

The Effect of the Quality of the Tiktok Shop Information System on Small and Medium Enterprises in Palopo City on the Satisfaction of Generation Z Customers

Fitriana Umar¹, Yayuk Pratiwi Seran², Nurfadhillah Safrillah³, Nuraeni⁴, Hendriawan Patadungan⁵

Faculty of Social Sciences and Humanities, Kurnia Jaya Persada University, South Sulawesi, Indonesia
Email: Fitriana26@gmail.com, yayuseran@gmail.com, fadhilahdhila011@gmail.com, hendripatadungan@gmail.com, nuraenirusnia03@hmail.com

This study aims to determine the effect of information system quality on generation Z customer satisfaction on the use of TikTok Shop by MSMEs in Palopo City. The background of this research is based on the increasing use of digital platforms, especially TikTok Shop, as a transaction medium of interest to the younger generation. The method used in this research is quantitative with a simple linear regression approach, where data is obtained through distributing questionnaires to 123 generation Z respondents who have made transactions through TikTok Shop MSMEs. The results showed that the quality of information systems has a positive and significant effect on customer satisfaction. This is evidenced by the significance value of <0.001 and the t-count value of $9.236 > t$ -table. The coefficient of determination (R Square) value of 0.413 shows that the quality of the information system is able to explain 41.3% of the variation in customer satisfaction, while the remaining 58.7% is influenced by other variables outside the study.

Keywords: Information System Quality, Customer Satisfaction, TikTok Shop, Generation Z, UMKM

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Corresponding Author:

Fitriana Umar

Faculty of Social Sciences and Humanities, Kurnia Jaya Persada University, South Sulawesi, Indonesia

Fitriana26@gmail.com

1. Introduction

The development of information and communication technology (ICT) globally has had a major impact on social interaction patterns and economic activities in society. Digitalization has penetrated various sectors, including the trade sector, which is now dominated by online systems. This phenomenon is marked by the rapid growth of e-commerce platforms that not only offer convenience in transactions but also a more personalized and efficient shopping experience (Barus et al. 2024). Along with this development, a new form of digital commerce has emerged, known as social commerce, which is the integration of social media and e-commerce. TikTok, a short-video platform highly popular among the younger generation, has launched the TikTok Shop feature, allowing users to purchase products directly from the app. This platform is not only an entertainment medium but has also transformed into an innovative and attractive business channel for entrepreneurs, especially Micro, Small, and Medium Enterprises (MSMEs).

The quality of the TikTok Shop information system plays a crucial role in shaping customer satisfaction and loyalty. A study by (Helina Ananda Putri1 2024) found that aspects such as reliability, responsiveness, and accessibility of TikTok Shop services contribute 74.6% to customer loyalty and 65.4% to customer satisfaction. These findings emphasize the importance of a reliable and responsive information system in retaining customers.

One of the main drivers of TikTok Shop's growth is Generation Z, the young generation born between 1997 and 2012 who are known to be very familiar with digital technology. This generation exhibits different

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consumption behaviors from previous generations: they want an interactive, fast, and entertaining shopping experience. Indonesia reveals that around 62% of Gen Z have shopped through the live shopping feature on TikTok. In the United States, more than half of Gen Z uses TikTok Shop to fulfill their shopping needs. This indicates that platforms such as TikTok Shop are not only a means of entertainment, but also a major channel in consumer decision-making among the younger generation (Fitriana umar 2022).

TikTok Shop offers a complex information system encompassing user interface, transaction systems, security, and product information accuracy, which directly impacts the user experience. Generation Z, who are the dominant users of TikTok, have high expectations for the quality of digital information systems. They want an experience that is fast, easy, safe, and enjoyable. Previous research shows that the quality of information systems, such as ease of use, system reliability, and data security, greatly affects the satisfaction of digital users from Generation Z (Muhammad Agha Afkar a* 2023)

The city of Palopo, as a growing city in South Sulawesi, has many MSMEs that are beginning to enter the digital world, including using TikTok Shop as a medium for promotion and sales. However, the lack of empirical studies that specifically examine the influence of the quality of the TikTok Shop information system on the satisfaction of Generation Z customers poses a challenge in understanding and optimizing the information system used on the platform. The lack of technological training, limited human resources, and low digital literacy are the main obstacles. Therefore, it is important to examine how the quality of the TikTok Shop information system affects the satisfaction of Generation Z customers in Palopo City, in order to provide appropriate recommendations for the development of digital-based MSMEs. With this background, this study aims to examine in depth how the quality of the TikTok Shop information system affects the satisfaction of Generation Z customers in Palopo City.

2. Literature Review and Problem Statement

Previous studies have shown that information system quality plays a significant role in shaping customer satisfaction, particularly in the context of e-commerce and social commerce. The information system success model proposed by (Lidya Stefany Wara1 2021) confirms that system quality, information quality, and service quality simultaneously influence user satisfaction and intention to continue using the system. This finding is reinforced by the research of (Defy Dwisetyawati 2025) which shows that system reliability, ease of use, and information accuracy have a positive effect on the perceived benefits and satisfaction of digital platform users. On the other hand, (Eka Putri maulidiah 2023) emphasize that customer satisfaction is formed through a comparison between expectations and actual service performance, so that in the context of platforms such as TikTok Shop, technical performance and information quality are important determinants of customer evaluation. However, a number of studies also found that the influence of each dimension of system quality is not always consistent; some studies show that service quality has a dominant influence, while others place information quality as the most determining factor, depending on user characteristics and the type of platform being studied.

In the context of Generation Z as digital consumers, their characteristics as digital natives and high dependence on social media (Chrystin Lidia Nauli Waruwu1 2025) indicate that their expectations regarding speed, personalization, and system transparency are higher than those of previous generations. However, most previous studies still focus on conventional e-commerce or general marketplaces and have not specifically examined content-based social commerce such as TikTok Shop, especially among Generation Z in non-metropolitan areas. In addition, there is still limited research that integrates the three dimensions of information system quality in the DeLone and McLean model with Generation Z behavioral characteristics as contextual variables. This research gap indicates the need for more focused empirical

studies to analyze how the quality of the TikTok Shop information system affects the satisfaction of Generation Z customers, especially in Palopo City. By filling this gap, this study is expected to contribute theoretically to the development of information system success models in the context of social commerce and practically to MSME players and digital platform managers. (Mar'atus Solikah1 2022)

3. Method

This study uses a quantitative approach with an explanatory survey method, which aims to examine the effect of information system quality on the satisfaction of Generation Z customers using TikTok Shop in Palopo City. A quantitative approach was chosen because it is able to measure the relationship between variables objectively through statistical analysis, thereby producing accurate, stable, and consistent findings with the characteristics of the numerical data analyzed. In addition, this study is causal research, as it seeks to explain the cause-and-effect relationship between independent variables (system quality, information quality, and service quality) and dependent variables (customer satisfaction). The research design used is a cross-sectional study, in which data collection is carried out at a specific time. This design was chosen because it is suitable for measuring respondents' perceptions and experiences of using TikTok Shop during a certain period without requiring longitudinal observation. The population in this study was Generation Z or Gen Z in the city of Palopo who had used TikTok Shop. The sampling technique used purposive sampling with the criteria of being Generation Z, residing in the city of Palopo, and having made transactions on TikTok Shop. Data analysis was carried out through several stages of initial data processing, classical assumption testing, hypothesis testing, and multiple linear regression analysis. This method was chosen in order to produce valid and reliable results.

4. Results and Discussion

The main instrument used was a closed questionnaire based on indicators from each research variable. The purpose of using this instrument was to measure the perceptions of Generation Z customers in Palopo City regarding the quality of the TikTok Shop information system and how this affects their level of satisfaction.

The questionnaire was distributed online using the Google Form platform. The use of Google Form was considered efficient because it allowed researchers to reach a large number of respondents in a short time and without geographical restrictions. In addition, Google Form also facilitated automatic data input, which facilitated the process of data recapitulation and further analysis. The questionnaire link was shared through social media such as WhatsApp, Instagram, and Gen Z community groups in Palopo City to ensure greater accuracy. Before being distributed widely, the questionnaire was tested first to ensure the validity and reliability of the instrument.

Table 1 Distribution of respondents based on gender

No	Category	number	Persentase
1	Male	59	48%
2	woman	64	52%
	Total	123	100%

The table above shows that there were slightly more female respondents than male respondents, namely 64 people (52%), while there were 59 male respondents (48%). This shows that TikTok Shop as a digital shopping platform is quite popular among both genders, with female users slightly dominating the use of information system features on the platform.

The main factor behind this popularity is that Generation Z are digital natives who are very familiar with technological developments and social media. The integration of entertainment content, product promotions, and easy transactions in one app makes TikTok Shop relevant to their lifestyle. In addition, TikTok Shop's responsive, secure, and easy-to-use information system enhances user convenience in making transactions, so that both men and women are satisfied.

In terms of preferences, Generation Z women tend to be interested in fashion, beauty, and daily necessities, which are often offered at affordable prices and receive real reviews from influencers and fellow users. Meanwhile, men are more likely to access product categories such as electronics, hobby equipment, and accessories, which are also presented through creative and interactive video content. This shows that TikTok Shop is able to accommodate the needs of both genders in a balanced manner.

Thus, these findings confirm that both male and female Generation Z in Palopo City have positive preferences toward TikTok Shop because the platform successfully provides a shopping experience that is not only practical and safe but also enjoyable and aligned with the characteristics of young consumers who prioritize speed, transparency, and interactivity.

Respondent Characteristics Based on Age

Age segmentation is important in understanding how younger generations interact with technology, particularly information systems in e-commerce applications such as TikTok Shop. Respondent age data is presented in the following table:

Table 2 Respondent Characteristics Based on Age

No	Age Range	number	Persentase
1	17–20 tahun	45	37%
2	21–24 tahun	58	47%
3	25–27 tahun	20	16%
	Total	123	100%

Based on the table above, the majority of respondents were in the 21–24 age range, totaling 58 people (47%), followed by those aged 17–20, totaling 45 people (37%), and those aged 25–27, totaling 20 people (16%). This data illustrates that TikTok Shop is very popular among the younger generation or Generation Z, who are very familiar with the use of application-based information systems.

Characteristics of Respondents Based on Occupation

The type of occupation also influences customer preferences and purchasing power in using information systems for online transactions. The following is a classification of respondents based on occupation:

Table 3 Characteristics of Respondents Based on Occupation

No	Category	number	Persentase
1	Student	77	63%
2	private sector employee	23	19%
3	entrepreneur	12	10%
4	others	11	8%
	Total	123	100%

Table 3 shows that the majority of TikTok Shop users are students, totaling 77 people (63%). This indicates that the productive and digitally active age group dominates the use of information systems for shopping for MSME products. Respondents from the private employee, entrepreneur, and other categories also indicate that this platform is beginning to be accepted by various professions.

Validity Test

A validity test was conducted on the two main variables in this study, namely information system quality (X) and customer satisfaction (Y). The validity test aimed to determine the extent to which the items in the questionnaire were able to accurately measure the variables in question. The validity test technique used was Pearson Product Moment correlation, which correlates each item score with the total variable score. The test results were then compared with the r table value at a significance level of 5% ($\alpha = 0.05$) with a total of N = 123 respondents. Based on the distribution table, the r table value at N = 123 is approximately 0.177.

Table 4 Results of Research Instrument Validity Test

Variable	statement code	rCalculate	r Table(5%)	Description
information system quality (X)	X1.1	0,640	0,149	Valid
	X1.2	0,552	0,149	Valid
	X1.3	0,446	0,149	Valid
	X1.4	0,437	0,149	Valid
	X1.5	0,464	0,149	Valid
	X1.6	0,498	0,149	Valid
	X1.7	0,631	0,149	Valid
customer satisfaction (Y)	Y1	0,513	0,149	Valid
	Y2	0,634	0,149	Valid
	Y3	0,633	0,149	Valid
	Y4	0,653	0,149	Valid
	Y5	0,635	0,149	Valid
	Y6	0,615	0,149	Valid

Source: SPSS Processed Data, 2025

Based on Table 4 above, it can be seen that all statement items on the information system quality (X) and customer satisfaction (Y) variables have a calculated r value > table r (0.149) and are significant at the 5% level. Therefore, it can be concluded that all items are valid. This means that each statement item in the questionnaire is able to measure aspects of the information system quality and customer satisfaction variables accurately and is suitable for use in further analysis.

Reliability Test

A reliability test is a process of testing the consistency of respondents' answers in answering the instrument (questions) used to measure a variable. Reliability is defined as the degree of confidence or consistency of a measuring instrument when used repeatedly under relatively the same conditions (Muhammad Fakhri Ramadhan1 2024) In this study, the reliability test was conducted on two main variables, namely Information System Quality (X) and Customer Satisfaction (Y) using SPSS version 25 software. The technique used was Cronbach's Alpha testing, where the instrument is said to be reliable if the Cronbach's Alpha value is ≥ 0.60

Description	N	Persentase
Valid	123	100.0%
Excluded	0	0.0%
Total	123	100.0%

The table above shows that all 123 respondents' data is 100% valid, meaning that there is no empty or unfilled data in the questionnaire. Thus, all data can be used in the reliability analysis process.

Table 6. Research Instrument Reliability Test Results

Variabel	Cronbach's Alpha	Total Item	Keterangan
information system quality (X)	0.721	10	Reliabel
customer satisfaction (Y)	0.745	8	Reliabel

Source: SPSS Processed Data, 2025

Based on Table 4.6, it is known that the Cronbach's Alpha value for the Information System Quality variable (X) is 0.721 and for the Customer Satisfaction variable (Y) is 0.745. Both are greater than the threshold value of 0.60, which means that all statement items in the instrument for each variable can be considered reliable or consistent. This indicates that the instruments used in this study are reliable and suitable for further data collection and analysis.

Simple Regression Analysis

To determine the extent of the influence of the Information System Quality variable (X) on Customer Satisfaction (Y) among TikTok Shop users in the MSME sector in Palopo City, a simple linear regression analysis was conducted. The results of data processing using SPSS software produced the following output:

Table 7 Simple Regression Analysis Results



Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.306	1.627		2.647	.009
	total_x	.603	.065	.643	9.236	<.001

a. Dependent Variable: total_y

Based on the table above, the simple linear regression equation can be written as follows:

$$Y = a + bX$$

$$Y = 4.306 + 0.603X$$

This equation can be interpreted as follows:

1. The constant (a) of 4.306 indicates that if there is no influence from the Information System Quality variable (X), the base value of Customer Satisfaction (Y) is 4.306. This means that even if there is no improvement in information system quality, customers still have a basic level of satisfaction due to other factors that may play a role.
2. The regression coefficient (b) of 0.603 indicates that every 1 unit increase in Information System Quality will cause an increase of 0.603 units in Customer Satisfaction. This indicates a positive effect: the higher the quality of the information system, the higher the level of customer satisfaction.
3. A significance value (Sig.) of < 0.001, which is less than 0.05, indicates that the Information System Quality variable has a significant effect on Customer Satisfaction. Thus, the hypothesis stating that there is a positive and significant effect between information system quality and customer satisfaction can be accepted.

Overall, these results indicate that improving information system quality in terms of ease of access, service speed, and system reliability can be an important factor in increasing customer satisfaction among TikTok Shop users in MSMEs in Palopo City.

Hypothesis Testing

T-test

The t-test was conducted to determine the partial effect of the independent variable, namely Information System Quality (X), on the dependent variable, Customer Satisfaction (Y). This test aimed to examine the hypothesis of whether there was a significant effect between information system quality and customer satisfaction among TikTok Shop users in the MSME sector in Palopo City. The test results were obtained from the SPSS output as follows:

t-Test Results Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.306	1.627		2.647	.009
	total_x	.603	.065	.643	9.236	<.001

a. Dependent Variable: total_y

Note: The t table is obtained at a significance level of 5% ($\alpha = 0.05$) with $df = n - 2$ ($123 - 2 = 121$).

From Table 4.8, the t-test results are as follows:

1. The calculated t-value for the Information System Quality (X) variable is 9.236, which is greater than the t-table value of 1.979, with a significance value of < 0.001 . Because the significance value is < 0.05 , the hypothesis is accepted. This means that information system quality has a significant effect on customer satisfaction.
2. These results show that the higher the quality of the information system, such as access speed, ease of navigation, and accuracy of information as perceived by TikTok Shop customers, the higher the level of satisfaction among MSME customers in Palopo City. Customers who feel that the information system is effective and reliable tend to have a better shopping experience, thereby increasing their loyalty and satisfaction with the services provided.

Determination Coefficient Test

The determination coefficient is used to measure the extent of the influence of the independent variable, namely Information System Quality (X), on the dependent variable Customer Satisfaction (Y). This test is conducted to determine the model's ability to explain the variation of the dependent variable. The results of data processing using SPSS are shown in the following table:

coefficient of determination test table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 ^a	.413	.409	3.284

a. Predictors: (Constant), total_x

Source: SPSS Processed Data, 2025

Based on Table 4.9 above, it is known that the coefficient of determination (R Square) value is 0.413. This value indicates that 41.3% of the variation in Customer Satisfaction (Y) can be explained by the Information System Quality (X) variable. Meanwhile, the remaining 58.7% (100% - 41.3%) is influenced by other variables not included in this model, such as customer service, product quality, price, and other external factors.

These results indicate that information system quality plays a significant role in shaping customer satisfaction. The higher the quality of the information system received by TikTok Shop MSME customers in Palopo City, for example, through ease of access, system speed, and clarity of information, the higher the level of customer satisfaction. However, to improve overall customer satisfaction, MSMEs also need to pay attention to factors other than the information system.

5. Conclusion

The results of the study indicate that the Information System Quality variable (X) has a significant effect on Customer Satisfaction (Y) among TikTok Shop users in the MSME sector in Palopo City, particularly among Generation Z. This is evidenced by a simple linear regression test that shows a significance value of < 0.001 and a t-value of 9.236 (greater than the t-table value of 1.980), thus accepting the research hypothesis. This means that the better the quality of the information system, the higher the level of customer satisfaction felt by users.

The coefficient of determination (R Square) value of 0.413 indicates that 41.3% of the variation in customer satisfaction can be explained by the quality of the information system implemented in TikTok Shop. The remaining 58.7% is influenced by other factors outside the model, such as product quality, customer service, delivery speed, and promotional strategies. This shows that although the quality of the information system has a significant effect, it is not the only determining factor in shaping overall customer satisfaction.

This study is supported by findings from (Viliane Puspa Negara1 2016) , which state that the quality of information systems has a significant influence on customer satisfaction in digital services. The more responsive, accurate, and easy to use a system is, the higher the level of user comfort and satisfaction. These findings are in line with this study, which shows that TikTok Shop, with its excellent information system, is able to increase customer satisfaction among Generation Z in Palopo. This is in line with the views of (Fitriana Umar 2024)), who emphasize that in addition to technological factors, aspects of motivation and organizational culture also play an important role in determining service quality. In other words, the success of an information system in improving customer satisfaction cannot be separated from the support of an organization that has an adaptive work culture and motivated human resources to provide optimal service. Therefore, TikTok Shop can continue to improve customer satisfaction by ensuring that a responsive information system runs in tandem with effective organizational management.

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