

Exploring the Effects of Price, Service Quality, and Promotion on Customer Satisfaction among TikTok Shop Student Users in Medan City

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The rapid growth of social commerce has transformed consumer shopping behavior, particularly among university students who actively use digital platforms such as TikTok Shop. This study aims to examine the effects of price, service quality, and promotion on customer satisfaction among active TikTok Shop student users in Medan City. A quantitative approach was employed, with data collected from 100 respondents selected through purposive sampling. The data were analyzed using multiple linear regression to determine both partial and simultaneous effects among the variables. The findings reveal that price has a positive and significant effect on customer satisfaction, as indicated by a t-value of 3.285 and a significance value of 0.009. Service quality also has a positive and significant effect on customer satisfaction, with a t-value of 3.697 and a significance value of 0.000, making it the most dominant variable in this study. Furthermore, promotion has a positive and significant effect on customer satisfaction, with a t-value of 3.027 and a significance value of 0.003. These results indicate that affordable and appropriate pricing, responsive service, and attractive promotional offers play important roles in shaping students' satisfaction with TikTok Shop. Simultaneously, price, service quality, and promotion have a positive and significant effect on customer satisfaction, as shown by an F-value of 29.674 and a significance value of 0.000. The coefficient of determination shows that the three independent variables explain 48.1% of the variation in customer satisfaction, while the remaining 51.9% is influenced by other factors not examined in this study. The descriptive analysis further indicates that students' perceptions of price, service quality, promotion, and customer satisfaction are generally in the high category.

Keywords: Price, Service Quality, Promotion, Customer Satisfaction, TikTok Shop

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1. Introduction

The rapid development of digital technology has changed consumer behavior from conventional purchasing activities to online and social commerce-based transactions (Harsanto et al., 2024). Social media is no longer used only as a medium for communication and entertainment, but has also become an important platform for product promotion, customer interaction, and online purchasing decisions (Hidayah & Arsyad, 2025). In Indonesia, the use of social media continues to grow significantly, with DataReportal reporting 143 million active social media user identities in January 2025, equivalent to 50.2 percent of Indonesia's total population. This condition shows that social media has become a strategic space for business actors to reach consumers, especially young consumers who are highly familiar with digital platforms (Maulida & Rasyidah, 2024). One of the social commerce platforms that has developed rapidly is TikTok Shop. TikTok Shop combines entertainment content, short videos, live shopping, influencer marketing, product reviews, and direct transaction features in one application (Andreani & Tuti, 2022). This integration makes the shopping process more interactive and persuasive because consumers can view product demonstrations, communicate with sellers, and make purchases without leaving the application (Salsabillah, 2022). Among

students, TikTok Shop is increasingly popular because it offers practical access, various product choices, competitive prices, and attractive promotional programs such as discounts, vouchers, cashback, free shipping, and flash sales.



The figure shows that Indonesia ranks first as the country with the largest number of TikTok users worldwide, reaching 184.95 million users. This number is higher than the United States, Brazil, Mexico, Vietnam, Pakistan, the Philippines, and Russia. The data indicate that TikTok has become one of the most influential digital platforms in Indonesia, not only for entertainment but also for marketing and online shopping activities (Maheswara, 2025). The large number of TikTok users strengthens the relevance of TikTok Shop as a social commerce platform, especially among young consumers such as university students who are highly active in using social media (DVM, 2025). Therefore, examining customer satisfaction among TikTok Shop student users in Medan City is important because this consumer group is part of a rapidly growing digital shopping ecosystem.

In Medan City, students are one of the consumer groups that actively use TikTok Shop. Students generally have high exposure to social media, are familiar with digital shopping trends, and tend to consider price, service, and promotional offers before making purchases. However, the growing use of TikTok Shop is also accompanied by several problems. Some consumers experience products that do not match expectations, delayed delivery, unclear product information, unresponsive sellers, and less effective complaint handling. These problems may reduce customer satisfaction because consumers compare the expectations formed before purchase with the actual shopping experience after receiving the product.

Customer satisfaction is an important aspect in social commerce because it reflects consumers' evaluation of their shopping experience (Thaher, 2023). Customer satisfaction occurs when the product or service received meets or exceeds consumer expectations. In the context of TikTok Shop, customer satisfaction is not only determined by the attractiveness of the platform, but also by price fairness, service quality, and the effectiveness of promotions (Lubis et al., 2023). If consumers perceive that the price is affordable, the service is responsive, and the promotion provides real benefits, their satisfaction is likely to increase (Thamrin et al., 2025). Conversely, if the price does not match product quality, the service is slow, or the promotion creates unrealistic expectations, customer satisfaction may decline (Sutejo et al., 2024).

Price is one of the main factors that can influence customer satisfaction (Effendi et al., 2023). For students, price is an important consideration because they generally have limited purchasing power and tend to be more sensitive to price differences (Caroline et al., 2021). Affordable and competitive prices can create a positive perception of value, especially when the price is considered appropriate to the quality of the product received (Salqaura et al., 2025). However, low prices do not always guarantee satisfaction if the product

quality does not match the description or consumer expectations (Salqaura & Nasib, 2026). Therefore, price in TikTok Shop needs to be understood not only as a nominal amount paid by consumers, but also as a perceived value that influences satisfaction (Eryc et al., 2026).

Service quality is also an important factor in determining customer satisfaction. In social commerce, service quality includes seller responsiveness, clarity of product information, transaction convenience, payment security, delivery reliability, and complaint handling (Sajidah & Aulia, 2021). Students as active users expect a shopping process that is fast, simple, safe, and easy to access (Butarbutar et al., 2026). Poor service quality, such as slow responses, unclear information, delayed shipping, or ineffective return handling, may create dissatisfaction (Julsari et al., 2025). On the other hand, good service quality can strengthen consumer trust and create a positive shopping experience (Nurhidayah et al., 2025).

Promotion is another factor that plays a significant role in shaping customer satisfaction. TikTok Shop uses various promotional strategies, including discounts, cashback, free shipping, flash sales, live shopping offers, and influencer-based promotions (Haryanti et al., 2022). These promotional activities can increase consumer interest and encourage purchasing decisions because consumers feel that they receive additional benefits from the transaction (Purnama Sari et al., 2025). However, excessive or misleading promotions can create expectations that are too high. If the product or service received does not match the promotional promise, consumers may feel disappointed (Nurbayan et al., 2025). Thus, promotion must be managed not only to attract purchases, but also to maintain realistic expectations and customer satisfaction (Maulana & Mulyana, 2020). Customer satisfaction is the main variable in this study because it reflects the extent to which TikTok Shop is able to meet the expectations of student users in Medan City. Students as digital consumers do not only look for affordable products, but also expect reliable services and promotions that provide real benefits. When customer satisfaction is high, users are more likely to make repeat purchases, recommend the platform to others, and develop a positive perception of TikTok Shop (Amelia, Hou, et al., 2024). Therefore, understanding the factors that influence customer satisfaction is important for sellers, platform managers, and digital marketing practitioners (Siregar et al., 2025).

The urgency of this study lies in the increasing use of TikTok Shop among students and the need to understand the factors that shape their satisfaction as active users. In the highly competitive social commerce environment, customer satisfaction becomes an important indicator for maintaining consumer trust and long-term platform usage. This study is also important because student consumers have specific characteristics, such as high digital literacy, sensitivity to price, strong exposure to online promotions, and a tendency to rely on social media-based shopping experiences. The novelty of this study lies in its focus on examining the effects of price, service quality, and promotion on customer satisfaction among TikTok Shop student users in Medan City. Previous studies have often discussed online purchasing decisions or general e-commerce platforms, while this study specifically focuses on customer satisfaction in a social commerce platform that combines entertainment, live shopping, and direct purchasing features.

2. Method

This study uses a quantitative approach with an associative research design to analyze the effects of price, service quality, and promotion on customer satisfaction among active TikTok Shop student users in Medan City. A quantitative approach was selected because this study examines the relationship among variables using numerical data and statistical analysis. The research data were collected by distributing questionnaires to respondents using a Likert scale ranging from strongly disagree to strongly agree. The population of this study consists of active student users of TikTok Shop in Medan City, while the sample consisted of 100 respondents selected using purposive sampling. This sampling technique was used because respondents were required to meet specific criteria, namely being students, residing or studying

in Medan City, and actively using TikTok Shop. The collected data were analyzed using SPSS software. The stages of analysis include validity and reliability tests to ensure that the research instrument is feasible and consistent. Classical assumption tests were also conducted, consisting of normality, multicollinearity, and heteroscedasticity tests to ensure that the regression model meets the required statistical assumptions. Furthermore, multiple linear regression analysis was used to determine the effects of price, service quality, and promotion on customer satisfaction. Hypothesis testing was carried out using the t-test to examine the partial effect of each independent variable, the F-test to examine the simultaneous effect of all independent variables, and the coefficient of determination to measure the ability of price, service quality, and promotion to explain customer satisfaction.

3. Results and Discussion

Descriptive Statistical Analysis

The results of this analysis explain the value of N as the research sample, the minimum value as the lowest score, the maximum value as the highest score, the mean as the average value, and the standard deviation.

Table 1. Descriptive Statistical Analysis

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Price	100	14	25	19.72	2.663
Service Quality	100	13	25	18.86	2.843
Promotion	100	13	25	19.24	2.644
Customer Satisfaction	100	10	25	19.20	2.715
Valid N (listwise)	100				

Source: Research Results, 2026

Based on the SPSS output, the descriptive statistical analysis explains the values of the four variables tested in this study. The price variable, with 100 respondents, has a mean value of 19.72, with the lowest score of 14 and the highest score of 25. The standard deviation value of 2.663 indicates variation in respondents' assessments. The service quality variable, with 100 respondents, has a mean value of 18.86, with the lowest score of 13 and the highest score of 25. The standard deviation value of 2.843 indicates differences in perceptions among respondents. The promotion variable, with 100 respondents, has a mean value of 19.24, with the lowest score of 13 and the highest score of 25. The standard deviation value of 2.644 indicates variation in respondents' assessments. Meanwhile, the customer satisfaction variable, with 100 respondents, has a mean value of 19.20, with the lowest score of 10 and the highest score of 25. The standard deviation value of 2.715 indicates variation in the level of satisfaction among respondents.

Validity Test Results

The following table presents the results of the validity test.

Table 2. Validity Test Results

Variable	Statement Item	r Count	r Table	Description
Price (X1)	X1.1	0.709	0.197	Valid
Price (X1)	X1.2	0.728	0.197	Valid
Price (X1)	X1.3	0.677	0.197	Valid
Price (X1)	X1.4	0.729	0.197	Valid
Price (X1)	X1.5	0.802	0.197	Valid
Service Quality (X2)	X2.1	0.678	0.197	Valid
Service Quality (X2)	X2.2	0.684	0.197	Valid
Service Quality (X2)	X2.3	0.783	0.197	Valid

Variable	Statement Item	r Count	r Table	Description
Service Quality (X2)	X2.4	0.729	0.197	Valid
Service Quality (X2)	X2.5	0.636	0.197	Valid
Promotion (X3)	X3.1	0.721	0.197	Valid
Promotion (X3)	X3.2	0.612	0.197	Valid
Promotion (X3)	X3.3	0.716	0.197	Valid
Promotion (X3)	X3.4	0.635	0.197	Valid
Promotion (X3)	X3.5	0.698	0.197	Valid
Customer Satisfaction (Y)	Y1	0.560	0.197	Valid
Customer Satisfaction (Y)	Y2	0.750	0.197	Valid
Customer Satisfaction (Y)	Y3	0.713	0.197	Valid
Customer Satisfaction (Y)	Y4	0.731	0.197	Valid
Customer Satisfaction (Y)	Y5	0.777	0.197	Valid

Source: Research Results, 2026

Based on Table above the validity test results show that all statement items for the variables of price, service quality, promotion, and customer satisfaction meet the validity criteria. This can be seen from the calculation results, where the r count value of each item is greater than the r table value of 0.197. Based on the 0.05 significance level, it can be concluded that all statement items are valid.

Reliability Test Results

Table 3. Reliability Test Results

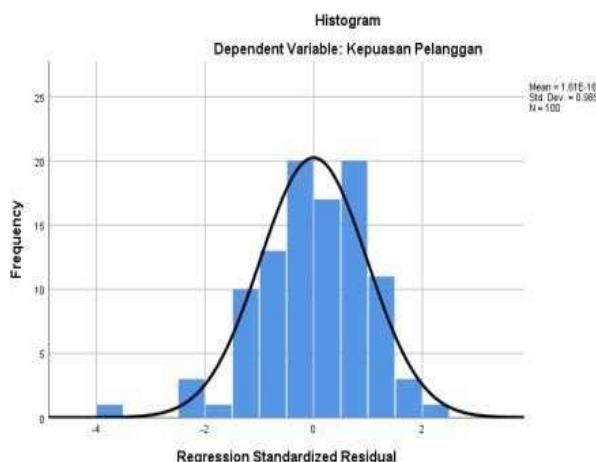
Variable	Cronbach's Alpha	Number of Items	Description
Price	0.773	5	Reliable
Service Quality	0.740	5	Reliable
Promotion	0.695	5	Reliable
Customer Satisfaction	0.745	5	Reliable

Source: Research Results, 2026

Based on the table above, all variables have Cronbach's Alpha values greater than 0.60. Therefore, all variables tested in this study meet the reliability criteria and can be considered reliable.

Normality Test Results

The normality test can be explained using the histogram graph and the normal P-P plot graph.



Based on the histogram model, it can be concluded that the residual data form a bell-shaped curve. Therefore, the data can be considered normally distributed.

Multicollinearity Test Results

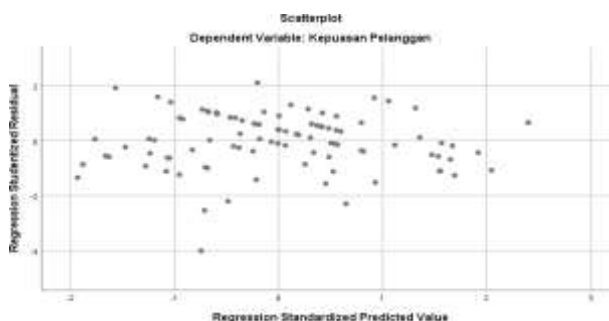
Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
Price	0.430	1.954
Service Quality	0.486	2.059
Promotion	0.486	2.060

Source: Research Results, 2026

Based on the multicollinearity test results, the tolerance value for the price variable is 0.430, the tolerance value for service quality is 0.486, and the tolerance value for promotion is 0.486. All tolerance values are greater than 0.10. Meanwhile, the VIF value for price is 1.954, the VIF value for service quality is 2.059, and the VIF value for promotion is 2.060. All VIF values are less than 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in this regression model.

Heteroscedasticity Test Results



Source: Research Results, 2026

Based on the scatterplot graph of the heteroscedasticity test, the data points are randomly distributed and spread both above and below the value of 0 on the Y-axis. In addition, there is no clear pattern, such as a wavy, widening, or narrowing pattern. This indicates that heteroscedasticity does not occur in the regression model.

Multiple Linear Regression Analysis

This analysis explains the multiple linear regression values obtained from the SPSS output, as shown in the following table.

Table 6. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	4.595	1.665		2.759	0.007
Price	0.287	0.109	0.295	3.285	0.009
Service Quality	0.373	0.101	0.390	3.697	0.000
Promotion	0.333	0.108	0.324	3.072	0.003

Dependent Variable: Customer Satisfaction

The regression equation obtained is as follows:

$$Y = 4.595 + 0.287X_1 + 0.373X_2 + 0.333X_3 + e$$

The explanation of the multiple linear regression equation is as follows:

- a. The constant value of 4.595 means that if price, service quality, and promotion are assumed to be zero, the basic level of customer satisfaction is 4.595.

- b. The price coefficient of 0.287 has a positive value, meaning that every one-unit increase in price perception will increase customer satisfaction by 0.287.
- c. The service quality coefficient of 0.373 has a positive value, meaning that every one-unit increase in service quality will increase customer satisfaction by 0.373.
- d. The promotion coefficient of 0.333 has a positive value, meaning that every one-unit increase in promotion will increase customer satisfaction by 0.333.

Table 7. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.694	0.481	0.465	1.986	1.731

Source: Research Results, 2026

Based on the coefficient of determination test results, the R Square value is 0.481. This indicates that the variables of price, service quality, and promotion are able to explain customer satisfaction by 48.1%. Meanwhile, the remaining 51.9% is influenced by other variables outside this study. This value indicates that the regression model has a sufficient explanatory ability.

Table 8. Simultaneous Test Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	351.233	3	117.078	29.674	0.000
Residual	378.767	96	3.945		
Total	730.000	99			

Dependent Variable: Customer Satisfaction

Source: Research Results, 2026

Based on the F-test results, the significance value is 0.000, which is less than 0.05, and the F count value is 29.674, which is greater than the F table value of 2.70. Therefore, it can be concluded that H_a is accepted and H_o is rejected. This means that price, service quality, and promotion simultaneously have a positive and significant effect on customer satisfaction among active TikTok Shop student users in Medan City.

Table 9. Partial Test Results (T-Test)

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	4.595	1.665		2.759	0.007
Price	0.287	0.109	0.295	3.285	0.009
Service Quality	0.373	0.101	0.390	3.697	0.000
Promotion	0.333	0.108	0.324	3.072	0.003

Dependent Variable: Customer Satisfaction

Source: Research Results, 2026

With the t table value of 1.985, the explanation of the partial test results is as follows:

1. The hypothesis testing result regarding the effect of price on customer satisfaction shows that the t count value is 3.285, which is greater than the t table value of 1.985, with a significance value of 0.009, which is less than 0.05. Therefore, H_a is accepted. This means that price has a positive and significant effect on customer satisfaction.
2. The hypothesis testing result regarding the effect of service quality on customer satisfaction shows that the t count value is 3.697, which is greater than the t table value of 1.985, with a significance value of 0.000, which is less than 0.05. Therefore, H_a is accepted. This means that service quality has a positive and significant effect on customer satisfaction.

3. The hypothesis testing result regarding the effect of promotion on customer satisfaction shows that the t count value is 3.072, which is greater than the t table value of 1.985, with a significance value of 0.003, which is less than 0.05. Therefore, H_a is accepted. This means that promotion has a positive and significant effect on customer satisfaction.

Discussion

The Effect of Price on Customer Satisfaction

Based on the results of this study, price has a positive and significant effect on customer satisfaction among active TikTok Shop student users in Medan City. This is proven by the t-test result, which shows that the t-count value of 3.285 is greater than the t-table value of 1.985, with a significance value of $0.009 < 0.05$. Therefore, H_1 is accepted, meaning that the better students' perception of the prices offered on TikTok Shop, the higher their level of customer satisfaction. The price regression coefficient of 0.287 also indicates a positive relationship, meaning that every increase in price perception will be followed by an increase in customer satisfaction.

This finding is in line with the theory of (Kotler & Keller, 2016)(Tezar Arianto et al., 2021)(Faris et al., 2023) which states that price is the amount of value exchanged by consumers to obtain the benefits of a product or service. In marketing, price is not only understood as the nominal amount paid, but also as an indicator of value perceived by consumers. If the price is considered affordable, appropriate to product quality, and more competitive than other platforms, consumers will feel that they receive benefits equal to the costs they spend (Lestari et al., 2021). Among students, price is a very important factor because students generally have limited purchasing power and tend to be more selective when making online purchases (Hutagaol et al., 2025).

The implementation of this research finding shows that TikTok Shop and its sellers need to maintain competitive pricing strategies, especially for products that are widely consumed by students. Prices that match students' economic capacity can create a positive perception of the platform. However, low prices alone are not enough to build satisfaction if they are not supported by appropriate product quality. Therefore, sellers need to maintain a balance between price, quality, and clear product information so that students do not feel disappointed after making a purchase.

This finding is supported by several previous studies. (Abid et al., 2023) found that price perception affects customer satisfaction among TikTok Shop users, meaning that consumers' assessment of price fairness is one of the factors that shapes satisfaction in social commerce transactions. (Rinanda, 2021) showed that price perception has a positive and significant effect on customer satisfaction. Another study by (Amelia, Ayuni, et al., 2024) explained on TikTok Shop customers in Semarang City found that price perception is an important variable in consumer behavior on TikTok Shop. The implication of this study is that TikTok Shop sellers need to treat price as part of a customer satisfaction strategy, not merely as a strategy to attract temporary purchases. Sellers can apply transparent pricing, avoid unreasonable price increases before giving discounts, and ensure that the prices offered are consistent with product quality. For students, prices that are perceived as fair and equal to the benefits received will increase satisfaction, strengthen trust, and encourage repeat purchases on TikTok Shop.

The Effect of Service Quality on Customer Satisfaction

Based on the results of this study, service quality has a positive and significant effect on customer satisfaction among active TikTok Shop student users in Medan City. The t-test result shows that the t-count value of 3.697 is greater than the t-table value of 1.985, with a significance value of $0.000 < 0.05$. Therefore, H_2 is accepted. The service quality regression coefficient of 0.373 indicates that service quality has a

positive effect on customer satisfaction. In addition, the beta value of service quality, which is 0.390, shows that this variable is the most dominant factor compared to price and promotion.

This result is supported by the service quality theory proposed by (Valerie A Zeithmal et al., 1998)(Wasiman, 2021)(Nasib et al., 2026), which explains that service quality is related to the ability of service providers to meet or exceed customer expectations. Service quality can be seen from reliability, responsiveness, assurance, empathy, and ease of access to services. In the context of TikTok Shop, service quality is not only related to seller friendliness, but also includes response speed in answering chats, clarity of product information, transaction convenience, payment security, delivery accuracy, and complaint and return handling (Nofriza, 2022). When the service received meets expectations, customers will feel safer, more comfortable, and more satisfied when shopping (Sihombing et al., 2024).

The implementation of this research finding shows that service is a very important aspect of students' shopping experience on TikTok Shop. Students as active users tend to expect a shopping process that is fast, practical, and free from obstacles. If sellers are slow to respond to questions, provide unclear product information, or do not help when there are delivery or return problems, customer satisfaction may decrease. Conversely, fast, informative, and responsible service will increase students' trust in the store and the TikTok Shop platform. This finding is strengthened by previous studies. (Shaheen, 2025) showed that service quality affects customer satisfaction among TikTok Shop users. (Angelo et al., 2025) found that TikTok Shop store service quality has a positive and significant effect on customer satisfaction. (Nenti et al., 2025) proved that service quality has a positive and significant effect on customer satisfaction, meaning that the better the service provided, the higher the level of satisfaction felt by customers.

The implication of this study is that TikTok Shop sellers need to place service quality as a top priority in building customer satisfaction. Sellers need to improve response speed, provide complete product information, maintain clear delivery estimates, and provide fair solutions when complaints or product returns occur. For TikTok Shop as a platform, this result indicates the importance of strengthening customer service systems, complaint handling systems, and communication features between buyers and sellers so that students' shopping experience becomes more positive and satisfying.

The Effect of Promotion on Customer Satisfaction

Based on the results of this study, promotion has a positive and significant effect on customer satisfaction among active TikTok Shop student users in Medan City. The t-test result shows that the t-count value of 3.072 is greater than the t-table value of 1.985, with a significance value of $0.003 < 0.05$. Therefore, H3 is accepted. The promotion regression coefficient of 0.333 indicates that promotion has a positive effect on customer satisfaction. This means that the more attractive and beneficial the promotions perceived by students, the higher their level of satisfaction with TikTok Shop. This finding is in accordance with the theory of (Kotler, 2010)(Haryani et al., 2023)(Husni, 2023), which explains that promotion is a marketing communication activity aimed at informing, persuading, and reminding consumers about products or services. Effective promotion can increase customer perceived value because consumers feel that they receive additional benefits, such as discounts, cashback, vouchers, free shipping, flash sales, and special offers during live shopping (Apasrawirote et al., 2022). In the context of TikTok Shop, promotion has stronger appeal because it is presented through video content, influencers, live streaming, and algorithm-based recommendations that appear on the For You Page.

The implementation of this research finding shows that TikTok Shop promotions play an important role in shaping students' satisfaction. Students tend to be attracted to promotions that provide direct benefits, such as discounts, vouchers, cashback, and free shipping. These promotions can make students feel that they save more money and receive greater value from their transactions. However, promotions must still be

delivered honestly and realistically. Promotions that are excessive, unclear in their terms and conditions, or inconsistent with product quality can create disappointment and reduce customer satisfaction.

This finding is supported by previous studies. (Cao, 2025) found that promotion has a positive and significant effect on customer satisfaction. Studies on e-commerce also show that promotion and service quality can influence customer satisfaction, so the right promotional strategy can strengthen customers' shopping experience. (Widy & HS, 2021)(Nasib, 2021)(Prayogo et al., 2023) in their study of TikTok Shop customers in Semarang City, showed that promotion is one of the important factors in consumer behavior on TikTok Shop. The implication of this study is that TikTok Shop sellers need to design promotions that not only attract attention but also provide real benefits to customers. Promotions should be transparent, easy to understand, and consistent with the actual condition of the products offered. TikTok Shop also needs to ensure that promotional programs, vouchers, and discounts do not create misleading expectations.

4. Conclusion

Based on the results of the multiple linear regression analysis, this study concludes that price, service quality, and promotion have a positive and significant effect on customer satisfaction among active TikTok Shop student users in Medan City. Partially, price has a positive and significant effect on customer satisfaction, indicating that affordable, competitive, and appropriate prices can increase students' satisfaction when shopping on TikTok Shop. Service quality also has a positive and significant effect and becomes the most dominant variable in this study. This means that responsive sellers, clear product information, reliable transactions, and proper complaint handling play an important role in creating a satisfying shopping experience. In addition, promotion has a positive and significant effect on customer satisfaction, showing that discounts, vouchers, cashback, free shipping, and live shopping offers can increase perceived value and strengthen students' satisfaction. Simultaneously, price, service quality, and promotion significantly influence customer satisfaction. The coefficient of determination shows that the three independent variables are able to explain 48.1% of the variation in customer satisfaction, while the remaining 51.9% is influenced by other factors not examined in this study. These findings indicate that customer satisfaction on TikTok Shop is shaped not only by attractive prices, but also by the quality of service and the relevance of promotional strategies.

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