ABSTRACT

Indonesia has become one of the countries that has experienced a rapid increase in e-commerce users, this has occurred due to changing patterns in the use of internet access and increasing e-commerce users in Indonesia. The fact is that currently most of the marketing activities and the buying and selling process are carried out via mobile phones, one of the e-commerce service providers is Tiktokshop. In 2012, Tiktok shop users reached 87.9 million, of which 52.6 percent were women and 47.4 percent were male users. Tik Tok users around the world also tend to continue to increase from early 2020 to early 2022, although the numbers experienced a slight decline in the 2020 quarter. Judging by region, the most TikTok users are Asia Pacific (besides China and India), with the number reaching 313 million users in 2021.

This study aims to examine the effect of service quality on customer complaints and customer loyalty for customers of the Tiktok Shop e-commerce website. The method used is quantitative research with a casual approach. The data collection technique was carried out by distributing questionnaires using the Google form and the resulting data were processed using Smart-PLS 3.2.9 and SPSS 25.0 software. As a tool to test the validity and reliability test.

The results of this study indicated that the research questions proved valid and reliable to be used as research measurement tools. The respondent data that must be obtained is as many as 262 respondents.

Keywords: Tik Tok Shop, Customer Complaints, Customer Loyalty, Customer Satisfaction, E-Commerce, Service Quality, SmartPLS