programs such as shopping points or special discounts for loyal customers can be an attraction. Consistency in product quality and service will create long-term relationships. With this strategy, customers will not only come back to buy, but also become brand advocates who help businesses grow.

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