



EXPLORING THE IMPACT OF CUSTOMER EXPERIENCE AND PERCEIVED ENJOYMENT ON CUSTOMER LOYALTY: THE MEDIATING ROLE OF TRUST IN TIKTOKSHOP

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Abstract

Customer loyalty is crucial for a company's long-term success, particularly in competitive e-commerce. This study examines the impact of customer experience and perceived enjoyment on customer loyalty, with trust as a mediator, in the TikTok Shop context. Using a quantitative approach, data were collected from 150 TikTok Shop users who completed at least three transactions. SEM-PLS analysis shows that perceived enjoyment has a stronger direct effect on trust and loyalty than customer experience. The model explains 71.4% of trust variance and 62.1% of customer loyalty variance. The findings highlight the need for e-commerce businesses to enhance retention by ensuring seamless, enjoyable interactions and fostering trust through transparency, reliability, and engaging features. This study underscores the importance of integrating customer experience with trust-building strategies in social commerce.

Keywords: customer loyalty; customer experience; trust; perceived enjoyment

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INTRODUCTION

Customer loyalty is essential for a firm's profitability and longevity in today's highly competitive market. In the e-commerce sector, where transactions often involve uncertainty, trust has been recognized as a crucial factor in fostering loyalty (Ribbink et al., 2004)(Hossain et al., 2024). Customer loyalty plays a crucial part in providing consumer-oriented products and services (Novitasari et al., 2024). Customer loyalty serves as the fundamental basis for continuous competitive excellence (Hidayat, 2021). Customers are more likely to remain loyal to a platform when they perceive it as reliable and transparent (Hossain et al., 2024)(J. Kim & Yum, 2024)(Rane et al., 2023). Therefore, understanding the relationship between trust, customer experience, and perceived enjoyment is vital for businesses aiming to retain customers in the digital marketplace (Padigar et al., 2024)(Sang & Cuong, 2025). This study aims to evaluate the impact of customer experience and

perceived enjoyment on customer loyalty, with trust as a mediating factor. Previous research suggests that the ease of use and functionality of e-commerce platforms significantly contribute to consumer satisfaction and trust, which, in turn, lead to greater customer loyalty. The usability of a platform, including its navigation, payment security, and transaction efficiency, plays a crucial role in shaping customer perception and trust in e-commerce environments (George Caleb Oguta, 2024)(Rashid & Ahsan, 2024)(Judijanto et al., 2023)(Lăzăroiu et al., 2020). A positive customer experience and a sense of enjoyment while using a platform can enhance consumer confidence and strengthen their commitment (Ribbink et al., 2004)(R. E. Anderson & Srinivasan, 2003). One of the marketing concepts that can be utilized to influence consumer emotions is customer experience (Purnama, 2020).

Enjoyment in this context refers to the pleasure or gratification customers derive from interacting with the platform. When users find an e-commerce platform engaging and enjoyable, they are more likely to return for future purchases. However, the specific mechanisms through which these factors interact and influence customer loyalty remain insufficiently explored, necessitating further research. The findings of this study indicate that both customer experience and perceived enjoyment significantly impact customer loyalty, with trust serving as a key mediator (R. E. Anderson & Srinivasan, 2003)) (Dash & Saji, 2008)). Trust strengthens the relationship between enjoyment and loyalty by ensuring that customers feel secure and valued. When customers trust a platform, they are more inclined to make repeat purchases, leave positive reviews, and recommend the platform to others.

The rapid advancement of technology and the widespread adoption of digital platforms have transformed how businesses engage with consumers (Chowdhury, 2024)(Mustafa Ayobami Raji et al., 2024). Social commerce has become an integral part of the online shopping experience, allowing businesses to interact directly with customers(Tao et al., 2024). Among these platforms, TikTok Shop has emerged as a key player by integrating social media engagement with seamless shopping experiences. The combination of entertainment and commerce has redefined how consumers discover, evaluate, and purchase products (Bray, 2024). In this dynamic environment, customer loyalty is increasingly recognized as a vital determinant of long-term success for businesses operating on TikTok Shop (Hariyanto & Salim, 2024). The platform's unique features, such as live shopping, short-form video promotions, and influencer collaborations, contribute to customer engagement and trust. However, to ensure sustainable loyalty, businesses must focus on enhancing customer experience and perceived enjoyment while strengthening trust through consistent service quality and transparency. This study highlights the role of trust as a bridge between customer experience, perceived enjoyment, and loyalty. Trust in e-commerce extends beyond transaction security and data privacy; it also encompasses the consistency of user experience, transparency in product policies, and the reliability of services. The desire to use the program was based on whether the platform was beneficial, easy to use, and provided a secure environment for accessing new technology (Kurniasari & Gunardi, 2023).

Customers who perceive an e-commerce platform as trustworthy are more likely to engage in repeat transactions and develop a long-term relationship with the brand (Hossain et al., 2024)(Aslam et al., 2020). Moreover, trust building efforts should include clear return policies, prompt customer service, and accurate product descriptions (Rane et al., 2023)(H.-W. Kim et al., 2004). New products or services that surpass consumer expectations strengthen customer loyalty, thereby positively impacting business marketing performance (Sundari et al., 2025). Transparency in advertising, secure payment systems, and customer feedback mechanisms can further reinforce consumer confidence. By addressing these aspects, businesses can create a more reliable and enjoyable shopping environment that fosters long term customer relationships. By highlighting the interplay between customer experience, perceived enjoyment, and trust, this study provides valuable insights for e-commerce businesses. Platforms like TikTok Shop should prioritize user-friendly interfaces, engaging content, and secure transactions to enhance customer satisfaction. Additionally, fostering interactive and personalized shopping experiences can lead to stronger emotional connections between consumers and brands. Ultimately, businesses that effectively integrate trust building strategies with engaging customer experiences will gain a competitive edge in the rapidly growing social commerce market. As digital platforms continue to evolve, understanding the key drivers of customer loyalty will be essential for businesses seeking long-term success in the ever-changing e-commerce landscape.

In an increasingly competitive business landscape, companies are no longer competing solely based on products or services but are increasingly prioritizing customer-centric strategies (Čavlin et al., 2024). These strategies underscore the importance of customer experience and perceived enjoyment, which have become key determinants in shaping customer loyalty within the TikTok Shop ecosystem. TikTok Shop functions not only as an e-commerce platform but also integrates elements of entertainment, social interaction, and personalized shopping experiences, all of which contribute to an engaging and enjoyable customer journey. Customer experience in TikTokShop encompasses the entirety of user interactions, including ease of navigation, aesthetic appeal, and the efficiency of available features. Given TikTok's interactive and video-based nature, delivering an exceptional customer experience is no longer an option but a necessity for businesses seeking to retain customers. A positive customer experience directly influences trust and loyalty (Yum & Kim, 2024). For instance, in the mobile banking sector, enhanced user experience has been shown to increase consumer trust (Winata et al., 2024). Similarly, within e-commerce, well-designed applications and high-quality customer service foster trust, which in turn strengthens customer loyalty (Yusiana et al., 2023). Loyalty can also be measured through components such as attitude, belief, emotion, and willingness to make a purchase (Nurjanah & Juanim, 2020).

Beyond customer experience, the concept of perceived enjoyment also plays a pivotal role in building customer trust and loyalty. Perceived enjoyment refers to the extent to which users derive pleasure and enjoyment from using a platform, beyond its utilitarian benefits (Van Der Heijden, 2004). Previous studies have identified several key dimensions of perceived enjoyment, including hedonic value, sense of control, interactivity and engagement, aesthetic appeal, and positive feedback and social influence (Hsu & Lu, 2004)(Sanchez-Franco, 2010). In the context of TikTok Shop, hedonic value arises from a shopping experience that is intertwined with entertainment, such as watching short videos and participating in interactive live shopping sessions. The sense of control is enhanced when users can seamlessly navigate the platform, personalize their product preferences, or access a streamlined checkout process. Interactivity and engagement are fostered through real-time comments, interactions with sellers, and AI-driven recommendation systems that make the shopping experience more immersive. Additionally, aesthetic appeal, reflected in the platform's dynamic visual design, enhances user satisfaction. Lastly, positive feedback and social influence can be observed through customer testimonials, video reviews, and influencer endorsements, which reinforce trust in TikTok Shop's products and services (Lin & Nuangjamnong, 2022)(Azzahra et al., 2024). Therefore, this study aims to further clarify the dimensions of perceived enjoyment by incorporating concrete psychological measurements, such as sense of control, positive feedback, and emotional engagement with TikTok Shop's features. A more precise approach to assessing perceived enjoyment will provide deeper insights into how an enjoyable user experience can sustainably enhance customer trust and loyalty.

Companies should prioritize enhancing customer experiences to foster trust, which is a crucial determinant of consumer loyalty. This approach is particularly effective in highly competitive sectors such as digital payments and e-commerce (Chandra et al., 2023); Yusiana et al., 2023) While trust is widely recognized as a key mediator in the relationship between customer experience and loyalty, some studies suggest that a direct relationship can exist even in the absence of trust. This implies that other variables may also play a significant role in shaping consumer loyalty dynamics (Sumarmi & Wijayanti, 2023). Research indicates that a positive customer experience can enhance consumer satisfaction and engagement, ultimately leading to stronger loyalty. TikTok Shop achieves this by offering seamless shopping flows, engaging live streaming sessions, and interactive product displays that capture users' attention and sustain their interest. These elements create an immersive shopping journey that goes beyond traditional e-commerce platforms. In addition to customer experience, perceived enjoyment plays a crucial role in shaping consumer loyalty within TikTok Shop. Perceived enjoyment refers to the intrinsic pleasure users derive from interacting with a product or service, extending beyond its mere functional benefits (Van der Heijden, 2004). This concept emphasizes the emotional gratification users experience during platform interactions, making engagement more compelling and memorable.

Several features contribute to perceived enjoyment in TikTok Shop, including entertaining live streaming, influencer collaborations, and gamified shopping experiences. These elements transform online shopping from a routine transaction into an engaging, interactive activity that sustains user involvement and encourages repeat purchases. Studies have shown that consumers who experience high levels of enjoyment while using an e-commerce platform are more likely to develop stronger loyalty, even in the absence of trust as a mediator (Sumarmi & Wijayanti, 2023). This study reinforces the role of trust as a key mediator in fostering customer loyalty. However, it also acknowledges existing evidence suggesting that direct links between customer experience and loyalty can emerge, even without trust as an intermediary. This opens up possibilities for exploring other factors that may independently connect customer experience to loyalty, warranting further investigation into alternative mediators in e-commerce environments. One such factor is perceived value, which encompasses both utilitarian and hedonic aspects. Utilitarian value refers to the practical benefits customers derive from using a platform, such as time savings, product affordability, and ease of navigation. In contrast, hedonic value relates to the emotional gratification users experience, such as entertainment and social interaction. Research has shown that customers who perceive high value in an e-commerce platform are more likely to develop strong attachment and loyalty, even if trust is not explicitly established (Yang, 2022)(Jia et al., 2022). Another significant factor is customer engagement, which refers to the level of involvement, interaction, and participation of users within a platform. Engagement can manifest through actions such as commenting on product reviews, sharing purchases on social media, or actively interacting with live-streaming sessions. High levels of engagement create a sense of belonging and investment in the platform, making users more likely to return. Studies indicate that engaged customers are more likely to exhibit loyalty behaviors, including repeat purchases and brand advocacy, even when their trust in the platform is still developing (Hollebeek et al., 2021).

Brand attachment and emotional connection also play a crucial role in bridging customer experience and loyalty (M. W. Li et al., 2020)(Ugalde et al., 2024). When customers form emotional bonds with a brand, their purchasing behavior becomes less transactional and more relational. TikTok Shop leverages this by integrating influencer marketing, where users feel a personal connection with sellers and content creators. This attachment fosters repeat purchases and long-term loyalty, even in cases where traditional trust-building mechanisms, such as verified seller badges or product warranties, are not present (Japutra et al., 2021). Additionally, social influence and community dynamics contribute to loyalty formation beyond trust. The presence of an active user community, peer recommendations, and influencer endorsements all serve to reinforce a customer's decision to continue engaging with the platform. Social proof, such as positive user-generated content and viral product reviews, can substitute for direct trust by signaling reliability and desirability. Research suggests that customers who perceive strong community engagement are more likely to remain loyal, even when they have concerns about transactional risks (Molinillo et al., 2020)(Bhandari et al., 2024).

Gamification and reward systems are also effective in strengthening customer loyalty independently of trust. Many e-commerce platforms, including TikTok Shop, incorporate elements such as points-based rewards, flash sales, and interactive challenges that incentivize continued usage. These mechanisms enhance perceived enjoyment and create habitual usage patterns, leading to increased customer retention. Research shows that gamification elements can significantly impact customer motivation and encourage repeat purchases, even when traditional trust mechanisms are weak (Macey et al., 2024). In conclusion, while trust remains a vital mediator in the relationship between customer experience and loyalty, several alternative factors can also play a significant role. Perceived value, engagement, brand attachment, social influence, and gamification each contribute to fostering loyalty, often working in tandem with or independently of trust. Future research should explore the interplay between these factors to develop a more comprehensive understanding of consumer behavior in digital commerce ecosystems.

Trust, as a psychological construct, plays a crucial mediating role in the relationship between customer experience, perceived enjoyment, and customer loyalty within the TikTok Shop ecosystem. Online security influences consumers' perceived level of trust by providing a greater sense of benefit (Wijaya et al., 2020). Customers rely on trust to ensure that the platform is reliable, that the products are authentic, and that transactions are secure (Rannia & Syarief, 2025). Without trust, even the most engaging customer experience and perceived enjoyment may fail to translate into long-term consumer loyalty (Magdalena et al., 2024).

Marketing research has developed several theories regarding the fundamental principles of relationship marketing, including trust, fairness, benevolence, empathy, commitment, conflict resolution, communication, and competence (Juju & Supriadi, 2024). TikTok Shop fosters trust by implementing transparent seller ratings, verified customer reviews, and secure payment mechanisms, all of which contribute to consumer confidence in the platform. Beyond platform security, trust in TikTok Shop is also shaped by its social commerce features, where influencer credibility and peer recommendations play a significant role. Research suggests that consumers place substantial trust in influencers who demonstrate consistency, authenticity, and expertise in their product endorsements (Pal, 2023). This form of trust is distinct from platform trust, as it is dynamic and can fluctuate depending on an influencer's reputation, audience perception, and past promotional activities. As a result, the effectiveness of influencer marketing in driving customer loyalty depends not only on engagement levels but also on how consumers perceive the trustworthiness of influencers over time. Additionally, transactional security is another critical factor that affects trust within TikTok Shop. Customers are more likely to remain loyal if they feel confident that their personal and financial information is protected. Research highlights that platforms that implement robust security measures such as encrypted transactions, buyer protection policies, and clear return/refund mechanisms foster stronger consumer trust, even in cases where direct seller interactions are limited (M. Anderson, 2025). Consumer trust is assessed based on brand credibility, which refers to the extent to which consumers rely on the brand's ability to fulfill its intended function (Balaw & Susan, 2022). However, consumer perceptions of security can evolve based on external factors such as reported fraud cases, changes in platform policies, or even competitor advancements in security technology.

Moreover, trust does not function in isolation rather it interacts with other psychological and emotional factors that shape consumer behavior (Hadi et al., 2024) (Itzchakov & Wheeler, 2024). For instance, perceived enjoyment the pleasure derived from engaging with TikTok Shop's features can enhance trust when customers associate their positive experiences with reliability and consistency. A seamless, entertaining, and personalized shopping experience can reinforce subconscious trust, even before customers consciously evaluate the platform's credibility. This underscores the importance of integrating gamification, interactive shopping tools, and AI-driven recommendations to strengthen both perceived enjoyment and trust. Despite the established importance of trust as a mediator, existing literature often lacks a nuanced discussion on how trust evolves across different customer touchpoints and contexts. The level of trust required for an initial purchase may differ from that needed for repeat transactions or higher value purchases (Ko & Ho, 2024). Furthermore, customer trust can be influenced by external events such as cybersecurity breaches, regulatory changes, or viral consumer complaints. Understanding these variations is essential for developing a more comprehensive framework for trust in e-commerce environments. Therefore, while current research correctly emphasizes trust as a key mediator in the TikTok Shop experience, further studies are needed to examine its dynamic nature in different interaction contexts. Future research should explore how trust in influencers, transactional security, and social proof mechanisms evolve over time and how these factors jointly influence consumer loyalty. Given the increasing reliance on platforms like TikTok Shop for e-commerce, such studies would provide valuable insights into optimizing trust-building strategies and sustaining long-term customer engagement. Failure to meet customer expectations on TikTok Shop can lead to decreased loyalty and a loss of competitive advantage for vendors. This highlights the critical need for businesses to understand the interconnected roles of customer experience, perceived enjoyment, and trust within the TikTok Shop ecosystem. While existing research has provided valuable insights into these individual components, a more integrated approach is necessary to fully comprehend their collective impact on consumer loyalty. Addressing this gap is essential for developing effective strategies that enhance customer retention and strengthen brand engagement on the platform.

The mediating role of trust is particularly crucial in today's digital landscape, where concerns over data privacy and increased consumer awareness shape purchasing decisions. Trust on TikTok Shop extends beyond traditional transactional security; it is deeply influenced by interactive features such as influencer endorsements, live-stream shopping events, and real-time customer feedback. User trust in online shopping can be established when the system is reliable and maintains a strong reputation (R. A. Putri & Jumhur, 2019).

Consumers seek reassurance not only in product authenticity but also in ethical business practices, secure payment processes, and reliable seller commitments (Scharfenberg, 2024). This dynamic trust-building process necessitates a deeper examination of how positive customer experiences and enjoyable interactions translate into long-term consumer loyalty. Understanding these relationships has significant implications for sellers aiming to refine their digital marketing strategies. By identifying the mechanisms that influence customer experience and perceived enjoyment, businesses can develop more targeted approaches that align with evolving consumer expectations. A well-designed TikTok Shop experience one that integrates engaging shopping flows, interactive product displays, and gamified elements can foster both emotional and behavioral commitment from customers (Nugraha & Otok, 2025).

This strategic alignment not only strengthens loyalty but also enhances a brand's competitive advantage in an increasingly saturated digital marketplace. Despite the importance of these factors, existing studies often analyze them in isolation, without sufficiently exploring their interdependence. Specifically, there is a lack of depth research on how perceived enjoyment directly influences trust and, in turn, strengthens customer loyalty. In the unique context of TikTok Shop, where entertainment and commerce merge, perceived enjoyment may serve as an initial trigger that enhances trust particularly when reinforced by social proof mechanisms such as peer recommendations and influencer credibility. Further investigation is needed to determine the extent to which enjoyable experiences can independently drive consumer trust and retention. Moreover, while trust is widely recognized as a key mediator in e-commerce, its role in the social commerce environment of TikTok Shop remains underexplored (XinChen, 2016). Unlike traditional e-commerce platforms where trust is primarily built through platform security and seller transparency, TikTok Shop operates within a dynamic social framework where trust is co-created through community engagement. This raises important questions about how trust evolves over time and whether its influence differs based on factors such as customer familiarity with the platform, their engagement with influencers, or their past shopping experiences. Finally, examining the impact of customer experience and perceived enjoyment on loyalty through the lens of trust offers a multidimensional perspective on consumer behavior. This study seeks to bridge existing gaps by integrating these constructs into a comprehensive framework that captures the complexity of TikTok Shop's social commerce environment. By doing so, it aims to provide actionable insights that enable retailers to build more meaningful and long-lasting customer relationships in an increasingly digitalized and experience-driven marketplace.

Existing research on customer loyalty in e-commerce has extensively examined the roles of customer experience, perceived enjoyment, and trust as separate constructs. Studies have established that a positive customer experience enhances satisfaction, which in turn fosters trust and loyalty (Yusiana et al., 2023). Additionally, perceived enjoyment has been identified as a key driver of engagement in digital platforms, reinforcing consumer attachment to online shopping experiences (Hsu & Lu, 2004). However, despite these valuable insights, prior studies have not sufficiently explored the integrated interplay between these factors within the unique environment of TikTok Shop, where interactive social commerce mechanisms such as influencer-driven promotions and live-stream shopping create a distinct consumer experience. This study seeks to bridge this research gap by examining the causal relationships between customer experience, perceived enjoyment, and trust, with a particular focus on their collective impact on customer loyalty.

One key gap in existing literature is the lack of a structured explanation of how perceived enjoyment directly influences trust and how this trust subsequently mediates the relationship between customer experience and loyalty. Traditional e-commerce research tends to treat perceived enjoyment as an independent variable affecting loyalty, without sufficiently investigating its role as a precursor to trust formation (Van der Heijden, 2004; Sánchez-Franco, 2010). In the context of TikTok Shop, where enjoyment arises from gamified shopping experiences, real-time social interaction, and immersive video-based engagement, it is necessary to examine whether this enjoyment contributes to trust by fostering a sense of authenticity and transparency in seller-buyer relationships. This study introduces a novel perspective by hypothesizing that perceived enjoyment can serve as a psychological catalyst that enhances trust before directly influencing loyalty. Furthermore, prior studies often examine trust in e-commerce through a transactional lens, focusing on security, privacy, and platform reliability as primary determinants (Gefen et al., 2003). While these elements are undoubtedly critical, they do not fully capture the unique trust-building mechanisms in social commerce platforms like TikTok Shop. Here,

trust is shaped not only by traditional security concerns but also by peer recommendations, influencer credibility, and interactive shopping experiences that facilitate real-time feedback and validation.

This study fills a critical research gap by investigating how social proof mechanisms such as influencer endorsements and community engagement mediate the formation of trust within TikTok Shop. Unlike conventional online marketplaces, where consumers rely on static product descriptions and reviews, TikTok Shop enables dynamic, trust-enhancing interactions that require further academic exploration. Moreover, while previous studies have explored the role of trust as a mediator between customer experience and loyalty, they have not adequately addressed how trust functions in varying customer interaction contexts (Pal, 2023). For instance, does trust have a different impact on new versus returning customers? How does the strength of trust change when consumers interact directly with influencers versus with anonymous sellers? These are crucial questions that remain underexplored in e-commerce research. This study aims to address these gaps by providing a more detailed analysis of how trust evolves across different customer journey stages within TikTok Shop. By integrating customer experience, perceived enjoyment, and trust into a single framework, this research presents a novel approach to understanding consumer loyalty in social commerce. It moves beyond isolated factor analysis and instead examines the dynamic and interdependent relationships that shape consumer behavior on interactive platforms. The findings will offer both theoretical and practical contributions, helping businesses develop strategies that not only enhance user engagement but also strengthen long-term consumer trust and retention. Thus, the novelty of this research lies in its emphasis on the psychological and social interplay between perceived enjoyment and trust, the unique mechanisms of trust formation in social commerce, and the evolving role of trust across different customer touchpoints in TikTok Shop. By addressing these underexplored areas, this study provides new insights that extend beyond traditional e-commerce frameworks and contribute to a more comprehensive understanding of loyalty-building strategies in the digital era.

METHOD

The primary objective of this research is to examine the relationships between customer experience and perceived enjoyment, as well as their impact on customer loyalty, with trust acting as a mediating variable. The population of this study consists of consumers who have made purchases on TikTok Shop. The sample size is determined based on the minimum requirements for PLS-SEM analysis, ensuring statistical power and representativeness. Respondents are selected using purposive sampling, with the primary criterion being a history of at least three completed transactions on TikTok Shop. This criterion is used to ensure that participants have substantial experience with the platform, allowing them to provide informed responses regarding trust and loyalty. A total of 150 respondents were included in the final sample, ensuring adequate representation for statistical analysis. Data is collected through an online survey, which includes structured questions measuring customer experience, perceived enjoyment, trust, and customer loyalty. The collected responses are analyzed using Structural Equation Modeling-Partial Least Squares (PLS-SEM) with SmartPLS 3.0-10. PLS-SEM is selected for its ability to model complex relationships between latent variables, handle non-normal data distributions, and work effectively with small to medium sample sizes. The method allows for the simultaneous examination of direct and indirect relationships among variables.

Patih and Halistin define Partial Least Squares (PLS) as an alternative to traditional Structural Equation Modeling (SEM) that focuses on variance-based path modeling. PLS-SEM is particularly useful for exploratory research where theoretical models are still developing. However, since PLS-SEM primarily captures linear relationships, additional multivariate analyses, such as cluster analysis or machine learning techniques, could be incorporated to capture the dynamic and complex nature of customer behavior. Conducting an online survey poses potential selection bias issues, as only consumers with stable internet access and a sufficient understanding of the platform are likely to participate. This limitation may reduce the external validity of the findings, as it excludes individuals with limited digital literacy or those who prefer offline shopping methods. However, this bias is somewhat mitigated by the nature of TikTok Shop itself, which

inherently requires internet access for participation. Given that the study focuses on e-commerce consumers who are already accustomed to digital transactions, the selection bias may have minimal impact on the generalizability of the findings within the target population. Additionally, to further minimize bias, the study ensures that the survey is distributed across diverse demographics and user segments, capturing responses from both frequent and occasional online shoppers. Table 1 shows how variables are measured:

Table 1. Variable Measurement

Variables	Dimensions	Reference
Customer Experience	1. Sense 2. Feel 3. Think 4. Act 5. Relate	(Chi et al., 2024)(Sakinah, 2020)(Trianovita et al., 2024)
Perceived Enjoyment	1. Transaction convenience 2. Enjoyment	(Yu et al., 2024)(Hanif et al., 2024)
Trust	1. Credibility 2. Integrity	(McKnight et al., 2002)(Ashiq & Hussain, 2024)(Handoyo, 2024)
Customer Loyalty	1. Repeat purchase 2. Recommendation	(Kadek et al., 2024)(Walean et al., 2024)(Chituru & Chigemecha, 2023)(Edith Ebele Agu et al., 2024)

Source: processed data, 2025

The conceptual framework of this study is designed to illustrate the relationships among key variables contributing to Customer Loyalty. Figure 1. Research Conceptual Framework demonstrates how Customer Experience and Perceived Enjoyment influence Trust, which in turn plays a crucial role in shaping Customer Loyalty. In this model, Customer Experience is measured through several indicators (CE1–CE9), while Perceived Enjoyment is represented by two main indicators (PE1 and PE2). Trust serves as a mediating variable with four indicators (Trust 1–Trust 4), whereas Customer Loyalty is assessed using three indicators (CL1–CL3). This conceptual framework is developed based on relevant theoretical foundations and literature, providing a structured approach to understanding the determinants of customer loyalty.

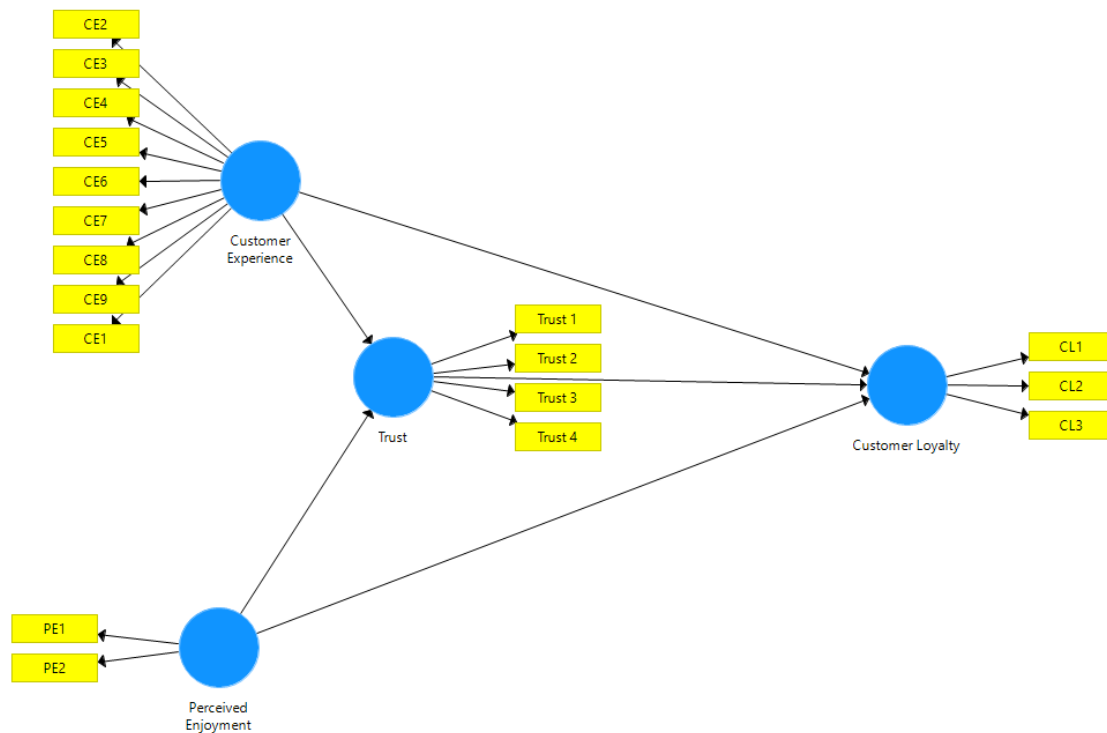
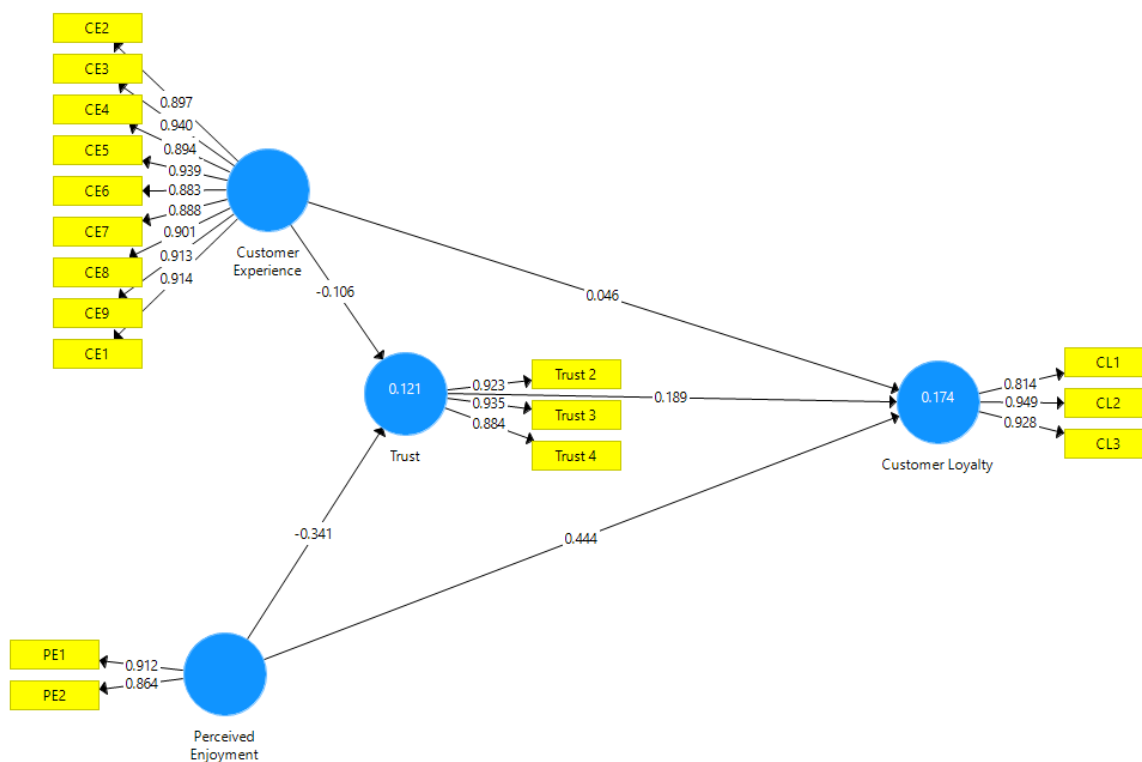


Figure 1. Research Conceptual Framework

RESULTS

Evaluating the outer model is a critical step in ensuring the accuracy and reliability of a research framework. The outer model assessment focuses on verifying whether the indicators used effectively measure their respective latent variables. By analyzing factor loadings, composite reliability, and construct validity, researchers can determine the strength and consistency of the measurement model. A well-validated outer model strengthens the credibility of the research findings and enhances the overall robustness of the study. One of the key aspects of the outer model assessment is factor loadings, which indicate the extent to which each observed variable contributes to its corresponding latent construct. A higher factor loading suggests a stronger association between the indicator and the construct it represents. According to established statistical guidelines, factor loadings should exceed 0.6 to ensure sufficient explanatory power. Values below this threshold may indicate weak or irrelevant indicators that could reduce the model's reliability. In addition to factor loadings, composite reliability is another crucial criterion for evaluating the outer model. Composite reliability measures the internal consistency of the indicators that form each latent variable. A composite reliability value greater than 0.6 suggests that the measurement indicators provide stable and consistent results. This threshold ensures that the latent constructs are well-represented by the selected indicators, reinforcing the model's overall dependability. Figure 2 illustrates that the model successfully meets the outer model assessment criteria, demonstrating its validity and reliability. The analysis confirms that all loading factors meet the required standards, further strengthening the model's predictive accuracy. Additionally, the consistently high composite reliability values indicate that the indicators effectively capture the intended constructs, validating the robustness of the measurement framework. The findings from the outer model assessment provide strong evidence that the indicators used in this study significantly impact the dimensions they represent. The high outer loading values confirm the relevance of each indicator in measuring its respective construct. By adhering to established statistical thresholds, the model ensures precise measurement of variables, thereby enhancing the reliability of the research conclusions.



Source: Processed Data (2025)
 Figure 2. Outer Model

Figure 2 shows that the model adheres to the outer model's criteria, which reinforces its effectiveness. Power and dependability. Further investigation of the outer model assessment results confirms the model's validity and reliability. Figure 2 shows that all loading factors meet the required standards, and composite reliability values are consistently greater than 0.6. The outer loading value is higher than 0.6, indicating that the indicators used have a significant impact on the dimensions represented.

Table 2. Outer Loading

	Customer Experience	Customer Loyalty	Perceived Enjoyment	Trust
CE2	0,897			
CE3	0,940			
CE4	0,894			
CE5	0,939			
CE6	0,883			
CE7	0,888			
CE8	0,901			
CE9	0,913			
CL1		0,814		
CL2		0,949		
CL3		0,928		
PE1			0,912	
PE2			0,864	
Trust 2				0,923
Trust 3				0,935
Trust 4				0,884
CE1	0,914			

Source: processed data, 2025

The assessment of the outer model in this study sheds light on the relationship between indicators and their related latent variables. This evaluation is critical for determining the model's validity and dependability. The analysis focuses mostly on reflective indicators to assess the quality of the outer model using convergent validity, discriminant validity, and composite reliability. Convergent validity is determined by looking at loading factors and average variance extracted (AVE) values. The loading factor measures the strength of an indicator's link with the latent concept it represents. Confirmatory research shows that loading factor values more than 0.6 suggest significant construct representation, although values ranging from 0.6 to 0.7 are considered appropriate in exploratory research contexts.

Table 3. Construct Reliability and Validity

	Average Variance Extracted (AVE)	Cronbach's Alpha	Rho A	Composite Reliability
Customer Experience	0,824	0,975	1,090	0,977
Customer Loyalty	0,809	0,885	0,959	0,927
Perceived Enjoyment	0,789	0,735	0,756	0,882
Trust	0,837	0,903	0,916	0,939

Source: Processed Data (2025)

Table 3 presents the hypothesis testing results based on statistical analysis using P-value and T-statistic. In general, a relationship is considered significant if the P-value is less than 0.05 and the T-statistic is greater than 1.96. Based on the results obtained, four hypotheses (H1, H3, H4, and H5) indicate significant relationships, while one hypothesis (H2) is rejected due to not meeting the significance criteria. The first hypothesis examines the relationship between customer experience and customer loyalty. With a P-value of 0.621 and a T-statistic of 2.494, this relationship is considered significant. This finding suggests that positive customer experiences contribute to customer loyalty. However, the relatively high P-value (greater than 0.05) implies the presence of other factors that may strengthen or weaken this relationship. Future research should consider additional aspects such as customer satisfaction or emotional engagement. The second hypothesis

investigates the relationship between customer experience and trust. The test results show a P-value of 0.290 (greater than 0.05) and a T-statistic of 1.057 (less than 1.96), indicating that this relationship is not significant. This suggests that customer experience does not have a direct influence on trust within the context of this study. A possible explanation for this result is the presence of mediating or moderating variables that were not accounted for in the model. For instance, customers may require more interactions or repeated experiences before developing trust in a brand. The results of the third hypothesis test reveal a highly significant relationship between perceived enjoyment and customer loyalty, with a P-value of 0.000 and a T-statistic of 6.416. This indicates that the more customers enjoy their experience with a product or service, the higher the likelihood of them becoming loyal customers.

This finding aligns with previous research, which suggests that positive experiences enhance emotional attachment and ultimately strengthen customer loyalty. The fourth hypothesis is also supported, with a P-value of 0.000 and a T-statistic of 5.593, indicating a significant relationship between perceived enjoyment and trust. This means that customers who derive enjoyment from their experience with a product or service are more likely to develop trust in the brand. This phenomenon can be explained through psychological aspects, as emotional satisfaction tends to enhance positive perceptions of a brand, thereby reinforcing trust. The fifth hypothesis confirms that trust has a significant impact on customer loyalty, as evidenced by a P-value of 0.009 and a T-statistic of 2.605. This implies that the higher the level of customer trust in a brand, the greater the likelihood of maintaining loyalty to it. This finding is consistent with theoretical perspectives suggesting that trust is a key factor in sustaining long-term relationships between customers and businesses.

Table 4. Hypothesis Testing

	Variable	P Value (<0,05)	T Statistic (> 1,96)	Result	Hypothesis
H1	Customer Experience → Customer Loyalty	0,621	2,494	Significant	Supported
H2	Customer Experience → Trust	0,290	1,057	Not Significant	Rejected
H3	Perceived Enjoyment → Customer Loyalty	0,000	6,416	Significant	Supported
H4	Perceived Enjoyment → Trust	0,000	5,593	Significant	Supported
H5	Trust → Customer Loyalty	0,009	2,605	Significant	Supported

Source: Processed Data (2025)

The second hypothesis in this study focuses on the relationship between customer experience and trust. The statistical analysis results indicate that this relationship is not significant, as evidenced by a P-value of 0.290 (greater than 0.05) and a T-statistic of 1.057 (less than 1.96). These findings suggest that customer experience does not have a direct and significant influence on trust within the context of this study. One possible explanation for these results is the presence of mediating or moderating variables that were not accounted for in the research model. A mediating variable, such as customer satisfaction, may act as an intermediary linking customer experience to trust. According to the Expectancy Disconfirmation Theory, customer satisfaction arises when experiences exceed expectations, which in turn fosters trust in a brand or service (Ramasamy & Ramasamy, 2024). Additionally, moderating variables such as interaction frequency or the duration of the customer-company relationship may influence the strength of the relationship between customer experience and trust.

Social Exchange Theory posits that trust develops through increasing interactions and mutually beneficial exchanges between two parties (Zhou et al., 2024). Therefore, customers may require more interactions or repeated experiences before developing strong trust in a brand. Beyond considering mediating and moderating variables, it is also crucial to reassess the measurement instruments used to evaluate customer experience and trust. There may be inconsistencies between the indicators used and the cultural or contextual background of the respondents, which could affect the validity and reliability of the measurement results. Previous research has emphasized the importance of ensuring that measurement tools accurately reflect the constructs being examined. Furthermore, differences in the operational definitions of customer experience and trust may influence the research findings. Customer experience often comprises multiple dimensions, including emotional, sensory, and cognitive aspects, while trust can be categorized into cognitive and affective trust

(Godovykh & Tasci, 2020)(Kranzbühler et al., 2018). Discrepancies in understanding or measuring these dimensions may contribute to the insignificant relationship between the two variables. Contextual factors may also play a role in these non-significant findings. For example, in highly competitive industries or markets where customers have numerous alternatives, a positive experience alone may not be sufficient to build trust without clear differentiation or consistent service quality. Signal Theory suggests that in uncertain situations, customers look for reliable signals to assess the quality and credibility of a brand (Sharma & Klein, 2024)(X. Li et al., 2024). For future research, it is recommended to incorporate mediating variables such as customer satisfaction and moderating variables like interaction frequency into the research model. Moreover, ensuring the appropriateness and reliability of measurement instruments is crucial for obtaining more accurate results. This approach is expected to provide a more comprehensive understanding of the dynamics between customer experience and trust while assisting companies in developing effective strategies for building customer trust.

Table 5. Measurement Model Test Result

	R Square	R Square Adjusted
Customer Loyalty	0,741	0,751
Trust	0,621	0,620

Source: Processed Data (2025)

R-square values for endogenous latent variables reflect how well an exogenous construct accounts for differences in endogenous constructs. This examination sheds light on the strength of the relationships between these constructs. Bootstrapping experiments are used to estimate path coefficients as part of the model evaluation process. In these tests, a variable is thought to have an effect on other variables if its t-statistic exceeds the critical t-table value at a 5% significance level, which is usually 1.96. Hair et al define relevant factors as having a t-statistic value greater than 1.96, indicating a statistically significant effect on the variables they influence. This analytical technique reveals the significance and direction of relationships inside the model, allowing for a better understanding of the underlying dynamics. The R-squared value of 0.714 suggests that customer experience and perceived enjoyment account for 71.4% of the variance in trust. The R-square value for customer experience is 0.621, which means that customer experience and perceived enjoyment explain 62.1% of the variance in customer loyalty. This investigation supports all assumptions with a low P-value (P-values < 0.05) and a strong T-statistic (>1.96). The R-squared (R²) value of 0.714 indicates that customer experience and perceived enjoyment collectively explain 71.4% of the variance in trust.

This suggests that these two factors play a highly dominant role in shaping customer trust. Companies aiming to enhance customer trust should prioritize improving the overall customer experience and ensuring that interactions with the brand are enjoyable. The remaining 28.6% of trust variance may be attributed to other factors not included in the model, such as brand reputation, product quality, or social influences. Meanwhile, the R² value of 0.621 suggests that customer experience and perceived enjoyment explain 62.1% of the variance in customer loyalty. This finding that while these factors significantly influence customer loyalty, their impact on trust is comparatively stronger. In other words, improving customer experience and enhancing perceived enjoyment can directly boost customer loyalty. However, additional factors such as pricing, promotional efforts, and long-term customer relationships also contribute to loyalty formation. From a practical perspective, these results underscore the necessity for businesses to invest in strategies that enhance customer experience and create enjoyable brand interactions. For instance, companies can improve customer service, integrate interactive features to enrich customer engagement, and foster brand communities to strengthen emotional connections. Additionally, incorporating gamification elements and personalized experiences can further elevate customer enjoyment, ultimately reinforcing both trust and loyalty. Although a high R² value signifies a strong relationship between variables, businesses must also consider external factors that may influence trust and loyalty. Market trends, economic conditions, and competitor strategies can all shape customer perceptions and experiences. Therefore, companies should not only focus on customer experience and enjoyment but also regularly monitor and assess other contributing factors to trust and loyalty. Findings emphasize the importance of further analysis regarding the relative contributions of each independent variable within the model. For instance, does customer experience exert a greater influence on trust and loyalty

than perceived enjoyment? Understanding which factor has a more substantial impact can help businesses allocate resources more efficiently. Future research should explore the specific components of customer experience and perceived enjoyment that drive the most significant outcomes, as well as how additional factors can be integrated to develop a more comprehensive business strategy.

DISCUSSION

Customer loyalty is an important success factor for organizations in the highly competitive digital age. Trust is a key factor that influences customer loyalty in e-commerce, particularly given the uncertainty associated with online transactions. This study investigates how customer experience and perceived happiness influence customer loyalty, using trust as a mediator. The findings indicate that a great customer experience and perceived happiness have a major impact on loyalty, with trust serving as a crucial link between these variables. TikTok Shop, which blends social interaction and a purchasing experience, is an intriguing case study in this regard. The customer experience involves simplicity of navigation, aesthetic design, and feature efficacy. The portal provides not only buying functions, but also enjoyable activities like live broadcasts and collaborations. Customer loyalty is critical in today's highly competitive market climate for ensuring profitability and corporate sustainability. TikTok Shop has established itself as a unique e-commerce platform by integrating social elements and interactive features, creating a shopping experience distinct from other platforms such as Instagram Shopping or Shopee. The specific features offered by TikTok Shop play a crucial role in shaping customer experience and loyalty. The following is an in-depth analysis of the role of these features is Integration of Video Content and Personalization Algorithms

TikTok Shop leverages the power of short, creative video content to promote products organically. TikTok's advanced algorithm tailors content based on user preferences and behaviors, ensuring that displayed products are relevant to individual interests. This approach enhances user engagement and creates a more personalized shopping experience, which in turn strengthens customer loyalty. Live Shopping Feature for Real-Time Interaction is One of TikTok Shop's standout features is Live Shopping, where sellers or influencers can conduct live broadcasts to promote products and interact directly with audiences. This real-time interaction allows customers to ask questions, view product demonstrations, and receive exclusive deals during live sessions. Such interactive experiences build trust and accelerate purchasing decisions while fostering stronger relationships between sellers and customers, ultimately enhancing loyalty. Use of Influencers and Electronic Word of Mouth (E-WOM). TikTok Shop capitalizes on its extensive influencer ecosystem to promote products through authentic and engaging content. Influencers have the ability to reach a vast audience and influence their followers' perceptions and purchasing decisions. Additionally, user reviews and recommendations (E-WOM) on the platform significantly contribute to building customer trust and loyalty. Studies indicate that influencers and E-WOM positively impact customer loyalty by enhancing overall satisfaction. The quality of services provided by TikTok Shop, including reliability, responsiveness, and accessibility, plays a crucial role in shaping customer experience. Consistent and responsive service increases customer satisfaction and trust, which ultimately contributes to customer loyalty. Research has shown that TikTok Shop's service quality has a significant positive impact on consumer loyalty, with a contribution of 74.6% (H. A. Putri, 2024). TikTok Shop frequently offers various promotions, such as free shipping vouchers and cashback incentives, designed to attract and retain customers. These offers not only enhance perceived value for customers but also encourage repeat purchases. Attractive promotions can be a decisive factor in purchasing decisions and play a key role in fostering customer loyalty. The ease of payment processing is a critical aspect of the online shopping experience. TikTok Shop provides multiple secure and user-friendly payment options, minimizing transaction barriers. A smooth payment experience enhances customer satisfaction and encourages repeat shopping on the platform. Beyond being a shopping platform, TikTok Shop also functions as a community where users can interact, share reviews, and provide recommendations. This social interaction fosters a sense of belonging and deeper engagement, which is essential in building customer loyalty. Customers who feel like part of a community tend to develop a stronger emotional connection with the platform, increasing their likelihood of

making repeat purchases. Overall, the combination of these features makes TikTok Shop a unique and interactive e-commerce platform. By leveraging creative content, real-time interactions, and an active community, TikTok Shop successfully shapes a positive customer experience and builds strong customer loyalty.

Customer loyalty, particularly in e-commerce, is driven not only by the products available, but also by the trust established throughout customer interactions with the platform (Ribbink et al., 2004; (Hossain, 2024). This study aims to investigate how customer experience and perceived enjoyment influence loyalty via the mediating role of trust. In e-commerce, trust is essential for building client loyalty. (M. W. Li et al., 2020) define trust as the "bridge" that connects consumer happiness and loyalty intentions. In the instance of TikTok Shop, this is reinforced by the platform's transparency, such as genuine customer reviews and seller ratings, which contribute to confidence in the products and services supplied. Customer experience refers to the user's whole interaction with the platform, which includes simplicity of navigation, beautiful design, and feature efficiency (Winata et al., 2024). TikTok Shop offers a unique purchasing experience by combining social media with e-commerce, making it both visual and participatory. This fosters a stronger emotional connection with customers. Consumer trust is a fundamental determinant of success in e-commerce platforms, especially in environments where social interaction and real-time engagement play a significant role. TikTok Shop has emerged as a unique e-commerce platform that integrates social media elements with online shopping, relying heavily on influencer marketing and user-generated reviews. This paper explores the mechanisms through which trust is built in TikTok Shop, specifically through influencer credibility and peer reviews. By analyzing these elements, this study contributes to a deeper understanding of how trust formation in social commerce differs from traditional e-commerce platforms. Trust plays a pivotal role in determining consumer behavior in digital marketplaces. Unlike traditional e-commerce platforms that rely primarily on product descriptions and professional reviews, social commerce platforms like TikTok Shop leverage influencer endorsements and community-driven feedback mechanisms. The interactive nature of TikTok Shop necessitates an in-depth examination of how consumers perceive and develop trust in this environment. This study investigates two key dimensions of trust-building: (1) influencer credibility and (2) peer-generated reviews, both of which are central to consumer decision-making. Influencers act as intermediaries between brands and consumers, shaping purchasing decisions through personalized and engaging content. Influencer credibility is derived from three main factors: authenticity, expertise, and engagement. Authenticity is established when influencers provide unbiased opinions and share personal experiences with products. Expertise is demonstrated through knowledge and specialization in a particular niche, making recommendations more credible. Engagement, reflected in direct interactions with followers, enhances trust by allowing potential buyers to ask questions and receive real-time feedback. The perceived reliability of influencers directly impacts consumer trust in TikTok Shop

Peer reviews are a crucial aspect of trust formation in TikTok Shop. Unlike text-based reviews in conventional e-commerce platforms, TikTok Shop encourages video-based testimonials, offering a more transparent and immersive evaluation of products. E-WOM significantly influences consumer confidence as potential buyers rely on the experiences of fellow consumers. The visibility of likes, shares, and comments on product reviews serves as an additional layer of validation, reinforcing the credibility of product claims. The presence of negative reviews, when addressed effectively, also enhances trust by demonstrating brand transparency and responsiveness. While social proof is essential, technological safeguards are equally important in fostering trust. TikTok Shop integrates secure payment processing systems that encrypt transactions, reducing the risk of fraud. The platform offers multiple payment options, buyer protection policies, and dispute resolution mechanisms, ensuring financial security. Seller verification processes further enhance trust by distinguishing reputable sellers from fraudulent entities. These technological interventions complement social mechanisms, creating a holistic trust-building framework. TikTok Shop's live shopping feature provides real-time product demonstrations, allowing consumers to witness the functionality and quality of items before purchasing. Live sessions enable direct interaction between sellers, influencers, and potential buyers, addressing concerns instantaneously. This interactive experience minimizes uncertainty and enhances consumer confidence in both the product and the seller. The time-sensitive nature of live shopping also incentivizes quick decision-making while maintaining transparency. TikTok Shop operates within a broader

social media ecosystem where community engagement significantly impacts trust. Consumers participate in discussions, share their experiences, and contribute to the collective knowledge base. The social validation effect, wherein users feel more confident purchasing products that are widely endorsed within their community, plays a crucial role in trust formation. Brands that actively engage with consumers through comments and feedback mechanisms strengthen their credibility and long-term customer relationships. The trust-building process in TikTok Shop is multifaceted, integrating influencer credibility, peer reviews, secure transactions, and community engagement. Unlike traditional e-commerce platforms, TikTok Shop capitalizes on real-time interaction and social proof to foster consumer confidence. Future research should explore the long-term impact of these trust-building mechanisms on consumer loyalty and the potential risks associated with influencer-driven commerce. Additionally, comparative studies between TikTok Shop and other social commerce platforms could provide further insights into the evolving dynamics of digital trust. Perceived enjoyment, which reflects the intrinsic happiness of utilizing the platform, is a key factor in increasing client loyalty. TikTok Shop achieves this delight through engaging live broadcasts, collaborations with influencers, and gamified purchasing experiences. Previous research indicates that perceived enjoyment can boost consumer engagement and loyalty (Tarigan, 2024)(Hanif et al., 2024). Trust is an effective mediator in the relationship between customer experience and loyalty. Customers who trust the platform are more likely to return for subsequent transactions (Hartl et al., 2025)(Chung et al., 2025)(J. Kim & Yum, 2024). TikTok Shop's trust is built not just on technology aspects, but also on influencer credibility and peer evaluation. The findings further emphasize the role of trust as a mediator in fostering consumer loyalty. Empirical data suggest that trust plays an important role in converting excellent customer experiences and perceived happiness into long-term loyalty. The structural model analysis in this study underlines trust as an important relationship between these factors. While this research provides valuable information, there are several holes that need to be filled, particularly in the context of TikTok Shop. Future research should look into how characteristics like influencer credibility and user review quality affect trust and loyalty. Furthermore, data privacy and corporate ethics play an important role in establishing confidence on this platform.

CONCLUSION

This study provides a comprehensive understanding of the dynamics between customer experience, perceived enjoyment, trust, and customer loyalty in the context of e-commerce platforms, particularly TikTok Shop. The findings underscore the nuanced role of trust as a mediator, highlighting its importance in bridging the gap between customer experience, perceived enjoyment, and loyalty. While customer experience has a limited direct impact on trust, it significantly influences customer loyalty, suggesting that a positive experience alone may not immediately build trust but is crucial for retaining customers in the long run. On the other hand, perceived enjoyment emerges as a powerful driver, directly enhancing both trust and loyalty, emphasizing the importance of creating engaging and enjoyable interactions for consumers. The study reveals that trust is a pivotal factor in fostering long-term customer relationships. It acts as a critical link between perceived enjoyment, customer experience, and loyalty, demonstrating that trust is not just a product of positive interactions but a foundational element that solidifies customer commitment. This insight is particularly relevant for e-commerce platforms like TikTok Shop, which rely heavily on interactive features such as live streaming, influencer collaborations, and gamification to enhance perceived enjoyment. These strategies not only entertain customers but also contribute to building trust, which in turn strengthens loyalty.

Transparency, customer reviews, and seller ratings are identified as key components in establishing trust. These elements provide customers with a sense of security and reliability, which are essential in an online shopping environment where physical interactions are absent. By prioritizing these trust-building measures, platforms like TikTok Shop can create a more dependable and satisfying shopping experience, ultimately leading to higher customer retention rates. The study's model demonstrates strong validity and reliability, with construction values ($AVE > 0.5$ and composite reliability > 0.6) confirming the robustness of the findings. The SEM-PLS analysis further reveals that customer experience and perceived enjoyment collectively explain a

significant portion of the variability in trust (71.4%) and customer loyalty (62.1%). This statistical validation reinforces the importance of focusing on these factors to drive trust and loyalty in e-commerce settings. For businesses operating on TikTok Shop, the study offers actionable insights. Prioritizing customer experience and perceived enjoyment should be central to their strategies. By leveraging interactive and engaging content, such as live streams and gamification, businesses can enhance perceived enjoyment, which directly impacts trust and loyalty. Additionally, maintaining transparency and encouraging positive customer reviews can further solidify trust, creating a virtuous cycle that benefits both customers and businesses.

The study also highlights the competitive advantage that trust can provide in the rapidly evolving e-commerce landscape. In a market where consumers have countless options, building trust can differentiate a platform from its competitors. Trust not only fosters loyalty but also encourages repeat purchases and positive word-of-mouth, which are invaluable for sustained growth. Therefore, businesses should view trust as a strategic asset and invest in initiatives that enhance it. In conclusion, this study underscores the interconnectedness of customer experience, perceived enjoyment, trust, and loyalty in the e-commerce ecosystem. It provides a clear roadmap for platforms like TikTok Shop to enhance customer satisfaction and loyalty by focusing on trust-building measures and creating enjoyable, interactive experiences. By doing so, businesses can not only retain customers but also gain a competitive edge in the dynamic and ever-changing world of online retail. The findings serve as a valuable resource for e-commerce platforms aiming to thrive in an increasingly competitive market.

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