



Impact of Digital Marketing, Service Quality, and Product Innovation on Skintific TikTok Shop Consumers

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Abstract. *This study explores the influence of digital marketing, service quality, and product innovation on customer satisfaction among Skintific skincare consumers on TikTok Shop. Employing a quantitative, explanatory research design, the study used purposive sampling to collect 200 valid responses from consumers who had purchased Skintific products via TikTok Shop. Data were collected through an online questionnaire and analyzed using multiple linear regression with SPSS, preceded by validity, reliability, and classical assumption tests. The results revealed that product innovation had the most significant impact on customer satisfaction ($\beta = 0.589$, $p < 0.001$), followed by service quality ($\beta = 0.343$, $p < 0.001$). However, digital marketing did not have a significant direct effect on customer satisfaction ($\beta = 0.019$, $p = 0.746$). The model explained 86.9% of the variance in customer satisfaction ($R^2 = 0.869$), indicating strong combined effects from the three factors. These findings suggest that post-purchase factors, particularly product innovation and service quality, are more decisive in influencing customer satisfaction than promotional efforts alone. Managerial implications highlight the importance of continuous product development, enhancing service responsiveness and reliability, and integrating digital marketing with value delivery to optimize customer satisfaction. The study contributes to social commerce literature by clarifying the distinct roles of marketing, service quality, and innovation in the context of TikTok Shop, providing both theoretical insights and practical guidance for brand strategy in social commerce platforms. This research adds to the understanding of how businesses can strategically leverage product innovation and service excellence to enhance consumer satisfaction and foster long-term customer loyalty in the competitive social commerce landscape.*

Keywords: *customer satisfaction, digital marketing, product innovation, service quality, TikTok Shop*

1. INTRODUCTION

In recent years, *e-commerce* has experienced significant growth globally and nationally. The acceleration of digital transformation and changes in the lifestyle of modern society have encouraged consumers to increasingly rely on digital platforms to meet various needs. The Statista report cited by Wianti et al. (2021) projects that the value of the global e-commerce market will exceed 6 trillion US dollars by 2024, indicating a fundamental shift in consumer spending behavior. In Indonesia, e-commerce has emerged as one of the fastest-growing sectors within the digital economy ecosystem, particularly since the COVID-19 pandemic, which has served as a catalyst for the accelerated adoption of technology in consumption activities. Findings from a study by Anisa et al. (2022) indicate that the shift in consumer behavior from traditional physical stores to digital platforms represents a sustained structural transformation rather than a temporary trend.

The rapid development of e-commerce has also encouraged digitalization and transformation of marketing strategies in the business world. Companies are now increasingly moving away from conventional marketing approaches and shifting to digital marketing

strategies that are more adaptive to modern consumer behavior. These changes are not solely fueled by technological advancements, but also by the advantages of digital marketing that offer a wider reach of audiences, operational cost efficiency, and the ability to monitor and evaluate campaign effectiveness in real-time. In a study conducted by Sianipar & Djamaludin (2023), it was explained that digital marketing has the power to target consumers more specifically based on behavioral segmentation and preferences analyzed through digital data, so that it can increase the relevance of marketing messages and strengthen customer engagement.

One tangible form of this transformation is the emergence of TikTok as a platform that not only presents entertainment content, but also integrates e-commerce features through TikTok Shop. The platform provides an interactive and visual shopping experience, making it effective in building brand perception in consumers' minds. According to research by Sa'adah et al. (2022), short video-based content combined with the direct purchase feature on TikTok has been proven to increase engagement while driving sales conversions, especially in product categories such as fashion and skincare. TikTok Shop is proof of how digital marketing is not only about delivering information, but also creating an engaging consumer experience and influencing purchasing decisions directly. This integration between creative content and transaction functions shows the evolution of digital marketing towards an increasingly dynamic and participatory direction.

The transformation of digital marketing strategies that are increasingly dynamic, as seen on the TikTok Shop platform, has had an impact on various industry sectors, one of which is the skincare industry. Skincare products are one of the fastest growing categories in the e-commerce sector, driven by increasing consumer awareness and interest in personal care and beauty. According to the Euromonitor International report (2022), the skincare sector in Indonesia recorded stable annual growth, driven by wider digital penetration and ease of access to products through online platforms. Fitri et al. (2021) explain that shifts in consumption patterns within urban communities, combined with the influence of social media and educational content disseminated by beauty influencers, have substantially contributed to the growing interest in skincare products, particularly among active e-commerce users.

The high demand for skincare products is dominated by the younger generation, especially Gen Z and millennials, who tend to be more responsive to product innovations and digital marketing strategies. Consumers of this age group are not only looking for products that are functionally effective, but also those that represent aesthetic, trustworthiness, and sustainability values. According to research by Ramadhan & Rusmaningsih (2022), there is a

tendency for the younger generation to be more loyal to brands that are able to convey emotional and social messages consistently through digital channels. This condition encourages the intensity of competition between local and international skincare brands on digital platforms, who compete to create innovative products and present attractive marketing campaigns to win the hearts of consumers. TikTok Shop is a new arena where these brands shape market perceptions and build relationships with consumers in a closer and interactive way.

Increasingly intense competition in the digital-based skincare industry, particularly through platforms like TikTok Shop, requires companies to not only focus on marketing strategies and product innovation, but also on efforts to maintain customer satisfaction levels. Customer satisfaction is a crucial indicator of the success of digital marketing because it has an impact on loyalty, retention, and word-of-mouth promotion. Susanti et al. (2023) emphasized that satisfied customers tend to make repeat purchases and recommend products to others, thus creating a positive network effect for brand growth. Lesmana et al. (2023) demonstrate that, within the e-commerce context, customer satisfaction is positively correlated with repurchase intention and loyalty, both of which are significantly shaped by the overall quality of the shopping experience.

To achieve an optimal level of customer satisfaction in *e-commerce*, there are several keys that must be considered by business people, especially in the TikTok Shop ecosystem. The first is digital marketing, where creative content, endorsements from influencers, and algorithms that govern content distribution play a huge role in attracting interest and influencing consumer purchasing decisions. Second, service quality is a crucial aspect that includes the speed of seller response, the accuracy of product information, and efficient delivery times. Third, product innovation cannot be ignored, because in a highly competitive market, updates to formulas, packaging, and campaign approaches can provide significant differentiation. In a study conducted by Setianingsih & Aziz (2022), these three factors were proven to have a significant influence on customer satisfaction on digital platforms. However, maintaining customer satisfaction remains a challenge, especially on a highly dynamic platform like TikTok, where consumer expectations change rapidly and the influence of trends is enormous on perceptions of brands.

In this increasingly complex and competitive digital marketing dynamic, the Skintific brand has emerged as one of the skincare brands that has experienced significant growth, especially through the use of the TikTok Shop platform. Skintific is known for actively adopting a digital-based marketing approach by emphasizing educational content,

collaboration with *beauty influencers*, and the use of attractive and informative visuals to build emotional closeness with consumers. This strategy is considered quite innovative because it combines a storytelling approach with direct product promotion in one digital ecosystem. According to research by Nurjanah & Limanda (2024), brands that are able to utilize short video-based social media such as TikTok have a higher chance of forming *brand engagement* and increasing customer satisfaction. Therefore, Skintific is a relevant object of study to be analyzed in more depth in relation to the effectiveness of its digital strategy on consumer perception and satisfaction.

2. LITERATURE REVIEW

E-Commerce Growth and TikTok Shop as a Marketing Ecosystem

The global e-commerce market has been expanding rapidly, driven by digital transformation, increased internet penetration, and shifting consumer preferences. Statista's forecast indicates that the value of global e-commerce transactions will surpass USD 6 trillion in 2024, reflecting a significant structural change in retail dynamics (Wianti et al., 2021). In Indonesia, e-commerce adoption has accelerated due to pandemic-driven lifestyle adjustments, with consumers increasingly relying on online platforms for convenience, price comparison, and wider product access (Anisa et al., 2022).

TikTok Shop exemplifies this evolution by merging entertainment and commerce into a seamless "shoppertainment" experience. Through short-form videos and live streaming, brands can embed product links directly within content, creating an interactive pathway from awareness to conversion (Sa'adah et al., 2022). Unlike traditional e-commerce, TikTok Shop's algorithm promotes content virality and facilitates targeted exposure based on user behavior, making it an effective space for brand storytelling and consumer engagement (Nurjanah & Limanda, 2024).

The skincare industry, in particular, has thrived in this environment. Euromonitor International (2022) reports steady growth in skincare consumption, influenced by increased beauty consciousness, the influence of beauty influencers, and the accessibility of niche and premium products via online channels (Fitri et al., 2021). Within this context, the Skintific brand's success on TikTok Shop can be attributed to its strategic mix of digital marketing, high service quality, and continuous product innovation.

Digital Marketing in Social Commerce Platforms

Definition and Characteristics. Digital marketing refers to the use of online platforms, digital technologies, and data analytics to promote products and engage consumers (Kotler et al., 2021). Its core advantages include precision targeting, cost efficiency, and measurable ROI (Sianipar & Djameluddin, 2023). In the case of TikTok Shop, digital marketing strategies integrate influencer collaborations, hashtag challenges, and algorithm-optimized content dissemination.

TikTok's Influence on Consumer Behavior. Research shows that TikTok's short-video format enhances message retention and emotional resonance, driving higher purchase intent compared to static advertising formats (Sa'adah et al., 2022). For skincare brands, visual demonstrations—such as “before-and-after” transformations—can effectively communicate product benefits. Setianingsih and Aziz (2022) found that TikTok social media marketing significantly influences online purchase interest, especially when content is perceived as authentic and relatable.

Emotional and Social Engagement. Gen Z and millennials, the dominant TikTok demographic, value brands that foster emotional connections and express social responsibility (Ramadhan & Rusmaningsih, 2022). Digital marketing campaigns that incorporate storytelling, social causes, or user-generated content tend to strengthen brand loyalty.

Challenges. While digital marketing increases visibility, its impact on customer satisfaction is not always direct. As found in the current study's regression analysis, digital marketing had a smaller coefficient relative to service quality and product innovation, indicating that while it attracts attention, sustained satisfaction depends on post-purchase experiences.

Service Quality in E-Commerce Environments

SERVQUAL Model and Online Adaptations. Service quality in digital contexts refers to the extent to which an online platform meets or exceeds customer expectations during the purchasing process (Parasuraman et al., 1988). Traditional SERVQUAL dimensions—tangibility, reliability, responsiveness, assurance, and empathy—have been adapted to e-commerce, emphasizing information quality, delivery performance, and customer support responsiveness (Wianti et al., 2021).

Importance in TikTok Shop. On platforms like TikTok Shop, service quality includes rapid seller response to inquiries, accurate and detailed product descriptions, transparent

pricing, and reliable delivery. Harianto and Ellyawati (2023) highlighted that in TikTok Shop transactions, perceived trust and usefulness are significantly mediated by customer satisfaction.

Link to Customer Loyalty. High service quality enhances satisfaction, which in turn fosters loyalty and repeat purchases (Lesmana et al., 2023; Fadli et al., 2023). Mitana and Yuliantari (2024) found that ease of use and service reliability in mobile banking applications had a direct positive effect on user satisfaction, a principle translatable to e-commerce platforms.

Findings in Current Context. The present study's statistical results ($\beta = 0.343$) confirm that service quality significantly influences Skintific consumers' satisfaction on TikTok Shop. Given the competitive nature of skincare e-commerce, maintaining high service standards is critical for brand differentiation.

Product Innovation as a Competitive Advantage

Definition and Dimensions. Product innovation encompasses improvements in product features, formulation, packaging, and associated services that provide superior value to consumers (OECD, 2018). In skincare, innovation may involve introducing scientifically advanced ingredients, eco-friendly packaging, or multifunctional formulas.

Relevance in Skincare E-Commerce. The cosmetics industry is highly trend sensitive. Consumers expect brands to respond swiftly to emerging beauty trends, dermatological research findings, and lifestyle shifts. Joesah (2021) emphasizes that organizational adaptability and innovation during disruptions—such as the COVID-19 pandemic—are crucial for sustaining market relevance.

Influence on Customer Satisfaction. Innovation can directly enhance satisfaction by aligning products with evolving customer needs. Subkhan and Barrygian (2024) observed that innovative service offerings in digital entertainment significantly impacted purchase decisions. In the current study, product innovation recorded the highest influence on satisfaction ($\beta = 0.589$), underscoring its strategic importance for Skintific's competitive positioning.

Integrated Effects on Customer Satisfaction

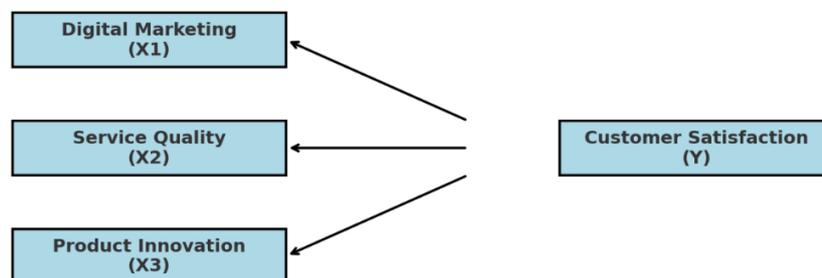
Conceptual Linkages. Customer satisfaction is shaped by pre-purchase expectations (often influenced by digital marketing), transactional experiences (driven by service quality), and post-purchase evaluations (enhanced by product innovation). Susanti et al. (2023) found that word-of-mouth and customer experience positively correlate with repurchase intention.

E-Commerce Contextual Factors. The online skincare market's competitive intensity means consumers can easily switch brands if dissatisfied. Thus, the synergy of effective digital marketing, high service quality, and continuous innovation is essential. The study's model explained 86.9% of the variance in customer satisfaction, indicating that these three factors collectively form a robust predictive framework.

Implications for Skintific. For Skintific, the findings suggest prioritizing product innovation and service excellence while maintaining consistent and targeted digital marketing. Balancing these elements could enhance both customer satisfaction and long-term brand equity.

Research Gap and Relevance

While prior studies have examined digital marketing (Setianingsih & Aziz, 2022), service quality (Wianti et al., 2021), and product innovation (Joesah, 2021) in isolation, limited research integrates these variables in the context of TikTok Shop skincare consumption. Moreover, empirical evidence specific to Indonesian consumers—especially focusing on a single brand like Skintific—remains scarce. This study addresses that gap by providing statistical confirmation of the relative impacts of these factors.



Picture 1. Conceptual Framework: Impact of Digital Marketing, service Quality, and Product Innovation on Customer Satisfaction (Skintific Tiktok Shop)

3. RESEARCH METHODS

Research Design

This study employs a **quantitative, explanatory** research design using a **cross-sectional** online survey to test the effects of **digital marketing (X1), service quality (X2), and product innovation (X3)** on **customer satisfaction (Y)** among Skintific consumers on TikTok Shop. The design allows hypothesis testing with multiple linear regression and classical assumption checks (normality, multicollinearity, and heteroskedasticity) consistent with the analytical approach used in the study's SPSS output.

Population, Sampling Technique, and Sample Size

The target population is **consumers who have purchased Skintific skincare via TikTok Shop**. Given the platform-based nature of the population and the need to capture actual buyers, the study uses **non-probability purposive sampling** with the following inclusion criteria: (a) respondents have a TikTok account; (b) have purchased a Skintific product via TikTok Shop at least once; and (c) are willing to complete the questionnaire in full.

A total of **200 valid responses** were analyzed. Respondent characteristics in the dataset are: **82% female and 18% male**; the dominant age group **26–35 years (46.5%)**; education mostly **SMA/SMK (62.5%)**; and main occupations **private employees (44%)** and **entrepreneurs (27%)**. These proportions reflect the typical demographics of skincare e-commerce buyers and provide adequate statistical power for the planned regression model.

Variables and Operational Definitions

- a. **Digital Marketing (X1)**: Respondents' perceptions of Skintific's digital marketing activities on TikTok/TikTok Shop (e.g., content relevance, influencer endorsements, interactivity, call-to-action clarity).
- b. **Service Quality (X2)**: Perceived quality of the end-to-end TikTok Shop shopping experience for Skintific (seller responsiveness, accuracy of product information, assurance/credibility, delivery timeliness, problem resolution).
- c. **Product Innovation (X3)**: Perceived novelty and usefulness of Skintific's product attributes (formula/ingredients, efficacy, packaging functionality, variety and updates).
- d. **Customer Satisfaction (Y)**: Overall satisfaction with Skintific purchases via TikTok Shop (confirmation of expectations, satisfaction with use, intention to repurchase/recommend as affective consequence).

All constructs were measured using multi-item statements on a **5-point Likert scale** (1 = strongly disagree to 5 = strongly agree).

Instrument Development and Pretesting

The questionnaire was designed from established e-commerce and social commerce indicators (adapted to TikTok Shop context) and refined through expert review for face/content validity. A small pretest (pilot) ensured clarity and timing. The final instrument's item pool for each construct is summarized by the study's validity table (see Data Quality section).

Data Collection Procedure

Data were collected via an online self-administered questionnaire circulated on relevant TikTok/WhatsApp/Instagram channels and buyer communities. To reduce common-method bias, item wording was balanced (positive/neutral phrasing), construct blocks were separated, and respondents were assured there were no right/wrong answers. Participation was voluntary and anonymous.

4. RESULTS AND DISCUSSION

RESULT

Respondent Profile

The majority of respondents in this study were **female** (82%), while **male** respondents comprised 18% of the total 200 participants. The age distribution was dominated by the **26–35 years** group (46.5%), followed by **36–45 years** (27.0%), and **18–25 years** (15.5%). Only 3.0% were under 18 years, and 8.0% were over 45 years. In terms of education, most respondents had completed **SMA/SMK** (62.5%), with smaller proportions holding a **Diploma** (27.5%), **S1 degree** (5.5%), or **SMP** (4.5%).

Occupationally, **private employees** were the largest segment (44%), followed by **entrepreneurs** (27%) and **civil servants (PNS)** (14%). Students and homemakers represented 6.5% and 8.5% of the sample, respectively. In terms of income, more than half of the respondents (51%) earned **Rp 3,000,000–Rp 5,000,000** per month, 25.5% earned **Rp 5,000,000–Rp 10,000,000**, 19% earned **Rp 1,000,000–Rp 3,000,000**, while a small fraction reported incomes below **Rp 1,000,000** (1%) or above **Rp 10,000,000** (3.5%).

Data Quality Testing

The **validity test** results showed that all questionnaire items had **r-count values greater than r-table (0.1381)** and **p-values < 0.05**, confirming convergent validity. Correlation coefficients ranged from 0.723 to 0.941 across all constructs, indicating that each item measured its intended variable accurately.

The **reliability test** revealed high internal consistency, with **Cronbach's alpha** values exceeding 0.90 for all variables: Digital Marketing (0.958), Service Quality (0.936), Product Innovation (0.923), and Customer Satisfaction (0.950). These results demonstrate excellent measurement reliability.

Classical Assumption Testing

The **normality test** using the One-Sample Kolmogorov–Smirnov method yielded an Asymp. Sig. (2-tailed) value of **0.056**, greater than 0.05, indicating that residuals were normally distributed. The **multicollinearity test** showed tolerance values above 0.10 and VIF values below 10 ($X_1 = 5.173$, $X_2 = 7.166$, $X_3 = 9.008$), suggesting no multicollinearity issues. The **heteroskedasticity test** using scatterplot analysis showed a random distribution of points without a clear pattern, confirming the absence of heteroskedasticity.

Multiple Linear Regression Analysis

The regression model estimated the effect of digital marketing (X_1), service quality (X_2), and product innovation (X_3) on customer satisfaction (Y). The unstandardized coefficients were as follows:

- a. Digital Marketing (X_1): **B = 0.015**, $\beta = 0.019$
- b. Service Quality (X_2): **B = 0.355**, $\beta = 0.343$
- c. Product Innovation (X_3): **B = 0.528**, $\beta = 0.589$

These results indicate that product innovation had the strongest effect on customer satisfaction, followed by service quality, while digital marketing showed only a minimal effect.

Hypothesis Testing

Partial Test (t-test)

The **t-test** results revealed that:

- a. Digital Marketing had **t = 0.324**, $p = 0.746$ (> 0.05), indicating no significant effect on customer satisfaction.
- b. Service Quality had **t = 4.954**, $p < 0.001$, indicating a significant positive effect.
- c. Product Innovation had **t = 7.582**, $p < 0.001$, indicating a significant positive effect.

Simultaneous Test (F-test)

The **F-test** produced **F = 432.854**, $p < 0.001$, showing that digital marketing, service quality, and product innovation collectively had a significant effect on customer satisfaction.

Coefficient of Determination (R^2)

The model's **R^2 value was 0.869**, meaning that 86.9% of the variation in customer satisfaction can be explained by the three independent variables, while the remaining 13.1% is attributed to other factors outside the model.

Summary of Findings

The findings suggest that, for Skintific TikTok Shop consumers, **product innovation** is the most influential factor in shaping customer satisfaction, followed by **service quality**. While **digital marketing** may play an important role in attracting attention and driving initial purchase, its direct influence on satisfaction appears minimal when compared to post-purchase experience factors.

DISCUSSION

The aim of this study was to examine the effects of **digital marketing**, **service quality**, and **product innovation** on **customer satisfaction** among Skintific skincare consumers on TikTok Shop. The results reveal that **product innovation** and **service quality** significantly influence customer satisfaction, while **digital marketing** does not have a significant direct effect when considered alongside the other variables.

Digital Marketing and Customer Satisfaction

Although digital marketing (X1) was expected to positively influence customer satisfaction (H1), the analysis indicates that its effect is statistically **insignificant** ($\beta = 0.019$, $p = 0.746$). This finding suggests that while Skintific's TikTok marketing strategies may effectively raise brand awareness and generate purchase intent, they do not necessarily translate into higher satisfaction after purchase.

This result aligns with prior research by Sianipar and Djameluddin (2023), which found that digital marketing is more strongly related to pre-purchase decisions than to post-purchase evaluations. TikTok's short-form content and influencer endorsements may enhance **emotional engagement** (Ramadhan & Rusmaningsih, 2022), but satisfaction depends more heavily on product performance and service experience (Lesmana et al., 2023).

For Skintific, this implies that **digital marketing alone cannot sustain customer satisfaction**—instead, it must be integrated with high-quality post-purchase experiences and continuous product improvement.

Service Quality as a Key Driver of Satisfaction

Service quality (X2) emerged as a **significant** predictor of satisfaction ($\beta = 0.343$, $p < 0.001$), supporting H2. This confirms that **responsiveness, accuracy of product information, reliable delivery, and after-sales support** are essential in the TikTok Shop context.

This finding is consistent with the SERVQUAL-based studies of Wianti et al. (2021) and Harianto and Ellyawati (2023), which highlight that service reliability and responsiveness

strongly influence customer satisfaction and loyalty in digital commerce. In platforms where buyer–seller interactions are mediated by chat functions and live streaming; prompt and informative responses can strengthen trust and reduce perceived purchase risk.

For Skintific, maintaining **fast response times**, **transparent product details**, and **smooth delivery logistics** should be a strategic priority. Improving these aspects not only increases satisfaction but can foster **repeat purchases** and **positive word-of-mouth** (Susanti et al., 2023).

Product Innovation as the Strongest Influence

Product innovation (X3) demonstrated the **largest standardized effect** on satisfaction ($\beta = 0.589$, $p < 0.001$), confirming H3. This underscores the competitive importance of regularly introducing **new or improved formulations, packaging, and product features** that meet evolving consumer needs.

The skincare industry is highly trend-sensitive, with customers—particularly Gen Z and millennials—seeking novelty and efficacy (Fitri et al., 2021). Our results align with the conclusions of Joesah (2021) and Subkhan and Barrygian (2024), who found that innovation directly boosts perceived value and satisfaction in consumer goods sectors.

For Skintific, **innovation is not optional**—it is the brand’s core driver of satisfaction. This includes scientific R&D, sustainable and eco-friendly packaging, and campaigns that highlight unique product benefits.

Joint Effects and Model Strength

The F-test confirms that all three predictors jointly influence satisfaction ($F = 432.854$, $p < 0.001$), supporting H4. The model’s $R^2 = 0.869$ indicates that the combination of marketing, service, and innovation explains nearly **87% of the variance** in satisfaction. This is a strong explanatory power compared to similar e-commerce studies (Setianingsih & Aziz, 2022; Lesmana et al., 2023).

This finding reinforces the notion that **customer satisfaction is multi-dimensional**, shaped by pre-purchase, transactional, and post-purchase factors. While product innovation and service quality dominate in this model, digital marketing remains important as a funnel entry point—its indirect role may be more visible in long-term brand equity or purchase frequency, rather than in immediate satisfaction scores.

Theoretical Implications

From a theoretical perspective, these findings contribute to **social commerce literature** by integrating **TikTok-specific marketing dynamics** into established e-commerce satisfaction models. The results confirm the **service–product nexus** as central to satisfaction (Parasuraman et al., 1988), but highlight that in fast-moving consumer goods categories, **innovation intensity** can outweigh traditional service dimensions in driving positive consumer evaluations.

Additionally, the non-significant direct effect of digital marketing challenges assumptions that online promotional activities always yield immediate satisfaction. It suggests a need for **mediated models** where marketing effects are transmitted through **brand trust**, **perceived value**, or **engagement quality** (Nurjanah & Limanda, 2024).

Managerial Implications

For Skintific and similar skincare brands on TikTok Shop, the following strategies are recommended:

- a. **Prioritize innovation cycles** – Maintain a pipeline of new products and limited-edition variants to match emerging skincare trends and consumer preferences.
- b. **Enhance service touchpoints** – Train customer service teams to respond rapidly and accurately, and partner with reliable logistics providers to ensure timely delivery.
- c. **Integrate marketing with experience** – Use digital marketing not only for awareness but also to educate on product use, demonstrate authenticity, and reinforce brand credibility post-purchase.
- d. **Leverage TikTok analytics** – Use engagement metrics to refine content targeting and identify consumer pain points that can be addressed in both service and innovation strategies.

Limitations and Future Research

This study's scope is limited to Skintific consumers on TikTok Shop, which may constrain generalizability to other brands or platforms. Data were collected via **self-report surveys**, potentially introducing bias. Future studies could adopt **longitudinal designs** to examine how marketing efforts influence satisfaction over time, or test **mediating and moderating variables** such as brand trust, user-generated content engagement, or consumer innovativeness.

5. CONCLUSION AND RECOMMENDATIONS

CONCLUSION

This study examined the influence of **digital marketing, service quality, and product innovation** on **customer satisfaction** among Skintific skincare consumers on TikTok Shop.

Based on the statistical analysis, the following conclusions can be drawn:

- a. **Product innovation is the most influential factor** in determining customer satisfaction, with the highest standardized beta coefficient ($\beta = 0.589$, $p < 0.001$). This finding underscores the importance of continuous product development in the skincare industry, particularly in highly competitive digital marketplaces such as TikTok Shop.
- b. **Service quality significantly affects customer satisfaction** ($\beta = 0.343$, $p < 0.001$). Key service dimensions—responsiveness, reliability, and accuracy of information—are critical in building trust and ensuring positive post-purchase experiences.
- c. **Digital marketing does not have a significant direct effect** on customer satisfaction ($\beta = 0.019$, $p = 0.746$) when considered alongside service quality and product innovation. While it remains essential for brand awareness and engagement, its impact on satisfaction may be indirect, mediated by other variables such as brand trust or perceived value.
- d. Collectively, **digital marketing, service quality, and product innovation explain 86.9% of the variance in customer satisfaction** ($R^2 = 0.869$), demonstrating a strong combined influence and supporting the integrated model.

These results indicate that **post-purchase experience factors (innovation and service quality)** are more decisive for satisfaction than promotional efforts alone in the TikTok Shop skincare market.

RECOMMENDATIONS

For Business Practice

1. **Strengthen Product Innovation**
 - a. Continuously invest in R&D to launch new formulations, improve product efficacy, and explore eco-friendly packaging.
 - b. Respond quickly to emerging skincare trends and consumer demands, ensuring that product updates are communicated clearly in marketing campaigns.

2. **Enhance Service Quality in TikTok Shop Transactions**
 - a. Train customer service representatives to provide fast, accurate, and friendly responses through TikTok Shop's chat feature.
 - b. Partner with reliable logistics services to ensure on-time deliveries and transparent tracking systems.
 - c. Maintain consistent and accurate product descriptions, images, and usage instructions to reduce post-purchase dissatisfaction.
3. **Integrate Digital Marketing with Value Delivery**
 - a. Use TikTok content not only to attract customers but also to educate them on product use, skincare routines, and brand values.
 - b. Leverage live streaming sessions to demonstrate products in real time, address customer questions, and build authenticity.

For Policy and Strategy

1. **Brand Positioning**

Position Skintific as an innovative and customer-centric brand by highlighting both product uniqueness and service excellence in campaigns.

2. **Data-Driven Decisions**

Utilize TikTok analytics to monitor engagement, identify service pain points, and track product performance in real time.

3. **Customer Retention Programs**

Introduce loyalty rewards, exclusive previews for new products, and personalized offers for repeat customers to reinforce satisfaction and retention.

For Future Research

1. **Explore Mediating/Moderating Variables**

Investigate the role of brand trust, perceived value, or customer engagement as mediators between digital marketing and satisfaction.

2. **Platform Comparison**

Compare satisfaction drivers between TikTok Shop and other e-commerce platforms to understand platform-specific dynamics.

3. **Longitudinal Studies**

Examine how satisfaction evolves over time, particularly after repeated purchase cycles, to capture long-term brand relationships.

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