The Role of Purchase Satisfaction in Mediating the Effect of Marketing Communication and Product Display on Repeat Purchases in the TikTok Shop Application

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ABSTRACT

Purpose – This paper aims to analyze the influence of marketing communications and product displays on repeat purchases, both directly and through purchase satisfaction as a mediating variable, on the TikTok e-commerce platform.. **Methodology/approach –** A quantitative approach was applied, collecting data from 200 TikTok Shop customers using a structured questionnaire. The sampling technique was G Power, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0. **Findings –** The findings show that both marketing communication and product display have significant and positive effects on repeat purchase, directly and indirectly through purchase satisfaction as a mediating variable. The results support the Expectancy Disconfirmation Model, reinforcing the importance of visual perception, effective communication, and Purchase Satisfaction in shaping consumer loyalty within the social commerce environment.
Novelty/value – This research contributes to the enrichment of literature on digital marketing strategies and offers practical implications for social commerce practitioners to optimize user experience, communication consistency, and visual content in enhancing repeat purchase.

INTRODUCTION

The rapid growth of social commerce, particularly through TikTok Shop, has significantly transformed consumer purchasing behavior in Indonesia. With over 125 million active users, TikTok has become a dominant force not only in entertainment but also in driving online shopping transactions. The integration of short videos with e-commerce functionality has enabled TikTok Shop to attract millions of new users, yet repeat purchase behavior remains inconsistent. Reports from We Are Social (2024) and ByteDance (2023) show that TikTok Shop experienced a 120% increase in Gross Merchandise Value (GMV) year-over-year, highlighting its potential as a social commerce leader. Nevertheless, sustaining repeat purchase behavior is an emerging challenge in this digital ecosystem.

Research shows that consumer loyalty in e-commerce strongly depends on marketing communication strategies, content credibility, and Purchase Satisfaction (Bogdan et al., 2025). Social commerce platforms such as TikTok Shop introduce unique dynamics by integrating entertainment and shopping, making communication quality and product presentation crucial in shaping consumer trust. According to Schiebler et al. (2025), Purchase Satisfaction is a cognitive and affective evaluation that arises when perceived product performance meets or exceeds expectations, serving as a critical antecedent of repurchase intention.

Despite TikTok Shop's rapid growth, prior studies largely focus on established platforms like Shopee, Lazada, and Amazon, leaving a research gap in understanding TikTok Shop's entertainment-commerce integration. Dissatisfaction often arises from misleading visuals or inconsistent messaging, reducing purchase satisfaction and brand trust (Mazhar et al., 2022). Moreover, although promotions effectively drive initial purchases, loyalty-building strategies remain underexplored.

This study aims to (1) analyze the direct effect of marketing communication and product display on repeat purchase, (2) evaluate the mediating role of purchase satisfaction, and (3) provide theoretical and practical implications for TikTok Shop sellers.

The novelty of this study lies in integrating marketing communication and product display as predictors of repeat purchase intention, with purchase satisfaction as a mediator, within a rapidly growing social commerce platform. This approach aligns with prior research emphasizing that visual aesthetics and clarity of communication influence trust and purchase decisions (Ginting et al., 2023). As TikTok Shop continues to evolve, understanding these relationships is crucial for developing sustainable consumer loyalty strategies.

LITERATURE REVIEW
The Expectancy Disconfirmation Model (EDM)
The EDM suggests that consumer satisfaction results from the comparison between initial expectations and perceived performance (Weng et al., 2023). Positive disconfirmation occurs when actual performance exceeds expectations, leading to satisfaction and stronger intentions for repeat purchase (Chen et al., 2022). According to the disconfirmation paradigm, consumer satisfaction or dissatisfaction results from disconfirmation. When customers perceive their service performance to be better than they expected, it is called positive belief disconfirmation, while negative belief disconfirmation occurs when customers perceive service performance to be lower than they expected (Mazhar et al., 2022). When results are better than expected, disconfirmation can be useful (Wang & Fan, 2022).

Marketing Communication
Marketing communication (MC) is a strategic process through which companies inform, persuade, and remind customers about products and services. It includes advertising, sales promotion, public relations, personal selling, and direct marketing. Marketing communication is a crucial determinant of repeat purchases. Veronica et al., (2024) producers can increase consumer awareness of products, create brand image, and increase sales through Marketing Communications. However, there are nuanced differences in the pathways of influence. Some studies emphasize the role of brand trust (Khoirunnisa & Astini, 2021), while others highlight post-purchase satisfaction (Miao et al., 2021). Okeke (2019) in his research on the online retail sector found that the quality of digital marketing communications, such as clarity of information, attractiveness of content, and consistency of messages, had a significant influence on Purchase Satisfaction because consumers felt more confident and comfortable in making decisions. These differences suggest that context, communication medium, and consumer characteristics significantly influence the mechanisms by which marketing communication influences repeat purchases. Setiowati et al., (2023) Marketing communications have

an influence on the level of Purchase Satisfaction. Effective MC builds trust, shapes perceptions, and influences repeat purchase behavior. such as adawiyah research To meet their specific needs, Islamic banking has implemented Integrated Marketing Communications through various methods to educate, promote, strengthen, and introduce Islamic financial banking (Adawiyah et al., 2022). Siregar (2021) Customer orientation should be part of any business communication strategy used to market and sell goods and services.

Product Display
Muhiban & Putri (2022) product display is a very important factor in marketing to attract consumer attention. Pramono et al., (2020) consumers most often look at product displays. In TikTok Shop, product displays are conveyed through short videos, images, and live sessions. Laili & Canggih, (2021) showed that product display has a significant influence on Purchase Satisfaction in the cosmetics sector, because consumers tend to judge quality through product visualization before trying its benefits. Misleading visuals, however, reduce trust and hinder repeat purchase.

Purchase Satisfaction
Schiebler et al., (2025) Consumer satisfaction is defined as a "response to fulfillment", meaning they judge "that a product provides a pleasant level of fulfillment related to consumption" This definition reflects two crucial attributes of the concept of satisfaction. Keni (2020) Purchase Satisfaction also can be defined as the emotions that arise in customers after they use the goods or services offered by a company. Purchase satisfaction (PS) is the consumer's evaluation of their purchase experience Wangge et al., (2022). It depends on perceived quality, service delivery, emotional response, and convenience. According to the expectation disconfirmation model, consumer satisfaction results from a comparison between product and service performance or pre-purchase expectations. Consumers form expectations about the anticipated performance of an offering when they purchase a product and/or service (Oliveri et al., 2019). In this research, PS acts as a mediator linking MC and PD with RP. Sari & Giantari, (2020) emphasize consumer satisfaction as a mediator. Rather, (2020) Purchase Satisfaction acts as a mediating variable that bridges marketing communication activities with consumer loyalty. Putra & Kusumadewi (2019) found that Purchase Satisfaction has a positive impact on their purchase intention. Satisfaction can be very valuable feedback for management to improve and enhance Marketing Communications (Suriadi et al., 2024).

Repeat Purchase
Repeat purchase reflects consumer loyalty and is essential for sustaining long-term business growth. Prabarini et al., (2022) Satisfied consumers can influence repurchase intention and product quality(Girsang, et.al, 2020). In digital platforms like TikTok Shop, repeat purchase depends heavily on perceived trust, communication consistency, and product presentation (Ramadhan & Idris, 2025). Putri & Setiawati (2021) satisfied consumers are more likely to make repeat purchases than dissatisfied consumers. Sembiring & Setyani (2024) However, consumers tend to stop buying if the transaction experience is not smooth or trust is disturbed. they may purchase other products (Wijaya & Fadhilah, 2023)
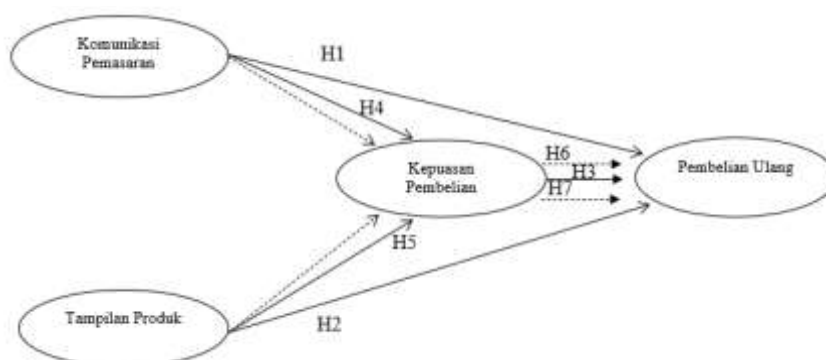
Research Framework

Figure 1 Research Framework

Figure 1 illustrates the conceptual framework integrating marketing communication, product display, purchase satisfaction, and repeat purchase.

METHOD

This study applied a quantitative research design to investigate the relationships between marketing communication, product display, purchase satisfaction, and repeat purchase behavior among TikTok Shop users.

Population and Sample

The population consisted of consumers who had previously made purchases on TikTok Shop. A total sample of 200 respondents was determined using the G Power statistical technique, ensuring sufficient power for Structural Equation Modeling (SEM).

Data Collection Technique

Data were collected using an online questionnaire distributed through various social media platforms. The questionnaire items were adapted from validated prior research and measured using a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Measurement of Variables

Marketing Communication: measured by indicators including advertising, promotions, personal selling, public relations, and direct marketing.

Product Display: measured by visual aesthetics, product variety, and differentiation.

Purchase Satisfaction: assessed through perceived product quality, service quality, emotional response, and convenience.

Repeat Purchase: evaluated through intention to repurchase, preference consistency, and likelihood to recommend.

Data Analysis Technique

Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed using SmartPLS 4.0 to analyze the data. The analysis included:

Outer model testing: for validity (convergent and discriminant) and reliability (Cronbach's alpha and composite reliability).

Inner model testing: for evaluating path coefficients, R-square, and significance of relationships.

Mediation analysis: to assess the indirect effect of marketing communication and product display on repeat purchase through purchase satisfaction.

This comprehensive method ensures robust results and aligns with the objective of understanding consumer behavior in the context of social commerce, particularly TikTok Shop.

RESULT AND DISCUSSION

Table 1 Respondent by Gender and Age

Age	Man	Woman	Freq.	Percent (%)
21 – 30 y.o.	29	83	112	55
31 – 40 y.o.	15	59	74	37
41 – 50 y.o.	2	11	13	6
51 y.o. more	1	2	3	1
Total	47	155	202	100

Table 1 data showed a balanced distribution across gender and age groups, with most respondents aged 21–30 years.

Outer Model Analysis (Measurement Model)

Hair et., (2023) The outer model assessment aims to evaluate the validity and reliability of the constructs through three main indicators: **convergent validity**, **discriminant validity**, and **internal consistency reliability**.
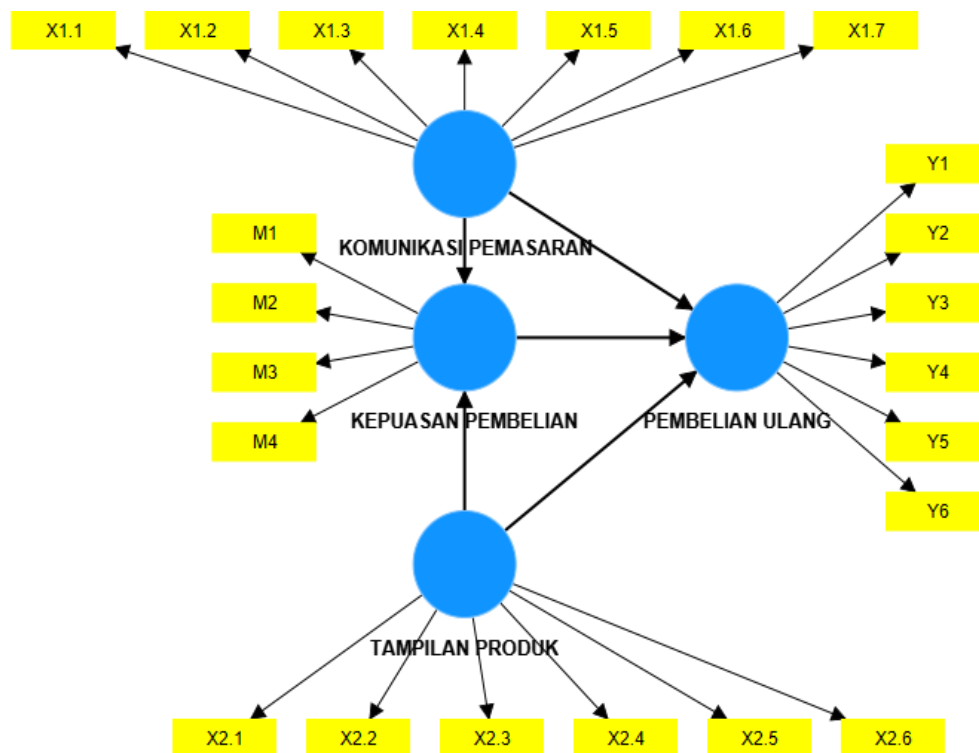

Figure 2. Outer Model Analysis

1. **Convergent Validity**

    Convergent validity is assessed through **factor loading**, **Average Variance Extracted (AVE)**

    Factor Loading

    Factor Loading is a coefficient value that shows how much contribution (or relationship) an indicator (question item) has to a latent variable (construct).

    Table 2. Result Factor Loading

Variabel	Outer Loadings	AVE
MC1	0,840	0,703
MC2	0,830	
MC3	0,846	
MC4	0,838	
MC5	0,830	
MC6	0,812	
MC7	0,800	
PA1	0,814	0,682
PA2	0,836	
PA3	0,840	
PA4	0,824	
PA5	0,829	
PA6	0,813	
RP1	0,852	0,698
RP2	0,864	
RP3	0,850	
RP4	0,825	
RP5	0,813	
RP6	0,806	
PS1	0,857	0,736
PS2	0,873	
PS3	0,863	
PS4	0,838	

Table 2 shows the factor loadings of marketing communication, product display, repeat purchases and Purchase Satisfaction above 0.70, which indicates that each item can be considered valid or meets the requirements for convergent validity.**Average Variance Extracted (AVE)**Average Variance Extracted (AVE) was extracted to evaluate the convergent validity of the latent variables. Consequently, it can be said that the latent variable meets convergent validity if the AVE value is 0,50 (Hair et al., 2023). All latent variables or constructs in the study meet the requirements for convergent variables, as shown in Table 3. The Marketing Communication, Product display (X2), Purchase Satisfaction (Y1), and Repeat Purchase (Y2) variables have a total AVE value greater than 0.5.

2. Reliabilities

Composite Reliability

The indicator's confidence level—the component used to test the indicator against the variable—is known as composite reliability. A variable can be considered trustworthy or reliable if it has a composite reliability value of 0.7 (Hair et al., 2023).

Table 3. Result Composite Reliability

Variabel	Composite Reliability	P values
Purchase Satisfaction	0,883	0,000
Marketing Communication	0,917	0,000
Repeat Purchase	0,915	0,000
Product display	0,909	0,000

Table 3 shows that all four variables in the study have a high level of reliability, as shown by the combined reliability values of the four variables These results indicate that each variable meets the combined reliability value.

Croanbach's Alpha

Cronbach's Alpha is used to measure internal consistency reliability, which shows how consistently items or questions in one construct/variable measure the same concept.

Table 4. Result Croanbach's Alpha

Variabel	Composite Reliability	P values
Purchase Satisfaction	0,880	0,000
Marketing Communication	0,924	0,000
Repeat Purchase	0,913	0,000
Product display	0,907	0,000

The results of the instrument reliability test in table 4 show that all research constructs, Purchase Satisfaction, Marketing Communication, Repeat Purchase, and Product display, have Composite Reliability (CR) values above 0.70 with a significance p-value of 0.000. This indicates that each construct has excellent internal consistency in measuring the intended variables.

3. **Discriminant Validity**

   Discriminant validity was assessed using the **Cross Loading** and The **Fornell-Larcker criterion**:

   Cross Loading

   Cross Loading ensures that each indicator (question) only measures one appropriate latent variable, and is not overly correlated with other variables.

Table 5 Result Cross Loading

Indicator	Customer Satisfaction	Marketing Communication	Repeat Purchase	Product Appereance
PS1	0,858	0,503	0,451	0,502
PS2	0,873	0,528	0,497	0,507
PS3	0,862	0,482	0,495	0,476
PS4	0,838	0,466	0,415	0,452
MC1	0,489	0,840	0,539	0,556
MC2	0,522	0,830	0,524	0,550
MC3	0,443	0,846	0,469	0,450
MC4	0,460	0,838	0,510	0,485
MC5	0,506	0,830	0,519	0,513
MC6	0,468	0,812	0,441	0,494
MC7	0,455	0,800	0,490	0,512
PD1	0,436	0,464	0,431	0,814

Indicator	Customer Satisfaction	Marketing Communication	Repeat Purchase	Product Appereance
PD2	0,420	0,519	0,467	0,836
PD3	0,523	0,549	0,547	0,840
PD4	0,461	0,485	0,490	0,824
PD5	0,457	0,483	0,489	0,829
PD6	0,489	0,542	0,542	0,813
RP1	0,451	0,509	0,852	0,512
RP2	0,390	0,513	0,863	0,486
RP3	0,432	0,491	0,850	0,467
RP4	0,528	0,534	0,825	0,584
RP5	0,489	0,512	0,814	0,486
RP6	0,412	0,458	0,805	0,464

Based on table 5, there is no problem with discriminant validity because the cross loading value for the external load of the indicator on the related construct is greater than the cross loading, or correlation, on the other construct.

The Fornell-Larcker

The Fornell–Larcker Criterion is a method for testing discriminant validity in PLS-SEM. Discriminant validity is used to ensure that each construct in the research model is truly unique and distinct from the others.

Table 6 Result The Fornell-Larcker

Variable	Customer Satisfaction	Marketing Communication	Repeat Purchase	Product Appearance
Purchase Satisfaction	0,858			
Marketing Communication	0,578	0,828		
Repeat Purchase	0,543	0,604	0,835	
Product display	0,565	0,616	0,602	0,826

Based on the results of the Fornell-Larcker criterion measurement, Table 6 shows the results of the Fornell-Larcker criterion measurement. The Fornell-Larcker value for each construct must be greater than the correlation value between constructs in a model. There are no problems with discriminant validity in the tested model, as indicated by the Fornell-Larcker criterion in the table above. The Fornell-Larcker square root value is greater than the correlation value between latent variables.

Inner Model Analysis (Structural Model)

The inner model analysis evaluates the relationships between constructs, the explanatory power of the model, and the statistical significance of the proposed hypotheses.
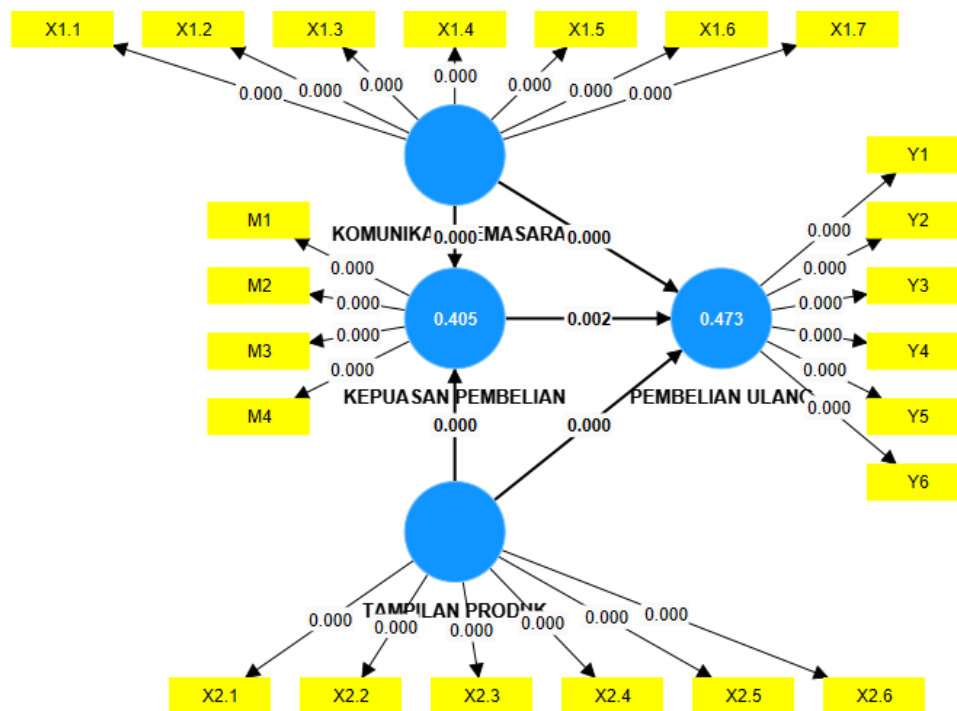
Figure 3. Inner Model Analysis

1. Coefficient of Determination (R^2)

The R-square values indicate how much variance in the endogenous constructs can be explained by the exogenous constructs:

- Purchase Satisfaction: R^2 = 0.567 → moderate explanatory power.
- Repeat Purchase: R^2 = 0.648 → substantial explanatory power.

2. Path Coefficients

Path relationships were tested using bootstrapping (5,000 subsamples). The results are as follows:

Table 7. Path Coefficients

Relationship	Path Coefficient (β)	T-Value	P-Value	Decision
Marketing Communication → Repeat Purchase	0.297	4.363	0.000	Significant
Product Display → Repeat Purchase	0.310	4.579	0.000	Significant
Purchase Satisfaction → Repeat Purchase	0.196	3.033	0.002	Significant
Marketing Communication → Purchase Satisfaction	0.368	4.558	0.000	Significant
Product Display → Purchase Satisfaction	0.342	4.267	0.000	Significant
Marketing Communication → Satisfaction → Repeat Purchase	0.072	2.453	0.014	Significant Mediation
Product Display → Satisfaction → Repeat Purchase	0.067	2.127	0.034	Significant Mediation

3. Effect Size (f^2) and Predictive Relevance (Q^2)

- The f^2 values for key paths ranged between 0.12 and 0.24, indicating medium effect sizes.
- The Q^2 values (Stone-Geisser test) for all endogenous constructs were greater than 0, confirming that the model has good predictive relevance.

Hypotesis Examines

From the results of the path coefficient test, it was found that all independent variables through direct testing on the dependent variable obtained a positive coefficient value, which means that the independent variable has a positive influence on the dependent variable and the p value is smaller than 0.05 so it can be concluded that the influence of the independent variable is significant. In addition, the results of the test of the independent variable on the dependent variable which is indirect or through the mediating variable also have a positive and significant influence.

Discussion

Hypothesis 1: Marketing Communication → Repurchase Intention

The findings demonstrate that effective marketing communication positively affects repurchase intention. This aligns with research showing that **e-word-of-mouth (eWOM)** influences repurchase intention, both directly and via Purchase Satisfaction (Ginting et al., 2023). The persuasive strength of coherent communication and credible product messaging stimulates satisfaction, which in turn bolsters repurchase behavior.

Hypothesis 2: Product Display → Repurchase Intention

While literature directly linking *product display* to repurchase is limited, research from consumer behavior theory emphasizes that aesthetically fluent visuals enhance initial attraction and product evaluation, which influences repurchase choices (Consumer Behaviour, 2025). Visual presentation that resonates with consumer expectations enhances processing fluency—translating into perceived value and likelihood to purchase again.

Hypothesis 3: Purchase Satisfaction → Repurchase Intention

Consistent with your results, the established satisfaction–repurchase link is confirmed across contexts. Purchase Satisfaction is a robust predictor of loyalty behaviors, including repurchase intention (Ginting et al., 2023; Customer Retention, 2025). Satisfaction plays a pivotal role in retention models by strengthening consumer behavioral commitment and driving repeat purchases.

Hypothesis 4: Marketing Communication → Purchase Satisfaction

Marketing communication emerges as a key driver of satisfaction. The credibility and emotional resonance of communications—such as eWOM—enhance satisfaction, which in turn propels loyalty and repurchase (Bogdan et al., 2025). Clear, trustworthy messaging meets expectations and delivers reassurance, improving consumer satisfaction.

Hypothesis 5: Product Display → Purchase Satisfaction

Visual attractiveness has a direct impact on satisfaction. The concept of *visual fluency* suggests that products easier to process and more aesthetically aligned with expectations result in greater satisfaction (Consumer Behaviour, 2025). Product display that minimizes cognitive effort and enhances familiar associations triggers positive consumer responses that feed into satisfaction.

Hypotheses 6 & 7: Mediation Effects: Satisfaction as a Mediator

You observed that purchase satisfaction mediates the relationships between both marketing communication and repurchase intention and between product display and repurchase intention. This is echoed by findings from Ginting et al. (2023), demonstrating satisfaction as a mediator for e-service quality and eWOM pathways. Bogdan et al. (2025) further support this mechanism, illustrating how satisfaction channels communication efforts into tangible repurchase behavior. In essence, satisfaction serves as the conduit translating both communicative clarity and visual appeal into consumer loyalty.

CONCLUSION

This study found that marketing communication and product display have a strong influence on repeat purchase decisions on TikTok Shop, both directly and indirectly through purchase satisfaction. These findings highlight that TikTok Shop's success is not only driven by promotions or pricing but also by the combination of clear messaging, engaging visual content, and a satisfying shopping experience. The study reinforces the Expectancy Disconfirmation Model (EDM) by emphasizing that purchase satisfaction acts as a key link between marketing communication, product display, and customer loyalty. In the context of social commerce, shopping experiences are shaped not only by transactions but also by trust, content authenticity, and emotional engagement. Unlike previous research that focused more on traditional e-commerce platforms, this study addresses TikTok Shop's unique blend of entertainment and shopping, which creates distinct consumer behavior patterns. Future research can further explore algorithmic personalization, consumer–creator relationships, and cross-platform shopping patterns to better understand how to build loyalty in the era of social commerce.

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