



The Influence of Service Quality and Perceived Value on Customer Loyalty

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Abstract

This study aims to examine the influence of service quality and perceived value on customer loyalty to Uniqlo products in TikTok stores. The research method used was a quantitative approach with a survey technique. Data were collected by distributing questionnaires to 210 TikTok users in Indonesia via Google Form. Data analysis was performed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software. The results show that service quality and perceived value have a positive and significant effect on customer loyalty. The implications of this study emphasize that companies must emphasize consistent service quality and create perceived value that is relevant to customer needs. This will strengthen customer loyalty.

Introduction

In the last decade, business competition across various sectors has become increasingly intense, particularly with the increasing digitalization of services, changing consumer preferences, and the transparency of information that has given customers numerous alternative choices (Veltri et al., 2023; Schweidel et al., 2022; Kumar et al., 2018). This situation requires companies to focus not only on attracting new customers but also on retaining existing customers by fostering loyalty (Uncles et al., 2003; Nader et al., 2025; Dyatmika et al., Dyatmika et al., 2025). Customer loyalty is seen as an indicator of long-term company success because loyal customers make repeat purchases, are more tolerant of minor mistakes, and are more likely to provide positive recommendations to others (Kotler & Keller, 2016; Winkler et al., 2025; Ma et al., 2025). In this context, important questions arise regarding the factors that drive customer loyalty and how companies can strategically manage these key variables (Dyatmika et al., 2025; Aqabneh, 2025; Alahmari & Awad, 2025).

Numerous studies indicate that customer loyalty does not emerge instantly but is formed through consistent and satisfying interactions between customers and service providers (Mugova et al., 2025; Haghghinasab et al., 2025; Winata & Arma, 2025). Two key factors often cited as determinants of loyalty are service quality and perceived value (Gurler, 2025; Diwayanti et al., 2025; Bonang et al., 2025). Service quality refers to the extent to which a company delivers services that meet customer expectations. Customer trust reflects the belief that a company will consistently deliver on its promises. Perceived value reflects the customer's evaluation of whether the benefits received are commensurate with the sacrifices made. These two factors in turn are closely related to long-term loyalty (Carranza et al., 2018; Vo et al., 2025; Susanto et al., 2025).

Service quality is a fundamental element in building strong relationships with customers. Recent research in the hospitality sector shows that service quality has a significant impact on customer loyalty (Putra & Nurcaya, 2020; Iyengar, 2025; Anita et al., 2025). Service quality

dimensions such as reliability, responsiveness, empathy, assurance, and tangibles have been shown to play a crucial role in creating memorable, positive experiences for customers. For example, a study in the cafe industry in Surabaya found that service quality dimensions positively influenced customer loyalty (Sulistiowati et al., 2025). These results reinforce the assumption that good service quality not only impacts immediate experiences but also creates long-term emotional bonds.

In addition to service quality, another factor is perceived value (Zaitouni & Murphy, 2025). Customers, both rationally and emotionally, always weigh the benefits gained from a product or service against the sacrifices they have made, whether in terms of cost, time, or effort. Zeithaml (1988) states that perceived value is an overall evaluation of the utility of a product or service. Recent studies in the banking industry show that perceived value significantly influences customer loyalty, as customers perceive the service they receive as commensurate with the cost (Sari et al., 2023). In other words, the more positive a customer's perceived value, the higher the level of loyalty they develop.

The context of digitalization also brings new meaning to research on customer loyalty (Pereira et al., 2025; Winata et al., 2025; Mulyono & Rolando, 2025; Tran, 2025). The development of digital technology, particularly in app-based services, e-commerce, and fintech, provides customers with a multitude of alternatives to choose from. This situation can lead to fragile loyalty if companies fail to maintain service quality or lose customer trust. Studies in online shopping services show that digital service quality and perceived value influence satisfaction, which in turn determines long-term customer loyalty (Chen et al., 2020; Riswanda & Millanyani, 2025; Zhou & Salleh Hudin, 2025; Rolando, 2025). This underscores the importance of integrating traditional service quality with digital innovation to maintain customer loyalty in the modern era.

The products offered by companies are diverse, including household appliances, electronics, fashion, gadgets, food, makeup/skincare, and similar products. Fashion is a rapidly growing business, driven by people's need for a more refined lifestyle (Werner et al., 2025; Um et al., 2025; Kusnawan & Rini, 2025). Fashion is more than just clothing; it also serves as a way to express one's self-image to the public (Clarence & Keni, 2022). Fashion trends in Indonesia often reflect social and economic status and are often associated with popularity. Uniqlo is a clothing brand originating from Japan, and Uniqlo outlets worldwide are 2,495 outlets in 2025. Meanwhile, Uniqlo outlets in Indonesia will reach 80 outlets in 2024, spread across various major cities in Indonesia, such as in Java, Sumatra, Kalimantan, Nusa Tenggara, Sulawesi and Bali. Uniqlo's product concept is "LifeWear", comfortable, durable and high-quality clothing. Uniqlo prioritizes simple and functional designs and strives to create clothing that is universal and can be worn by all groups (Virawati & Chandra, 2024). Not only casual clothing, Uniqlo also produces sportswear such as golf and tennis. Among the famous athletes sponsored by Uniqlo are Kei Nishikori, Adam Scott and Roger Federer. Uniqlo applies the business model of a specialty store retailer of private label apparel (a retail store specifically for its own brand of clothing).

Thus, research examining the influence of service quality and perceived value on loyalty is not only academically relevant but also has significant practical value. The results can contribute to the development of the literature and offer guidance for companies designing strategies to maintain customer loyalty amidst increasingly dynamic competition.

Literature Review

Service Quality and Loyalty

Service quality is one of the most fundamental variables in consumer behavior research. Parasuraman et al. (1988) introduced the SERVQUAL framework, consisting of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions are still considered the main pillars in assessing service quality. However, in the digital era, measuring service quality has evolved to reflect technological developments and changing consumer expectations. For example, in e-commerce services or digital financial applications, service quality is not only assessed in terms of reliability and accuracy, but also encompasses ease of use, transaction speed, data security, and the clarity of information provided to customers (Kim & Lee, 2020). Customers who receive services that meet their expectations tend to have positive experiences, which in turn increases loyalty. Research by Nguyen et al. (2021) in the Southeast Asian digital banking sector shows that good service quality not only indirectly influences loyalty, but also strengthens loyalty. Similar findings were presented by Putri & Santoso (2022) in the context of online transportation, where service quality is a key indicator determining customers' decisions to reuse the service. This means that consistent and reliable service quality is a long-term investment for companies in retaining loyal customers. H1: Service Quality Influences Loyalty

Perceived Value and Loyalty

Perceived value is a customer's evaluation of the benefits received compared to the sacrifices they make. Zeithaml (1988) explained that perceived value encompasses trade-offs between quality, price, time, and effort. However, in recent developments, perceived value encompasses not only functional aspects but also emotional aspects and the overall customer experience. For example, a customer using an online transportation service assesses not only the low fare but also the convenience of the application, the friendliness of the driver, and the speed of service. Perceived value has been shown to have a significant influence on customer satisfaction. Choi & Kim (2019) showed that in the tourism industry, customers who perceive high value from a service are more likely to be loyal. Ali et al. (2020) added that perceived value can strengthen customers' intention to repurchase because they feel their consumption decisions are both rational and profitable. In the context of digital services in Indonesia, perceived value is often associated with competitive rates and ease of service access. This confirms that customers demand not only low prices, but also experiences that provide maximum benefits. H2: Perceived Value Influences Loyalty

Methods

This study adopted a quantitative research approach using a survey design to examine the influence of service quality and perceived value on customer loyalty toward Uniqlo products purchased through TikTok Shop. This approach was selected because it allows for systematic measurement of relationships among variables and provides empirical evidence that can be statistically evaluated. By relying on numerical data and structured instruments, the study sought to capture patterns of consumer perception and behavior in a manner that is both reliable and analytically rigorous.

The target population of this research consisted of Indonesian consumers who had experience purchasing Uniqlo products through TikTok Shop. In order to ensure that the collected data were relevant to the research objectives, a purposive sampling technique was applied. Respondents were selected based on the criterion that they had previously completed at least one transaction involving Uniqlo products on the platform. This sampling strategy was considered appropriate because it enabled the researcher to focus on individuals who were able

to provide informed evaluations of the service and value they experienced. Through this process, a total of 210 valid responses were obtained and included in the analysis. This sample size was deemed sufficient for conducting Partial Least Squares Structural Equation Modeling and for producing stable and meaningful statistical estimates.

Data were collected through an online questionnaire distributed using Google Forms. The online format was chosen to facilitate access to respondents across different regions in Indonesia and to ensure efficiency in data gathering. The questionnaire items were developed by adapting measurement scales from previous studies related to service quality, perceived value, and customer loyalty, while also considering the specific context of online shopping through TikTok. Prior to distribution, the instrument was reviewed to ensure clarity of language and relevance of content. All items were measured using a five point Likert scale ranging from strongly disagree to strongly agree. This scale was selected because it enables respondents to express varying degrees of agreement and provides sufficient sensitivity for statistical analysis.

The service quality variable was measured using indicators derived from the SERVQUAL framework, which emphasizes dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. These dimensions were adapted to reflect the characteristics of digital retail services, including responsiveness in online communication, accuracy of product information, and reliability of delivery processes. Perceived value was measured based on respondents' evaluations of the benefits they received in relation to the financial, temporal, and psychological costs they incurred. This construct captured both functional and emotional aspects of consumption. Customer loyalty was measured through indicators reflecting repurchase intention, willingness to recommend the brand, and long term commitment to continuing purchases. Together, these indicators were designed to represent loyalty as a multidimensional and dynamic construct.

After data collection was completed, the responses were processed and analyzed using Partial Least Squares Structural Equation Modeling with the assistance of SmartPLS version 4 software. This analytical technique was selected because it is particularly suitable for predictive research models and for studies that involve latent variables measured through multiple indicators. In addition, PLS SEM is well suited for research with moderate sample sizes and does not require strict assumptions regarding data normality. These characteristics made it appropriate for examining the complex relationships proposed in this study.

The analysis was conducted in two main stages. The first stage focused on evaluating the measurement model in order to assess the quality of the research instrument. At this stage, convergent validity was examined through outer loading values and Average Variance Extracted, while internal consistency reliability was assessed using Cronbach's alpha and composite reliability. Discriminant validity was evaluated using the Fornell Larcker criterion to ensure that each construct was empirically distinct from the others. This step was essential for confirming that the indicators accurately represented their intended latent variables.

Once the adequacy of the measurement model had been established, the second stage focused on evaluating the structural model. This stage aimed to examine the strength and direction of relationships among service quality, perceived value, and customer loyalty. The coefficient of determination was analyzed to assess the explanatory power of the model, while hypothesis testing was conducted using the bootstrapping procedure. Path coefficients and corresponding p values were used to determine whether the proposed relationships were statistically significant. This process enabled the researcher to evaluate the extent to which the empirical data supported the theoretical framework of the study.

All statistical analyses were conducted at a significance level of five percent. The results obtained from these procedures formed the basis for interpreting the relationships among variables and for drawing conclusions regarding the factors that influence customer loyalty in the context of online retail through TikTok Shop. Through this methodological approach, the study sought to ensure analytical rigor, transparency, and coherence between research objectives, data collection, and data analysis.

Results and Discussion

Evaluation of outer loading, Cronbach's alpha, composite reliability, and AVE. Here are the results.

Table 1. Outer Model

Variable	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Service Quality	SQ.1	.839	.876	.878	.618
	SQ.2	.747			
	SQ.3	.789			
	SQ.4	.808			
	SQ.5	.744			
	SQ.6	.784			
Perceived Value	PN.1	.825	.908	.909	.684
	PN.2	.832			
	PN.3	.840			
	PN.4	.841			
	PN.5	.785			
	PN.6	.839			
Loyalty	L.1	.803	.892	.893	.650
	L.2	.825			
	L.3	.779			
	L.4	.769			
	L.5	.828			
	L.6	.830			

Because all outer loading values are greater than 0.7, each construct is valid. Furthermore, because all constructs have Cronbach's alpha and composite reliability values greater than 0.7, they are reliable. Finally, each construct meets the AVE value, which is greater than 0.6. Next, the results of the discriminant validity test.

Table 2. Discriminant Validity Test

	Service Quality	Loyalty	Perceived Value
Service Quality			
Loyalty	.885		
Perceived Value	.758	.893	

All values are less than 1, so this data meets discriminant validity.

Next, an R-square test is also required. The results are shown below.

Table 3 R-Square Test

Variable	R-Square (R ²)	R-Square Adjusted
Loyalty	0,796	0,792

From the results above, it can be concluded that 79.2% of the variation in customer loyalty can be explained by the independent variables that influence it.

Finally, here are the results of the analysis of this data.

Table 4 Analisis Result

Variable	P Value
Service Quality Influences Loyalty	0,000
Perceived Value Influences Loyalty	0,000

Based on Table 4, the results of the total effect analysis in the SmartPLS bootstrapping output, almost all relationships between variables show a p-value below 0.05 and are therefore considered significant. The relationship between Service Quality and Customer Loyalty has a total coefficient of 0.280 with a p-value of 0.000, indicating a highly significant positive effect. Furthermore, Perceived Value on Customer Loyalty has a total coefficient of 0.214 with a p-value of 0.000, which is also significant.

Service Quality and Perceived Value as Integrated Drivers of Loyalty in Social Commerce

The results of the current research show that the service quality and perceived value are two interdependent variables influencing customer loyalty to Uniqlo products bought in Tik Tok Shop. These constructs do not work as individual predictors but as a single experience process in which consumers analyze, perceive, and internalize their experiences with digital retailing platforms. Within the framework of social commerce where social interaction, entertainment and transactional processes come together, loyalty becomes a cumulative experience of both functional performance and perceived meaningfulness of the consumption experience.

The strong effect of the quality of service on customer loyalty that has been witnessed in this work is consistent with the recent empirical results that have pointed out the importance of operational reliability and responsiveness in maintaining the long-term relationships with customers. Pasaribu et al. (2022) state that quality digital services promote loyalty because they enhance institutional credibility and perceived risks of transaction. In the same vein, Paulose and Shakeel (2021) emphasize that a good service experience creates emotional assurance and cognitive confidence, which ultimately enhance customer loyalty. These attitudes imply that service quality does not work simply as a technical feature but rather as a symbolic feature of organizational integrity. In the context of this work, the relationship that has been observed suggests that the service performance of Uniqlo on Tik Tok Shop is able to transform brand reliability into the real user experiences.

The given interpretation is supported by Murhadi and Reski (2022), who show that the quality of e-services in Tik Tok Shop affects loyalty, in the first place, due to the satisfaction and the perceived brand-legitimacy. According to their results, the consumers evaluate the quality of service based on both the efficiency of the system and communicative responsiveness. Putri and Albari (2024) also confirm that the dimensions of reliability and responsiveness are the most decisive ones in determining consumer loyalty in social commerce settings. The overall picture of these studies is that the quality of service is inherent in the interactive processes and

gives the consumers the perception of fairness, transparency, and professionalism. The significant impact of service quality in the current study can be also seen as an indication that consumers have become aware of such characteristics in their daily experience of the Uniqlo digital storefront.

However, modern studies also show that insufficient service quality is not enough to keep people loyal in extremely dynamic digital worlds. Rahmawati and Ramli (2024) disclose that trust alone must be followed by the experiential ease and affective satisfaction to result in the loyalty. This implies that loyalty lies more in experienced usability, rather than in ideational institutional trust. The results of this research show that in case service quality is understood as something intuitive, consistent and assistant, it can be directly transferred into loyal behavior. This emphasizes the need to develop service systems that resonate with the daily habits of the consumers.

In conjunction with service quality, the perceived value was identified among the most critical factors of loyalty, which supports the idea that evaluative judgments of the consumers have the leading role in determining the long-term involvement. The notion of perceived value within the framework of live-streaming commerce is conceptualised as a multi-dimensional concept, including utilitarian, social and hedonic factors (Zhang et al., 2024). Their research proves that the consumers are loyal not just because the transactions are economically beneficial but also they give them emotional satisfaction and social approval. Oktaviani et al. (2024) follow suit as they state that high-quality live streaming positively impacts the perceived value due to creating immersive experiences that foster psychological attachment. These findings indicate that perceived value acts as an experience-based synthesis of both functional and symbolic values.

In line with this view, Putra et al. (2024) underscore the perception value in andragogy, which reduces uncertainty and strengthens the desire to stay in the long-term relationship with the digital sellers. Permatasari and Jaelani (2021) also state that perceived value transforms the motivation to buy at first into loyalty by legitimizing consumers in their consumption decisions at both rational and emotional levels. The results of the current research prove these propositions by showing that consumers of Uniqlo see their transactions with TikTok Shop as valuable and substantial. The perception helps them to justify re-repeated use of the same even when other platforms are available in large numbers.

Social and performative aspects of the Tik Tok Shop also contribute to the creation of perceived value to a greater extent. As Prestyasih and Hati (2025) emphasize, the quality of a review and social support systems also improve the levels of trust and satisfaction in a social commerce setting. Their results show that peer-mediated ratings supplement the meaning of official service quality in the formation of loyalty. Qi and Xiaoli (2024) build upon this argument, showing that the aspect of live-stream hosts affects the development of emotional attachment and credibility perception. According to these studies, perceived value is socially created as a continuing exchange between brands, content creators as well as consumers. The strong effects of perceived value in the current study is an indication of the capacity of the consumers to combine these various communicative messages into corresponding consumption decisions.

Combined in their analysis, service quality and perceived value seem to work as mutually supportive processes in loyalty building. Perceived value offers emotional resonance and psychological justification whereas structural stability and procedural predictability are offered by service quality. According to Pasaribu et al. (2022), such a relationship is described as a series of effects between quality, satisfaction, trust, and loyalty. The evidence of the current study suggests, however, that in a highly integrated environment of Tik Tok Shop, these

mechanisms tend to interact at the same time. The presentation of real-time content, interactive communication, and instant feedback allow the consumer to judge the performance of service and experience value.

These findings become especially relevant when it comes to the case of Uniqlo, as the fashion brand with an international presence. As Fatihah (2023) explains, even familiar brands are still relying on the quality of services and satisfaction to maintain loyalty during digital marketplaces. This implies that brand equity does not act as a replacement to a regular service excellence. The conjoint effect of the two variables, service quality and perceived value, in this paper suggests that Uniqlo digital strategy has been effective in transferring its offline brand image into plausible online experiences. This correspondence upholds perceptions of authenticity and continuity which are critical in ensuring consumer trust in hybrid retail spaces.

Theoretically, the research adds to the literature of social commerce by theorizing the concept loyalty as a result of combined experiential evaluation, and not the result of transactional satisfaction. Paulose and Shakeel (2021) and Zhang et al. (2024) both stress the fact that loyalty provides evidence of ongoing sense-making processes of consumers in online environments. The current evidence builds on this perspective by showing how quality of service and perceived value form a stable tacit system in which consumers develop relational commitment.

As a manager, this means that loyalty creation on Tik Tok shop would need a synchronized investment on the technological dependability, communication responsiveness, and experience creation. Putri and Albari (2024) state the strategic significance of the consistency of the service, whereas Prestyasih and Hati (2025) highlight the importance of the credibility of the social interaction. Oktaviani et al. (2024) also emphasize the importance of immersive live-streaming. In the case of Uniqlo, the above insights mean that the company needs to combine both operational accuracy and storytelling and social attitude to maintain competitive edge.

Conclusion

The results of this study indicate that both independent variables, service quality and perceived value, have a significant influence on customer loyalty. This indicates that the higher the quality of service provided by a company, the greater the level of customer loyalty. Similarly, a positive perceived value, which reflects the balance between benefits received and costs incurred, has also been shown to be a key driver of customer loyalty.

The practical implication of this study is that companies need to prioritize strategies for continuously improving service quality, including reliability, speed, security, and personal interaction. Furthermore, building customer trust should be a primary focus through information transparency, service consistency, and data and transaction protection. Companies also need to provide tangible added value to customers, whether through competitive pricing, relevant promotions, or emotional benefits that enhance the customer experience. These three aspects will ultimately lead to increased satisfaction, which will consistently drive long-term customer loyalty.

These findings corroborate previous studies and provide the latest empirical evidence in the digital era, where business competition is increasingly fierce and customers have numerous choices. Therefore, companies that can consistently maintain customer loyalty will have a sustainable competitive advantage.

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