

MARKETING MIX FACTORS AND CUSTOMER SATISFACTION IN SOCIAL COMMERCE: A STUDY OF TIKTOK SHOP USERS IN MALAYSIA

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ABSTRACT

This study investigates the relationship between four elements of the marketing mix: product, process, promotion, and price and customer satisfaction among TikTok Shop users in Malaysia. As social commerce continues to reshape digital entrepreneurship, understanding how these factors influence satisfaction is crucial for sustaining competitiveness in online markets. A quantitative correlational design was employed, and data were collected from 85 TikTok Shop users through an online questionnaire. Descriptive and Pearson's correlation analyses were conducted using SPSS Version 27. The findings revealed significant positive relationships between all four marketing mix elements and customer satisfaction. Among these, process ($r = 0.632$, $p \leq 0.05$) and price ($r = 0.650$, $p \leq 0.05$) exhibited the strongest correlations, highlighting the importance of transaction efficiency and perceived price fairness in shaping user satisfaction. The study is grounded in the 7Ps Marketing Mix framework and Fishbein's Multi-Attribute Model, integrating both marketing and behavioral perspectives to explain customer decision-making in social commerce contexts. The results provide theoretical and managerial insights for enhancing consumer experience and loyalty on digital platforms such as TikTok Shop. Future research should extend the framework to include the full 7Ps to capture a more comprehensive view of social commerce satisfaction dynamics.

Keywords: TikTok Shop, customer satisfaction, marketing mix, social commerce, Fishbein Model.

1.0 INTRODUCTION

Business can be defined as a transaction involving the exchange of products or services that deliver value to customers. Beyond profit, businesses serve to meet human needs, demands, and satisfaction, acting as a foundation for social and economic growth. The Prophet Muhammad (peace be upon him) once stated that nine-tenths of sustenance comes from business, reflecting its significance as a primary source of livelihood. Traditionally, business transactions were conducted in physical marketplaces, but the advancement of technology and the evolution of digital platforms have transformed the way commerce operates today.

Social media has become a major catalyst for this transformation. It enables individuals and businesses to connect, communicate, and transact without physical boundaries. Kaplan and Haenlein (2010) described social media as Internet based applications built on Web 2.0 technologies that allow the creation and exchange of user generated content. Platforms such as TikTok, Instagram, Facebook, and X (formerly Twitter) have provided entrepreneurs with powerful tools to market their products creatively and interact directly with customers. These platforms' accessibility and widespread reach make them essential tools in shaping the modern digital economy.

Among these platforms, TikTok, developed by China's Byte Dance in 2016 has become a global phenomenon. As of 2024, TikTok has surpassed 1.5 billion active users across more than 200 countries, offering localized content in over 40 languages (DataReportal, 2024). In Malaysia alone, TikTok has recorded over 4.4 million users, most of whom are below the age of 30 (We Are Social, 2024). Its integration of short-form video content with e-commerce through TikTok Shop has revolutionized the social commerce landscape (Tan & Lee, 2023). The platform allows sellers to showcase products, conduct live sessions, and collaborate with affiliates, creating opportunities for micro, small, and medium sized enterprises (MSMEs) to reach massive audiences at minimal cost (TikTok, 2024).

A prime example of how social media can drive digital entrepreneurship in Malaysia is Khairul Aming, who successfully transformed his *Sambal Nyet* brand into a multimillion-ringgit business through consistent, authentic, and creative content on TikTok and Instagram (Mohamad, Salleh, & Idris, 2022). His approach illustrates how digital storytelling, transparency, and engagement can enhance consumer trust and create sustainable online ventures.

Despite TikTok Shop's rapid growth, several critical issues remain that warrant academic attention. One key problem is algorithmic bias, where not all promotional videos appear on the *For You Page* (FYP). The visibility of content depends heavily on engagement metrics, hashtags, and device settings, which may limit small entrepreneurs' reach and reduce opportunities for customer interaction (Lim, Tan, & Wong, 2023). As a result, sellers often face challenges in maintaining consistent visibility and competitiveness, especially when compared to larger brands with better resources for content optimization.

Another major issue lies in policy and regulatory restrictions, especially in the sale of food and beverage products. TikTok Shop requires extensive compliance documentation before approval, a process designed to ensure consumer safety but often time-consuming for small business owners (TikTok, 2024). This delay can discourage participation from food entrepreneurs despite the rising demand for online food purchases (Rahman, Sulaiman, & Karim, 2021). Furthermore, operational transparency also remains a challenge. Reports of unexplained fund deductions and refund complications have surfaced, causing distrust among sellers (Chong & Low, 2022). Such issues not only undermine confidence in the platform but also affect customer satisfaction and long-term loyalty.

Although social media platforms such as TikTok, Instagram, and Facebook have transformed the way digital entrepreneurs market their products, existing academic research has focused predominantly on traditional e-commerce platforms like Shopee, Lazada, and Amazon. These platforms are designed primarily for transactional exchanges, whereas TikTok Shop represents a new form of social commerce, integrating entertainment, algorithmic engagement, and direct purchasing within one ecosystem. This unique convergence of social interaction and commerce often referred to as "shoppertainment" creates a fundamentally different consumer experience that remains under-explored in Malaysian research.

Previous studies have examined the influence of marketing mix elements on customer satisfaction in conventional online shopping contexts (e.g., Nguyen et al., 2023; Wong et al., 2023). However, little is known about how these same elements product, price, promotion, and process operate within social commerce environments where consumers are simultaneously entertained and persuaded. The nature of TikTok's short-form videos, influencer collaborations, and algorithmic content distribution may alter how consumers perceive marketing stimuli, shaping satisfaction in ways distinct from traditional platforms. As Lim, Tan, and Wong (2023) highlighted, TikTok's algorithmic visibility can create uneven exposure for sellers, potentially influencing customer perceptions and satisfaction.

Furthermore, while emerging studies on TikTok Shop have explored purchase intention and trust, few have empirically tested customer satisfaction as an outcome of marketing mix strategies. There remains a lack of empirical evidence identifying which of the marketing mix elements most significantly influence satisfaction, especially among Malaysian youth a demographic representing the dominant TikTok user base. Addressing this gap is essential, as satisfaction serves as a precursor to customer loyalty, advocacy, and sustainable business performance.

Therefore, this study contributes to the growing field of digital and social commerce by examining the relationship between marketing mix factors (product, process, promotion, and price) and customer satisfaction among TikTok Shop users in Malaysia. It extends the traditional 4Ps framework into a social media driven commerce environment, offering theoretical and managerial insights into how online consumers form satisfaction within algorithmic and interactive ecosystems.

This study aims to examine the relationship between product, process, promotion, and price factors with customer satisfaction among TikTok Shop users in Malaysia. Specifically, it seeks to identify which factors most significantly influence customer experiences and purchasing behavior in this fast growing digital marketplace.

2.0 LITERATURE REVIEW

2.1 Product

Product diversity and innovation play a crucial role in influencing customer satisfaction, particularly within the dynamic landscape of digital entrepreneurship. Prior studies consistently emphasize that product quality and innovation determine customers' perceptions of value and trust. Rahman et al. (2022) found that both innovation orientation and product quality significantly enhance satisfaction among digital entrepreneurs, while Nguyen et al. (2023) demonstrated that perceived product quality directly drives repurchase intention in online retail contexts.

Innovation also serves as a key differentiating factor. Hanaysha (2022) defines product innovation as the process of developing new or improved offerings that provide unique value to customers. Abdullah, Rahim, and Ali (2021) further argue that creativity and innovation sustain competitiveness among SMEs, enabling them to respond effectively to changing customer expectations. This perspective suggests that innovation complements quality while quality maintains customer trust, innovation sustains long-term interest and brand relevance.

Moreover, user-generated content on social media enhances the perceived authenticity of products. Indah and Dwiyantri (2021) highlighted how effective TikTok marketing for the Lippie Serum Raecca brand increased purchase intentions through perceived quality and credibility. This finding illustrates how product perception in social commerce depends not only on intrinsic quality but also on online presentation and consumer engagement.

In Malaysia, halal compliance adds another dimension to product evaluation. Yusoff and Zakaria (2022) found that halal certification serves as a trust-enhancing signal, especially for Muslim consumers, while Ahmad, Latiff, and Hassan (2023) caution that failure to ensure halal integrity can damage brand credibility. Thus, product-related factors including quality, innovation, authenticity, and ethical compliance collectively contribute to satisfaction and long-term loyalty.

2.2 Process

The process element is central to delivering efficient, transparent, and satisfactory online experiences. Studies have confirmed that seamless purchasing processes directly influence satisfaction and loyalty (Safura & Najwan, 2021; Hanif et al., 2023). An efficient process encompasses ease of use, responsiveness, and reliability all essential for building trust in e-commerce environments.

TikTok Shop outlines a structured selling process involving registration, verification, and compliance (TikTok Shop, 2023). These procedural safeguards protect both sellers and buyers, ensuring authenticity and reducing fraud. Yet, while these measures enhance safety, overly rigid verification processes may discourage small entrepreneurs, revealing a tension between control and convenience.

Convenient payment methods further shape satisfaction. Kumar and Das (2021) found that the adoption of multiple payment options, including e-wallets and credit cards, increases customer satisfaction by enhancing flexibility and transaction speed. Similarly, Tran, Nguyen, and Pham (2023) reported that perceived convenience and security in e-wallet systems significantly predict trust in online purchases.

Delivery logistics also form a vital part of the process experience. Efficient and reliable delivery systems strengthen trust and reduce post-purchase anxiety (Wong, Tan, & Lee, 2022). TikTok Shop's flexibility in choosing logistics partners allows sellers to offer timely delivery a factor shown to improve satisfaction (Hanif et al., 2023).

Overall, the process factor integrates multiple dimensions registration, payment, and delivery which together enhance customers' perceived reliability and satisfaction. This aligns with the view that smooth and transparent processes can reduce transaction uncertainty and strengthen consumer confidence in social commerce settings.

2.3 Promotion

Promotion plays a persuasive role in shaping customer perceptions, particularly in digital marketplaces where consumers cannot physically assess products. Effective promotion builds awareness, trust, and emotional connection with consumers. Studies by Safura and Najwan (2021) and Rahman and Hashim (2023) highlight that digital promotions influence purchase intentions by communicating product value and authenticity.

Unlike traditional advertising, social commerce promotions rely heavily on interactivity and visual appeal. Kamila and Ruhendra (2022) observed that short, engaging videos with concise product information are most effective for online businesses. Chen, Lu, and Zhao (2021) emphasized that live-streaming campaigns enhance purchase intention by increasing interactivity and transparency. Similarly, Bucknell Bossen and Kottasz (2020) found that TikTok's short-form videos create immersive engagement among younger audiences, particularly Gen Z users.

Influencer marketing further amplifies promotional impact. Hassan, Nor, and Omar (2022) established that influencer credibility directly affects consumer trust and purchase intention, while Lee, Tan, and Mahmud (2023) showed that micro influencers, due to their relatability, generate higher engagement than traditional celebrities. However, the effectiveness of influencer based promotions depends on authenticity overly scripted or commercial content may reduce perceived sincerity.

Koivisto and Mattila (2020) and Lin and Wang (2022) compared different platforms and found that visual and video based promotions on TikTok and Instagram produce stronger emotional engagement than text-based campaigns on Facebook. This suggests that platform characteristics must align with content strategy for promotional effectiveness.

In summary, digital promotion enhances customer satisfaction by fostering emotional connection, credibility, and perceived transparency. However, overexposure or algorithmic bias may limit promotional reach, highlighting the importance of creative and data-driven content strategies in sustaining customer engagement.

2.4 Price

Price remains one of the most influential elements of the marketing mix, directly shaping consumers' perceptions of fairness, value, and satisfaction. In online commerce, customers frequently compare prices across platforms, seeking offers that balance cost and quality (Ibrahim et al., 2025; Demir, 2024). Asawawibul et al. (2025) reported that pricing strategies significantly affect satisfaction, particularly when consumers perceive prices as justifiable relative to product quality.

Dynamic pricing and limited-time discounts are common strategies in social commerce. The Effect of Promotional Strategies on Sales in Live-Streaming Commerce (2025) revealed that time-limited discounts create urgency and boost sales. However, Demir (2024) cautions that excessive reliance on discounting can erode long-term brand loyalty, as customers may learn to associate purchases only with promotions.

Empirical findings from Wong, Tan, and Lee (2023) indicate that competitive pricing, combined with good product quality and delivery service, significantly enhances satisfaction among Malaysian online shoppers. Likewise, Wee, Lim, and Tan (2024) found that perceived price fairness, rather than absolute price level, is a stronger predictor of satisfaction and repurchase intention.

Therefore, price perception is not solely a financial measure but a psychological signal of fairness and value. For TikTok Shop sellers, striking the right balance between affordability and profitability is crucial, as overly aggressive pricing may raise consumer skepticism or harm margins, whereas transparent and consistent pricing builds trust and repeat patronage.

2.5 Customer Satisfaction

Customer satisfaction represents the extent to which a product or service meets or exceeds customer expectations (Nguyen, Tran, & Le, 2023). It reflects consumers' overall evaluation of their experience and serves as a key predictor of loyalty and repurchase behavior. In social commerce, satisfaction results from the integrated influence of product, price, process, and promotion factors (Tan, Wong, & Lee, 2024).

Product quality and presentation play fundamental roles. Abu Bakar and Rosbi (2025) found that product quality and halal assurance directly influence satisfaction and purchase decisions among Malaysian consumers. Meanwhile, Lee, Tan, and Mahmud (2023) noted that authentic, visually engaging content increases satisfaction by improving perceived credibility and trustworthiness.

Price also shapes satisfaction by signaling fairness and value (Wee et al., 2024). Nurwulan Oktaviani (2020) observed that price fairness increases satisfaction even among price-sensitive consumers, provided quality expectations are met. However, satisfaction does not necessarily derive from the lowest price, but rather from the balance between cost and perceived value.

Promotion enhances satisfaction when it builds awareness and trust. Koivisto and Mattila (2020) and Bucknell Bossen and Kottasz (2020) demonstrated that interactive and visually rich content deepens engagement, while Chen et al. (2021) found that live-streaming transparency strengthens confidence in purchase decisions.

Finally, the process factor—including convenience, delivery efficiency, and transaction security—is vital in sustaining satisfaction. Safura and Najwan (2021) found that process reliability reduces purchase anxiety, and Mar'atus Solikah and Dian Kusumaningtyas (2022) emphasized that fast and accurate service delivery fosters positive emotional responses.

This study is underpinned by the Fishbein Multi-Attribute Model (Fishbein & Ajzen, 1975) and the Marketing Mix Theory (McCarthy, 1960; Kotler & Keller, 2016). According to Fishbein and Ajzen (1975), an individual's overall attitude toward an object or behavior is the sum of their beliefs about specific attributes, each weighted by the importance assigned to those attributes. In the context of social commerce, consumers evaluate multiple product attributes such as product quality, pricing fairness, promotional credibility, and process efficiency before forming an overall evaluation or satisfaction judgment.

The Marketing Mix Theory complements this by proposing that marketing decisions can be categorized into four elements: product, price, place, and promotion (later expanded to 7Ps). For the purpose of this study, the four core elements product, price, promotion, and process are examined as independent variables influencing customer satisfaction, which represents the dependent variable.



Figure 1 : 7P's Marketing Mix Model

Integrating these frameworks allows the study to conceptualize customer satisfaction as the cumulative outcome of consumers' evaluations across multiple marketing attributes, consistent with Fishbein's model of belief–evaluation summation. The conceptual model developed from this integration is shown in Figure 2.

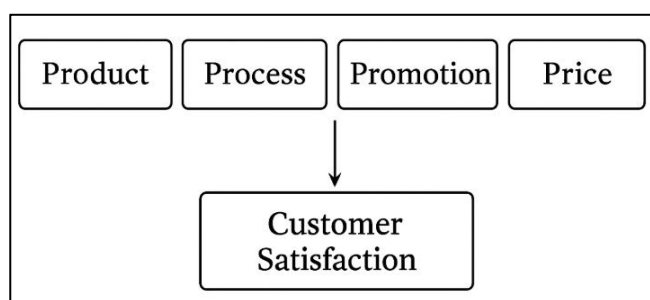


Figure 2 : Theoretical Framework based on Fishbein & Ajzen, 1975; Kotler & Keller, 2016

The reviewed literature confirms that the marketing mix elements product, process, promotion, and price play significant roles in influencing customer satisfaction. Product innovation and quality establish trust and desirability; process efficiency ensures reliability and convenience; promotion shapes perceptions through emotional and visual engagement; and price fairness reinforces perceived value. However, most prior research examines these variables within traditional e-commerce platforms such as Shopee or Lazada. Limited empirical evidence exists regarding how these factors interact within social commerce ecosystems like TikTok Shop, where algorithmic visibility, short-form content, and influencer-based promotions shape consumer experiences differently. This gap underscores the need for empirical analysis focused on TikTok Shop users in Malaysia. Accordingly, the current study extends existing theories by testing the influence of the 4Ps marketing mix on customer satisfaction in this emerging social commerce environment.

3.0 METHODOLOGY

3.1 Research Design

This study adopts a quantitative research design, which is suitable for addressing the research questions and achieving the stated objectives. Quantitative research follows a positivist paradigm that emphasizes the acquisition of facts through objective measurement and statistical analysis of numerical data to explain and understand phenomena logically and systematically (Creswell & Creswell, 2023; Saunders et al., 2019).

Numerical data are particularly valuable as they provide empirical evidence that enhances the reliability and validity of research findings (Sekaran & Bougie, 2020).

Among the types of quantitative research experimental, evaluation, policy, and correlational this study employs a correlational research design. This approach examines the relationships between independent and dependent variables to explain observed phenomena. In this research, the dependent variable is customer satisfaction, while the independent variables are product, process, promotion, and price factors. The correlational method is appropriate as it enables the researcher to determine the strength and direction of the relationship between these marketing mix elements and customer satisfaction.

3.2 Pilot Test

A pilot test was conducted to ensure the clarity, reliability, and effectiveness of the research instrument. The objectives of the pilot study included estimating the time required to complete the questionnaire, ensuring the clarity of instructions and items, eliminating ambiguous or non-contributing items, assessing the reliability and validity of the instrument, evaluating the effectiveness of sampling procedures, and testing the suitability of the chosen data analysis techniques.

A total of 30 questionnaires were distributed to students at other higher education institution. Feedback from the pilot test was used to refine the instrument before the main data collection. The pilot study yielded a Cronbach's Alpha coefficient of 0.927, indicating an excellent level of internal consistency (Hair et al., 2022). Therefore, the instrument was deemed reliable and valid for the main study.

3.3 Population and Sampling

The population of this study comprises 3,090 students from Universiti Islam Melaka (UNIMEL) (Academic Affairs Division, 2023). UNIMEL consists of eight faculties: Faculty of Social Sciences (FSS), Faculty of Education (FP), Faculty of Nursing and Health Sciences (FKSK), Faculty of Islamic Knowledge (FKI), Faculty of Business, Hospitality and Technology (FPHT) and Faculty of Law, Governance, and International Relations (FUG).

The sample size was determined using the formula recommended by Tabachnick and Fidell (2013):

$$n > 50 + 8m$$

where m represents the number of independent variables. Since this study includes four independent variables, the minimum required sample size was more than 82 respondents. However, the researcher aimed to collect responses exceeding this minimum to enhance the representativeness of the findings.

A purposive sampling technique was employed, as it allows the selection of respondents who possess specific characteristics relevant to the study (Etikan & Bala, 2017). This method was chosen due to its practicality, cost-effectiveness, and ability to yield reliable insights within a short period. The researcher selected UNIMEL students as the sample because of accessibility and familiarity with the study context, which facilitated efficient data collection.

3.4 Data Collection and Analysis

Data for this study were collected using an online questionnaire distributed via Google Forms. The questionnaire was introduced with a cover page explaining the purpose of the study, confidentiality of responses, and instructions for completing the form. In addition to primary data, secondary data were gathered from credible sources such as academic journals, theses, and institutional websites to strengthen the contextual understanding of the topic.

The questionnaire consisted of three sections in Malay language:

Section A: Demographic information (gender, age, faculty, etc.)

Section B: Independent variables (product, process, promotion, and price)

Section C: Dependent variable (customer satisfaction)

A five-point Likert scale was used to measure responses:

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Data were analyzed using the Statistical Package for the Social Sciences (SPSS) Version 27. Descriptive analysis (frequency, percentage, mean, and standard deviation) was used to summarize respondents' characteristics and variable trends. Pearson's correlation analysis was employed to assess the strength and direction of relationships between independent and dependent variables. The correlation technique is appropriate for identifying linear associations between marketing mix factors and customer satisfaction (Field, 2020).

4.0 RESULTS & DISCUSSION

4.1 Descriptive Analysis

Table 4.1 : TikTok Shop Consumers

TikTok Shop Consumers	Frequencies	Percentage (%)
Yes	85	76.6
No	26	23.4
Total	111	100.0

Based on Table 4.1, a total of 85 respondents reported using TikTok Shop, while 26 respondents were non-users. Therefore, only the 85 TikTok Shop users were included in the analysis to identify the relationship between marketing mix factors and customer satisfaction among TikTok Shop consumers.

Table 4.2 : Demographic

Profile		Frequencies	Percentage (%)
Gender	Male	8	9.4
	Female	77	90.6
Age	18 - 20 years	58	68.2
	21 - 22 years	15	17.6
	23 - 25 years	10	11.8
	26 years and above	2	2.4
Faculty	Faculty of Social Sciences	6	7.1
	Faculty of Education	41	48.2
	Faculty of Islamic Studies	7	8.2
	Faculty of Nursing & Health Sciences	3	3.5
	Faculty of Business, Hospitality & Technology	22	25.9
	Faculty of Law, Governance & International Relations	6	7.1
Type of Products	Cosmetics	33	38.8
	Clothes	41	48.2
	Foods	4	4.7
	Electronics Devices	3	3.5
	Accessories	2	2.4
	Others	2	2.4

The gender distribution shows that 9.4% of respondents were male, while 90.6% were female, indicating that the majority of TikTok Shop users in this study were women.

In terms of age, 68.2% of respondents were between 18 and 20 years old, 17.6% were aged 21 to 22 years, 11.8% were aged 23 to 25 years, and 2.4% were aged 26 years and above. These results suggest that younger consumers, particularly those in the 18–20 age range, dominate TikTok Shop usage.

For faculty distribution, 7.1% of respondents were from the Faculty of Social Sciences (FSS), 48.2% from the Faculty of Education (FP), 8.2% from the Faculty of Islamic Studies (FKI), 26.0% from the Faculty of Business, Hospitality and Technology (FPHT), 3.5% from the Faculty of Nursing and Health Sciences (FKSK), and 7.1% from the Faculty of Law, Governance, and International Relations (FUG). The majority of respondents were from FP, indicating stronger participation among education students.

Regarding the types of products purchased, 38.8% of respondents frequently purchased cosmetics, 48.2% purchased clothing, 4.7% purchased food, 3.5% purchased electronics, and 2.4% purchased accessories and other items. Clothing was therefore the most frequently purchased category on TikTok Shop among respondents.

Table 4.3 : Expenses per month for TikTok Shop

Profile	Frequencies	Percentage	Mean	Standard Deviation
Expenses per month	Less than RM100	64	75.3	1.38 0.771
	RM101 - RM150	13	15.3	
	RM151 - RM200	6	7.1	
	RM201 - RM250	1	1.2	
	RM251 and above	1	1.2	

As shown in Table 4.3, the monthly spending distribution indicates that 75.3% of respondents spent less than RM100 per month on TikTok Shop purchases, 15.3% spent between RM101 and RM150, 7.1% spent between RM151 and RM200, and 1.2% spent RM201 and above. The mean and standard deviation for monthly expenditure were 1.38 and 0.771, respectively, confirming that most respondents were low-to-moderate online spenders.

4.2 Correlation Analysis

Table 4.4 presents the correlation results between the independent variables (product, process, promotion, and price) and the dependent variable (customer satisfaction). The findings reveal that the product factor demonstrated a moderate positive correlation with customer satisfaction ($r = 0.333$, $p \leq 0.05$). According to Davis (1971), this indicates a moderate relationship, meaning that as product quality and suitability increase, customer satisfaction also tends to improve.

Table 4.4 : Correlation of variables and Customer Satisfaction

Variables	r	p
Products	0.333**	0.002
Process	0.632**	< 0.001
Promotion	0.213	0.050
Price	0.650**	< 0.001

The process factor showed a strong positive correlation with customer satisfaction ($r = 0.632$, $p \leq 0.05$). This suggests that efficient purchasing processes such as smooth checkout, prompt delivery, and clear communication significantly enhance customer satisfaction on TikTok Shop.

The promotion factor demonstrated a weak but positive correlation with customer satisfaction ($r = 0.213$, $p \leq 0.05$). Although the strength of this relationship is lower, it still indicates that frequent and attractive promotional activities contribute positively to customer satisfaction, particularly when they create excitement and perceived value among consumers.

Finally, the price factor exhibited a strong positive correlation with customer satisfaction ($r = 0.650$, $p \leq 0.05$). This highlights that fair and affordable pricing plays a major role in shaping satisfaction levels among TikTok Shop customers. Competitive prices that align with product quality tend to increase purchase intention and repeat buying behavior.

Overall, the results demonstrate that all four marketing mix elements product, process, promotion, and price have significant and positive relationships with customer satisfaction, though the strength of these relationships varies. The process and price factors show the strongest influence, suggesting that in the TikTok Shop environment, a seamless purchasing experience and fair pricing are the primary determinants of customer satisfaction.

5.0 CONCLUSIONS

The findings of this study indicate that the product factor significantly influences customer satisfaction among TikTok Shop users. Before making purchases, respondents tend to evaluate product quality through previous customer feedback, materials used, labeling, and packaging. These aspects collectively contribute to their post-purchase satisfaction. Recent studies support this finding, emphasizing that perceived product quality and attractive packaging significantly affect customer satisfaction (Sukri et al., 2023; Rahman et al., 2025).

The process factor also shows a strong relationship with customer satisfaction. The ease of order placement, secure payment systems, and efficient delivery contribute to a seamless shopping experience on TikTok Shop, leading to higher satisfaction levels. This result aligns with findings by Wan Zulkiffli et al. (2023) and CX Malaysia (2024), both of which identified process efficiency especially ease of use and delivery reliability as essential determinants of satisfaction in digital commerce.

In terms of promotion, this study finds that creative, informal, and engaging promotional approaches through TikTok videos, coupled with relevant tips and product information, positively affect customer satisfaction. Although promotion has a relatively weaker correlation compared to product, process, and price, it remains an essential factor. This is consistent with research by Puteri Adji and Bernarto (2024), who found that promotional strategies and perceptions of price fairness indirectly affect customer loyalty through customer satisfaction.

The price factor exhibits a strong positive correlation with satisfaction. Respondents reported being satisfied with discounts, competitive pricing, and transparency that allows easy price comparison. However, some dissatisfaction arises when sellers are forced to bear shipping voucher costs or adjust prices unexpectedly. This is consistent with previous findings showing that perceived price fairness is a critical component of customer satisfaction (Wan Zulkiffli et al., 2023; Rahman et al., 2025).

Overall, the results suggest that TikTok Shop should focus on enhancing pricing strategies and process efficiency, as these two factors most strongly influence satisfaction. Collaborative measures between TikTok Shop and sellers such as fair cost-sharing for free shipping vouchers, better courier partnerships, and enhanced payment security could sustain long-term satisfaction and trust.

For future studies, it is recommended to extend the analysis by including the full 7Ps marketing mix (product, price, promotion, place, people, process, and physical evidence) to provide a more comprehensive understanding of customer satisfaction determinants in social commerce environments.

AUTHOR CONTRIBUTIONS

All authors contributed to the conception and design of the study, data collection, analysis, and interpretation. All authors participated in drafting, revising, and approving the final version of the manuscript.

CONFLICT OF INTEREST

The manuscript has not been published elsewhere and is not under consideration by other journals. All authors have approved the review, agree with its submission and declare no conflict of interest on the manuscript.

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