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Measuring Tiktok Shop Service Quality Using The E-ServQual Method and Importance Performance Analysis (IPA) Method

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Abstract

Utilizing online shop services is an example of applying technology that aims to increase product sales, one of which is TikTok Shop. This research aims to measure the quality of service provided by TikTok Shop in order to offer appropriate recommendations for improving service features and other aspects. The population in this study includes all TikTok Shop users in Palembang City, with a total sample of 100 respondents determined using Paul Leedy's formula. The method used is e-ServQual, which includes variables such as efficiency, compliance, reliability, privacy, responsiveness, compensation, and contact, used to identify service quality factors that require repair, maintenance, or improvement. The Importance Performance Analysis (IPA) method is used to assess the performance of services provided to consumers compared to desired expectations. The results of measurement using the e-ServQual method show a satisfaction index of 0.925274, indicating that TikTok Shop users are very satisfied, as the service quality score is close to 1. Measurements using the IPA method reveal three attributes that require performance improvement. These attributes have the highest priority for improvement to increase user satisfaction. Additionally, seven attributes can be retained because their performance exceeds the users' level of importance. The practical implications of these findings can help TikTok Shop's management prioritize service enhancements that directly impact user satisfaction, thereby strengthening customer loyalty and competitive positioning in the e-commerce market.

Keywords: Tiktok Shop, service quality, e-ServQual Method, Importance Performance Analysis (IPA) Method

1. INTRODUCTION

The rapid advancement of digital technology has transformed the landscape of commerce, with e-commerce platforms becoming a primary channel for consumers to conduct transactions. The Indonesian Digital Report published by Hootsuite and We Are Social indicates a 12.6% increase in social media usage from the previous year, demonstrating a growing reliance on digital platforms for

economic and business activities. Among these platforms, TikTok has evolved from a content-sharing application into a commerce-enabling environment through its feature known as TikTok Shop, which integrates video content with shopping capabilities to enhance user engagement and encourage purchases[1]. Among various e-commerce platforms, TikTok Shop has emerged as a standout one, offering users a unique video-based shopping experience. The presence of TikTok Shop provides an alternative service that customers like when carrying out buying and selling transactions. Service quality includes a comparison between the actual service experience felt by users and their anticipated service expectations[2]. The quality of service at TikTok Shop plays an important role in people's transaction decisions, from ease of use to specific features that make products more accessible. However, according to a mediakonsumen.com report, TikTok Shop has not met the service quality standards that users expect. Several problems often arise with the TikTok Shop application, such as delayed delivery, unsatisfactory user interface, inadequate user protection in business processes, lack of updates to the delivery system, and many more [3]. Users also highlighted the application's weaknesses, such as a feature that does not support the TikTok Shop store, making it difficult to exchange vouchers, system bugs that hamper transactions and content restrictions that reduce product availability [4]. From this review it can be concluded that TikTok Shop requires development and improvement to ensure that its services no longer hinder user transactions [5]. User experience and service quality play an important role in maintaining customer satisfaction and increasing brand loyalty [6].

The formulation of the problem in this research is how the TikTok Shop service quality is perceived by customers, and what factors need to be improved, maintained or increased based on the e-service quality and Importance Performance Analysis (IPA) methods. This research aims to evaluate the quality of TikTok Shop services as measured by customers using the e-Seroquel and the IPA method. Electronic service quality methods are used to identify service quality factors that require repair, maintenance, or improvement [7]. This method focuses on the broader context of e-commerce without being limited to websites or government services. Electronic service quality is defined as the customer's overall assessment and evaluation of the quality of electronic services in the virtual market [8]. IPA method is used to evaluate the performance of services provided to consumers compared to expectations or the desired level of satisfaction [9]. Science is measured using a Likert scale to determine the score for the level of importance and level of satisfaction/performance based on the respondent's answers, using a 5 point measurement scale [10].

Within the IPA framework, satisfaction levels are plotted into quadrants on an IPA matrix to facilitate strategic analysis [11]. Both E-ServQual and IPA are effective tools for measuring and analyzing service quality in the context of e-commerce platforms such as TikTok Shop [12]. While E-ServQual evaluates

customer perceptions by comparing actual service delivery against expectations, IPA pinpoints priority areas that require strategic improvement based on their relative importance and performance ratings[13]. The integration of these methods enables TikTok Shop to gain valuable insights into how to enhance its service quality, elevate customer experience, and reinforce its competitive position in the e-commerce sector [14].

This research adopts a problem-solving approach comprising several stages. Initially, current service quality is identified to establish a baseline. This is followed by an evaluation of service performance and customer expectations to identify performance gaps. Specific issues are then analyzed to determine critical areas for improvement. Finally, targeted solutions and strategies are proposed to address these gaps effectively. Based on this context, the present research is guided by the following research questions : How do customers perceive the service quality of TikTok Shop, and which service attributes should be improved, maintained, or enhanced based on the evaluation using the E-ServQual and Importance Performance Analysis (IPA) methods?. These research questions are formulated to test the following hypothesis: There are significant gaps between customer expectations and their perceived service quality in TikTok Shop, which can be effectively identified and addressed through the application of the E-ServQual and IPA methods.

The rationale for employing E-ServQual and IPA in this study is grounded in the proven effectiveness of these methods in capturing the multifaceted dimensions of service quality within electronic environments. Unlike traditional service quality models that are more appropriate for physical service settings, E-ServQual and IPA are specifically designed to assess service quality in digital and online contexts. These methods offer a structured yet adaptable framework for evaluating service performance from the user's perspective, making them particularly suitable for dynamic, user-driven platforms such as TikTok Shop.

2. METHODS

2.1. Research Methods

This is quantitative research that aims to study a certain population or sample to understand or solve problems related to the implementation of IT-based technological innovation. Research uses certain instruments and quantitative or statistical data analysis to test predetermined hypotheses[15]. The e-ServQual method is used to analyze the gap between user perceptions and expectations, with the aim of improving service quality for consumers and ultimately increasing their satisfaction[16]. In addition, the Importance Performance Analysis (IPA) method is used to identify attributes that require improvement in order to increase consumer satisfaction [17].

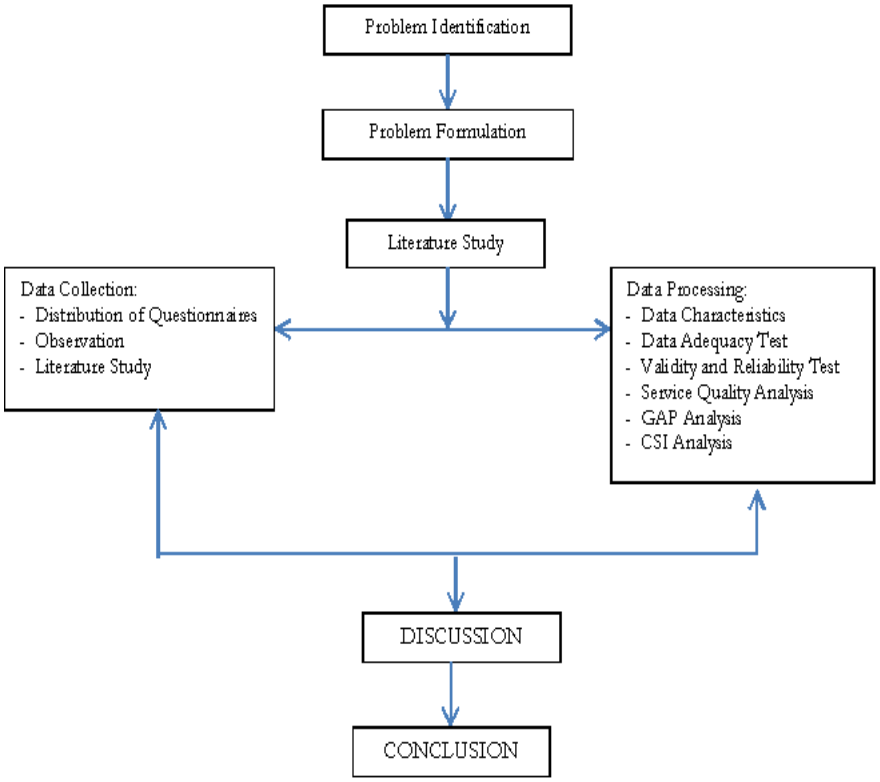

Figure 1. Research Design

2.2. Research Instruments

The primary research instrument employed in this study is a structured questionnaire, which was distributed to respondents who have previously used TikTok Shop. The questionnaire consists entirely of closed-ended questions to facilitate the ease of response for participants and to ensure consistency across data collection. Closed-ended questions also allow for a more systematic and objective analysis of responses, as they provide predefined answer choices for respondents to select from[18]. The questionnaire is divided into two parts, namely the respondent identity section and the questions section which are grouped based on the variables used in the research. The variables used in this research to measure and analyze user satisfaction include efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact[19]. Each construct is operationalized into several statement items as outlined in the operational variable table (Table 1).

Table 1. Operational Definition of Variables

Variables	Statement Code	Statement
Efficiency	A1	TikTok Shop page is easy to access
	A2	TikTok Shop application is easy to use
	A3	Availability of a search engine in the application
	A4	Easy transaction process
	A5	Various payment methods are available
Fullfillment	B1	Timely product delivery
	B2	Availability of product warranty or insurance
	B3	Product availability as ordered
	B4	Free Shipping is Available
	B5	Product has complete specifications
Reliability	C1	Seller has a rating
	C2	There are flash sale programs
	C3	Availability of Official Store
	C4	Availability of various products or product variants
	C5	Competitive pricing
	C6	Discounts or promos available at specific times
	C7	Easy and accurate search function
Privacy	D1	Protection of personal data
	D2	Secure transaction data
	D3	Protected credit/debit card data
Responsiveness	E1	Real-time activation notification
	E2	Fast Response
	E3	24-hour response availability
Compensation	F1	Refunds
	F2	Product returns
Contact	G1	24/7 accessible contact channels (phone, email, chat, etc.)
	G2	Online customer service available

For example, the efficiency variable includes items such as "The TikTok Shop webpage is easy to access and navigate," "The TikTok Shop application is easy to use," and "The transaction process is straightforward." Respondents are asked to rate their agreement with each statement using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree)[20]. This approach allows for a quantitative measurement of perceived service quality and customer satisfaction within the TikTok Shop environment.

The primary data collected from the questionnaire are processed through several stages of analysis. These include testing the validity of the questionnaire items to ensure that they measure the intended constructs accurately, and testing their reliability using internal consistency measures such as Cronbach's alpha. Normality tests are also conducted to assess the distribution of the data,

followed by hypothesis testing to evaluate whether significant gaps exist between customer expectations and perceived service quality.
However, this research is subject to certain limitations. The sampling technique used is purposive sampling, which may affect the generalizability of the findings to the broader population of e-commerce users. Although this method is suitable for exploratory research targeting specific user experiences, the results should be interpreted with caution, as they may reflect the views of a specific segment of TikTok Shop users rather than the general consumer base. Moreover, as the data are self-reported, there is potential for response bias influenced by recent experiences or personal perceptions of the platform.

2.3. Population and samples

The population in this study consisted of all TikTok Shop users in Palembang City. Sample determination was carried out using a purposive sampling method, namely a sample selection technique based on certain considerations to ensure the sample is suitable for use. This technique is selected based on the characteristics assigned to the target population elements, which are in line with the problem and research objectives. In this research, the purposive sampling method was used [21]. The sample in this study was determined using the Paul Leedy formula in [22], with a margin of error (moe) of 10% and a confidence level of 95% (Z=1.96). The 95% confidence level or Z=1.96 is the most commonly used because it provides a balance between precision and reliability.

$$n = \left(\frac{\hat{z}}{e}\right)^2 (p)\,(1\text{-}p) \quad (1)$$

The population in this study is not known for certain. To determine the sample size, Paul Leedy's formula for an unknown population is used, assuming a maximum (p)(1-p) value of 0.25. The sample determination uses a 95% confidence level with a margin of error not exceeding 10%, so the sample in this study is:

$$N = \left(\frac{1,96}{0,1}\right)^2 (0,25) = 96,04$$

The sample size is rounded to 100 respondents.

2.4. Data Analysis

The data analysis stage in this research aims to process data to find answers to research problems. The analysis techniques used include descriptive analysis, data quality tests such as validity and reliability tests, E-ServQual calculations, and mapping via Cartesian diagrams (IPA). In the E-ServQual method, after

obtaining respondent responses through a questionnaire, the data is processed by calculating user expectations and perceptions of the quality of TikTok Shop services. This step is carried out by adding up the user's perception value (X) and expectation value (Y), then calculating the average using the formula as in equations (2) and (3).

$$X = \frac{\Sigma xi}{n} \tag{2}$$

$$Y = \frac{\Sigma yi}{n} \tag{3}$$

For calculating E-ServQual (gap value), calculating the difference between the average perception value and the average value of user expectations [23] can be done using equation (4).

$$Score\ E\text{-}servqual = X_i - Y_i \tag{4}$$

The results of the gap analysis in service quality are examined by calculating the difference between user expectations and perceptions across each dimension. The interpretation of the gap values follows established evaluative criteria: (a) a negative gap value (< 0) indicates that user perceptions fall short of expectations, thereby reflecting a level of service quality deemed "unsatisfactory"; (b) a gap value equal to zero (= 0) implies that the service provided meets user expectations, signifying a "satisfactory" level of quality; and (c) a positive gap value (> 0) demonstrates that user perceptions exceed expectations, indicating that the service quality is perceived as "very satisfactory." This analysis facilitates a deeper understanding of user satisfaction levels and identifies specific areas requiring strategic improvement.

Importance Performance Analysis (IPA) analysis is a measure of the level of expectations and satisfaction that produces a Cartesian diagram that shows the position of each attribute or element that is considered to influence visitor satisfaction. In the Cartesian diagram there are factors that will be described in four quadrants. Each quadrant shows the level of improvement priority and main focus of TikTok Shop. Figure 2 shows a Cartesian diagram of the results of IPA analysis [24] [25].

The Cartesian diagram derived from the Importance Performance Analysis (IPA) framework is segmented into four distinct quadrants, each reflecting varying levels of importance and performance for service attributes. Quadrant I (A) includes attributes deemed highly important by users but are currently underperforming, thus representing critical areas requiring immediate improvement. Quadrant II (B) consists of attributes that are both important to

users and performed well by the company; these should be maintained to preserve user satisfaction. Quadrant III (C) encompasses attributes considered less important by users and also exhibit low performance, indicating low-priority areas for improvement. Lastly, Quadrant IV (D) includes attributes that are of low importance to users yet are delivered with high performance by the company, suggesting potential overinvestment or inefficiencies in these areas. This quadrant-based visualization serves as a strategic tool for prioritizing service quality enhancements.

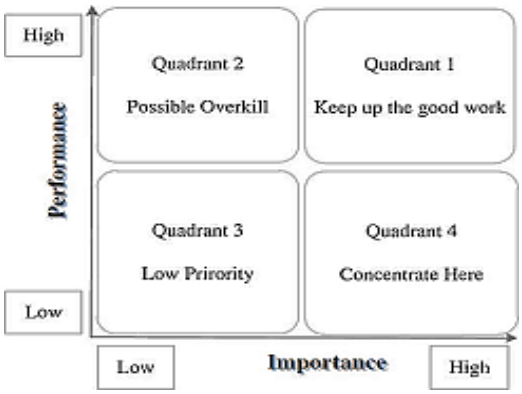

Figure 2. Importance Performance Analysis Matrix

3. RESULTS AND DISCUSSION

3.1. E-Service Quality (E-ServQual)

E-Service Quality (E-ServQual) analysis aims to assess the extent to which the quality of the services provided meets the level of user satisfaction in the TikTok Shop application by considering each indicator in the E-ServQual dimension. The results of the analysis are presented in the form of a gap value or E-ServQual which shows the difference between the user's perception score and their expected score. Table 2 presents the results of analytical calculations for each dimension of E-ServQual.

Table 2. E-ServQual Dimensional Analysis Results

Variables	Statement Code	Perception (Performance)	Expectation	GAP
Efficiency	A1	3,90	4,18	-0,28
	A2	3,82	4,18	-0,36
	A3	4,01	4,29	-0,28
	A4	3,81	4,21	-0,40
	A5	3,70	4,21	-0,51

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Variables	Statement Code	Perception (Performance)	Expectation	GAP
	B1	3,89	4,28	-0,39
	B2	3,91	4,28	-0,37
Fullfillment	B3	3,77	4,22	-0,45
	B4	3,72	4,21	-0,49
	B5	3,97	4,24	-0,27
Reliability	C1	3,80	4,23	-0,43
	C2	4,02	4,22	-0,20
	C3	3,87	*4,16*	-0,29
	C4	3,92	4,28	-0,36
	C5	3,77	4,22	-0,45
	C6	3,72	4,21	-0,49
	C7	3,90	4,18	-0,28
Privacy	D1	3,82	4,18	-0,36
	D2	4,01	4,29	-0,28
	D3	3,81	4,21	-0,40
Responsiveness	E1	3,96	4,08	-0,12
	E2	3,91	*4,16*	-0,25
	E3	3,91	4,28	-0,37
Compensation	F1	3,97	4,18	-0,21
	F2	3,82	4,21	-0,39
Contact	G1	3,89	4,21	-0,32
	G2	4,10	4,17	-0,07

Based on Table 2, the Gap, Perception and Expectation values given by users show that the Gap for attribute A5 is the worst with a Gap value of -0.51, while the Gap for attribute G2 is the best with a Gap value of -0.07.

Measuring satisfaction with the e-Service Quality (e-ServQual) model aims to test the gap between the results of satisfaction assessment data processing which represents current conditions or perceptions and the Importance Rating which refers to hopes or desires. The calculation results show the Gap values for all attributes in the research instrument, starting from the largest Gap value to the smallest. The results of calculating the e-Service Quality (e-ServQual) variable can be seen in Table 3.

Table 3. Calculation Results of E-ServQual Variable Dimensions

No	Dimension	Perception (Performance)	Expectation	Gap	Service Quality (e-ServQual)
1	Efficiency	3,85	4,21	-0,36	0,913094
2	Fullfillment	3,85	4,25	-0,40	0,907145
3	Reliability	3,86	4,21	-0,35	0,915303
4	Privacy	3,88	4,23	-0,35	0,917865
5	Responsiveness	3,93	4,17	-0,09	0,941348
6	Compensation	3,90	4,20	-0,30	0,928562

No	Dimension	Perception (Performance)	Expectation	Gap	Service Quality (e-ServQual)
7	Contact	4,00	4,19	-0,19	0,953602
	Average	3,89	4,21	-0,32	0,925274

The calculation results in Table 3 show that the lowest service quality value is in the Fulfillment dimension with a service quality value of 0.907145, while the highest service quality value is in the Contact dimension with a service quality value of 0.953602. Overall, the average service quality score is 0.925274. This shows that the level of service quality satisfaction felt by consumers or TikTok Shop users is very high, with a service quality score close to 1.

3.2. Importance Performance Analysis (IPA)

Efforts to increase user satisfaction can be done by increasing the level of perception and expectations. The main focus should be on attributes that are considered very important by users but whose performance ratings are still considered lacking. One approach to determining improvement priorities is the Importance Performance Analysis (IPA) method [26]. This method helps identify priorities based on the level of perception and expectations for each attribute, which is then visualized in a Cartesian diagram consisting of four quadrants. The position of each attribute is determined based on the average score of its level of importance and performance [27]. Data analyzed using the E-ServQual method can be visualized in a Cartesian diagram by applying the principles of Importance Performance Analysis. This method is used to identify the company's strengths and weaknesses [28].

Table 4. Average Of Importance And Performance Level

Item Code	Importance level	Performance Level
A1	4,18	3,90
A2	4,18	3,82
A3	4,29	4,01
A4	4,21	3,81
A5	4,21	3,70
B1	4,28	3,89
B2	4,28	3,91
B3	4,22	3,77
B4	4,21	3,72
B5	4,24	3,97
C1	4,23	3,80
C2	4,22	4,02
C3	*4,16*	3,87
C4	4,28	3,92
C5	4,22	3,77
C6	4,21	3,72

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Item Code	Importance level	Performance Level
C7	4,18	3,90
D1	4,18	3,82
D2	4,29	4,01
D3	4,21	3,81
E1	4,08	3,96
E2	*4,16*	3,91
E3	4,28	3,91
F1	4,18	3,97
F2	4,21	3,82
G1	4,21	3,89
G2	4,17	4,10
Average	**4,21**	**3,88**

In Table 4, it can be seen that the average level of importance (expectation) is 4.21 and the average level of performance is 3.88. Based on these two values, the center line is determined on the Cartesian Importance Performance Analysis (IPA) diagram which divides the Cartesian diagram into four quadrants. Each quadrant represents a different condition.

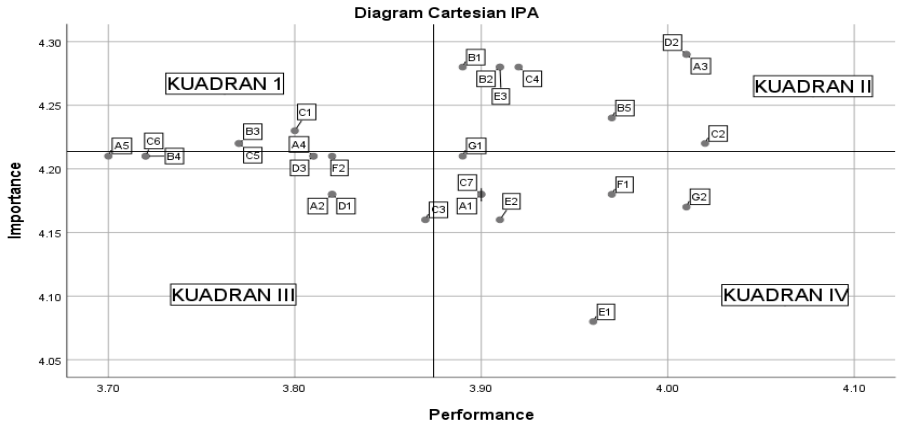

Figure 3. Cartesian Diagram of Importance Performance Analysis

Figure 3 illustrates the positioning of various service attributes within the Cartesian diagram based on their importance and performance as perceived by users. This visualization facilitates the identification of attributes that require improvement in the TikTok Shop application service, particularly those deemed most important by users.

Attributes placed in Quadrant I represent the highest priority for improvement. These are considered important by users, yet the actual performance falls short of expectations. The attributes in this quadrant are: Product availability as

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ordered (B3), Sellers has a rating (C1), and Competitive Pricing (C5). These three attributes should be addressed with utmost urgency by producers or sellers on the TikTok Shop platform to enhance service quality and increase user satisfaction.

In contrast, Quadrant II contains attributes that are considered important and are currently being delivered in accordance with user expectations. These attributes include: Availability of search engines in the application (A3), Timely product delivery (B1), Availability of product warranty or insurance (B2), Product matches the description (B5), There are flash sale programs (C2), Availability of various products or product variants (C4), Secure transaction data (D2), and 24-hour response availability (E3). Service providers or sellers must strive to maintain the quality of these attributes, as they play a critical role in meeting user satisfaction.

Attributes located in Quadrant III are viewed as less important and are characterized by relatively poor performance. Although these attributes may not significantly affect overall satisfaction, they still reflect areas where service quality can be incrementally improved. The attributes in this quadrant include: TikTok Shop application is easy to use (A2), Easy transaction process (A4), Various payment methods are available (A5), Free Shipping is available (B4), Availability of Official Store (C3), Discounts or promos available at specific times (C6), Protection of personal data (D1), Protected credit/debit card data (D3), and Product returns (F2). Their lower importance suggests they may not be a current priority in performance assessment.

Lastly, Quadrant IV includes attributes that, although considered less important by users, are delivered with high performance. This quadrant may reflect potential over-performance in areas of low user concern, indicating an opportunity for resource reallocation. The attributes in this category are: TikTok Shop page is easy to access (A1), Easy and accurate search function (C7), Real-time activation notification (E1), Fast response (E2), Refund (F1), 24/7 accessible contact channels (phone, email, chat, etc.) (G1), and Online customer service available (G2). Despite their low importance rating, the high level of performance on these attributes highlights the platform's strong commitment to comprehensive user support.

The results of the analysis using this method show that there are three attributes that require performance improvement, namely items B3, C1, and C5. These three attributes have the highest priority to be improved to increase user satisfaction. Meanwhile, the statements in items A1, C7, E1, E2, F1, G1, and G2 can be maintained because their performance has exceeded the level of importance expected by users.

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3.3. Discussion

The findings from the analysis of E-Service Quality (E-ServQual) and Importance Performance Analysis (IPA) provide insightful conclusions about the TikTok Shop application's service quality and areas requiring attention to enhance user satisfaction.

From the results presented in Table 2 and Table 3, it is clear that there are notable gaps between user expectations and perceptions, with the overall E-Service Quality score averaging 0.925274. This score suggests a generally positive user perception of the service quality in the TikTok Shop application, which is close to an ideal score of 1, indicating that users are largely satisfied. However, certain dimensions still exhibit performance gaps, with some aspects of the service not meeting the expected standards.

The dimension of Efficiency emerged as the most significant area requiring improvement, particularly attribute A5, which had the largest gap of -0.51. This indicates a substantial difference between the users' expectations for the ease and speed of the application and their actual experiences. Despite the overall positive response to the efficiency of the app, there remains room for improvement in this domain. Service providers must address factors such as load times, the quickness of transactions, and the smoothness of the shopping experience to meet users' expectations more effectively.

On the other hand, the Contact dimension performed relatively better, showing a smaller gap of only -0.07, the lowest gap in the study. This suggests that the customer service and communication aspects of the TikTok Shop application are highly appreciated by users. The positive feedback on the contact functionality is a significant strength that the platform should continue to nurture. Users value quick and accessible support channels, and this is one area where the app is already excelling.

Furthermore, Reliability and Privacy dimensions exhibit gap values of -0.35 and -0.36, respectively, pointing to a slight underperformance in areas that users expect to be crucial. This includes the consistency of services provided by sellers and the protection of personal data. Given the growing importance of user trust, particularly in e-commerce platforms, these areas are critical for maintaining long-term satisfaction and loyalty.

The IPA analysis conducted in this study provides a more granular approach by helping prioritize attributes based on their perceived importance and performance. Based on the findings in Figure 3 and Table 4, the attributes that need urgent attention are those positioned in Quadrant I—the high importance,

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low performance quadrant. These are the areas where users have high expectations but feel the platform's performance is lacking.

The items identified in Quadrant I—product availability as ordered (B3), sellers' ratings (C1), and competitive pricing (C5)—are critical areas that directly impact the overall shopping experience. These attributes are seen as pivotal by users and therefore, require immediate and targeted improvements. For instance, if users are unable to find the products they desire or if product availability does not match the listings, their trust in the platform will diminish. Ensuring that these aspects align more closely with user expectations can significantly enhance user satisfaction.

In contrast, the attributes placed in Quadrant II are those that are both considered important by users and are performing well. These areas, including the timely product delivery (B1), availability of a product warranty (B2), and secure transaction data (D2), represent the strengths of the TikTok Shop application. Maintaining and even further optimizing these services should remain a priority, as they directly contribute to the users' positive experiences. For instance, ensuring that deliveries are punctual and that products match their descriptions will help the app retain its competitive edge and customer loyalty. While attributes in Quadrant III, such as easy transaction processes (A4) and free shipping (B4), may not be seen as crucial by users, their underperformance still suggests opportunities for incremental improvements. These attributes may not be the top priority for now, but addressing them could enhance the overall quality of service in the long run.

Lastly, Quadrant IV highlights the over-performance of certain attributes, like the ease of accessing the TikTok Shop page (A1) and the availability of real-time notifications (E1). While these aspects are performing exceptionally well, users place less importance on them. However, this over-performance provides an opportunity to reallocate resources more efficiently to focus on other areas of higher priority.

The primary takeaway from the E-ServQual analysis and IPA is the importance of focusing on the attributes that matter most to users, such as product availability, seller ratings, and pricing competitiveness. To optimize the overall user experience on TikTok Shop, the platform must focus on these areas while continuing to maintain high levels of performance in areas such as customer support and transaction security.

1) Improvement in Efficiency: Enhancing the efficiency of the application, particularly around transaction processes and load times, could address the largest gap identified in the study. Improving this aspect could significantly elevate user satisfaction.

2) Strengthening Product Availability and Seller Ratings: The gaps identified in the Fulfillment and Reliability dimensions highlight the need to prioritize improvements in product availability and the credibility of sellers. Ensuring that products are available as listed and improving the trustworthiness of sellers through better ratings will directly address users' expectations and reduce dissatisfaction.
3) Focus on Competitive Pricing: As pricing is one of the most important factors for users, addressing gaps in competitive pricing (C5) could significantly increase customer loyalty and the overall perceived value of the TikTok Shop platform.
4) Maintaining Excellence in Customer Support: The high performance in the Contact dimension should be sustained, as users appreciate the availability of real-time customer service. Continued investment in this area will help maintain customer trust and satisfaction.

4. CONCLUSION

The findings of this study reveal that the overall perceived service quality of TikTok Shop is exceptionally high, with an average score of 0.925274 indicating that customer satisfaction approaches the optimal threshold. However, notable disparities persist across specific service attributes. The Fulfillment dimension recorded the lowest service quality score (0.907145), signaling a critical area for enhancement, while the Contact dimension achieved the highest score (0.953602), reflecting strong performance in direct customer engagement. A deeper analysis of the perception-expectation gaps reveals that attribute A5 exhibits the most significant negative gap (-0.51), whereas attribute G2 demonstrates the smallest discrepancy (-0.07), highlighting key areas of concern and satisfaction, respectively.

The application of Importance-Performance Analysis (IPA) identified three service attributes that fall within the "Concentrate Here" quadrant, denoting high importance but low performance. These attributes warrant immediate managerial attention to bridge the service quality gaps and reinforce customer satisfaction. Meanwhile, eight attributes were categorized as "Keep Up the Good Work", suggesting that these aspects are both important and well-executed, and should be consistently maintained or even enhanced. Nine attributes were classified under "Low Priority", implying limited user concern despite suboptimal performance, and seven were grouped under "Possible Overkill", suggesting they are of lower relevance to users and may offer opportunities for resource reallocation.

Despite the robustness of the findings, this study is subject to several limitations. The sample was restricted to users who have interacted with TikTok Shop within a specific timeframe and geographical context, which may limit the

generalizability of the results. Additionally, the study relied on self-reported perceptions, which are inherently subject to bias. Future research could expand the sample diversity, incorporate longitudinal designs, and integrate behavioral data to enhance the reliability and applicability of the insights. In practical terms, these findings offer a data-driven roadmap for TikTok Shop to prioritize strategic improvements in its service delivery. By addressing the most critical gaps, particularly in the fulfillment process, and reinforcing areas of strength, the platform can enhance user experience and foster long-term customer loyalty. Furthermore, the structured application of E-ServQual and IPA demonstrates a replicable model for ongoing service evaluation in dynamic e-commerce ecosystems.

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