

Can Price Drive Repurchase Intention? The Mediating Role of Customer Satisfaction in Skintific TikTok E-Commerce in Malang

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Abstract

This study examines the impact of price on repurchase intention, with customer satisfaction serving as a mediating variable, among Skintific consumers on TikTok E-commerce in Malang City. The research employs a quantitative approach using a survey method, targeting 180 respondents who meet specific criteria, including prior purchases of Skintific products via TikTok. Data were collected using a Likert scale questionnaire and analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that price significantly influences both customer satisfaction and repurchase intention, highlighting the importance of competitive and fair pricing. Additionally, customer satisfaction mediates the relationship between price and repurchase intention, underscoring its role in fostering consumer loyalty. This study contributes to the digital marketing literature by demonstrating the interplay between pricing strategies and consumer behavior on social commerce platforms. The results imply that businesses can enhance repurchase intention by maintaining price fairness and improving customer satisfaction. Furthermore, the study underscores the relevance of TikTok E-commerce as a platform for engaging young consumers, particularly in urban areas like Malang. The novelty of this research lies in its focus on the TikTok E-commerce environment, which has become a prominent channel for digital marketing in Indonesia. Future research could explore additional factors, such as brand loyalty or promotional strategies, to further understand consumer behavior in this context.

Keywords: Price, Customer Satisfaction, Repurchase Intention, TikTok E-commerce

INTRODUCTION

Repurchase intention is one of the important aspects of marketing management, especially in the context of E-commerce. Repurchase intention refers to the tendency of consumers to repurchase the same product in the future, which is considered a measure of customer loyalty and loyalty (Hellier et al., 2003). The higher the level of repurchase intention, the more likely consumers are to remain loyal to a particular brand or product, thus determining business sustainability (Oliver, 1999). In E-commerce platforms such as TikTok, retaining consumers to make repurchase intentions is crucial given the high competition between sellers.

Previous research emphasizes the importance of customer satisfaction in increasing repurchase intention. If consumers are satisfied with their shopping experience, they are more likely to make repeat purchases. According to Tjiptono & Chandra (2012), customer satisfaction has a significant positive impact on repurchase

intention and consumer loyalty. Likewise with Kotler (2009), who states that customer satisfaction with the product will create repurchase intention.

Repurchase intention also serves as an indicator of the success of the services and products offered in an E-commerce Referring to Qian's research (2021), the satisfaction felt by consumers has a positive influence on their intention to repurchase. In the context of shopping via live streaming, the satisfaction felt by consumers can strengthen the relationship between customer experience and intention to repeat purchase. This is particularly relevant on visual platforms such as TikTok, where when consumers are satisfied, repurchase intention will occur.

Various studies prove that repurchase intention is influenced by several variables, including price, perceived product quality, and customer satisfaction as a mediating variable. These factors play a key role in increasing consumer loyalty on E-commerce platforms, especially in the context of TikTok. According to Lichtenstein et al. (1993) and Zeithaml (1988), price is perceived by consumers as a monetary sacrifice to obtain a product. Studies by (Kim et al., 2012) show that prices that are reasonable and commensurate with the benefits received by consumers will increase repurchase intention. However, research by Desi Sari Fatmawati et al. (2021) shows a negative effect of price on repurchase intention if the price is not considered commensurate with product quality.

Although many previous studies have examined the relationship between price and customer satisfaction on repurchase intention, there are still evidence gaps. One important gap is the inconsistent research results regarding the effect of price on repurchase intention. In the research of Nafisya runaika and ahmad nizam (2020) found a positive relationship, while the research of Desi sari fatmawati et al (2021) showed a negative effect. Theory gaps can also be seen in the way customer satisfaction acts as a mediating variable in the context of E-commerce, where some theories indicate an important role, while the Theory of Planned Behavior (Ajzen, 1991) indicates that the intention to repurchase can be influenced by other more dominant factors, such as social norms or behavioral control.

This research chose Skintific products in TikTok E-commerce with a focus on consumers in Malang City because Malang City has the highest e-purchasing rate in East Java, with an increase in transactions of more than 50% compared to the previous year (MediaIndonesia, 2023). This shows that Malang has a large market potential in online shopping, especially among young people who are the main users of TikTok.

Cosmetic products such as Skintific are of particular interest to young people, who are the dominant users of the TikTok E-commerce platform. Skintific attracts interest because it is considered to provide good product quality and is relevant to modern beauty trends, supported by marketing strategies on TikTok that prioritize interactive and creative videos. In addition, many cosmetic products on TikTok Shop, including Skintific, have competitive prices that appeal to the younger generation who tend to be price sensitive. Despite having relatively higher prices compared to

other cosmetic products, Skintific remains popular due to its perceived good quality and conformity to consumer expectations.

Skintific's achievement in achieving the second largest Gross Merchandise Value (GMV) on TikTok, as well as the top ranking (Fastmoss.com, 2024), shows that consumers are willing to pay more for products with perceived superior quality with easy access, competitive prices, and matches consumer expectations, Skintific is a relevant choice in this study to understand repurchase intention on the TikTok E-commerce platform, especially among users in Malang City.

Objective

This study aims to identify the effect of price on repurchase intention with customer satisfaction as a mediating variable in consumers of Skintific products on TikTok E-commerce in Malang City. By examining this relationship, the research is expected to contribute to the digital marketing literature as well as provide practical guidance for businesses looking to increase consumer loyalty and repurchase intention through the TikTok platform.

LITERATURE REVIEW

Price

According to Kotler and Armstrong (2004), price is the amount of value that consumers exchange for the number of benefits of owning or using a good or service. Price becomes an intermediary for buyers and sellers to get the benefits of the products or services offered to each other so that no one feels disadvantaged. In line with Zeithaml (1988) price is something that must be sacrificed to get goods or services. From the expert's opinion above, it can be interpreted that price is something that is determined to be sacrificed and exchanged, be it in the form of money, services or goods. In addition, in 1982, Valerie A. Zeithaml conducted research stating that consumers often do not remember the objective price of a product. So it can be concluded that Lichtenstein et al. (1993) and Zeithaml (1988) state that price has two main roles in consumer perception. First, price is seen as a monetary sacrifice that consumers must make to obtain a product. Second, price serves as a signal of product quality.

Customer Satisfaction

Customer satisfaction is a feeling or emotion that arises after they feel a product, either goods or services, that feeling arises when they compare it with their expectations. In line with what Kotler & Keller (2009; 138-139) said, Customer satisfaction is a sense of pleasure or annoyance that arises in distinguishing the actual product from consumer expectations. The feeling that arises affects consumer decisions for the next repurchase intention.

According to Tjiptono & Chandra (2012), customer satisfaction has a significant impact on several aspects such as repurchase intention, customer loyalty, complaint behavior, and positive word of mouth behavior. It is also proven by other research conducted by Ignatus Bryan Abimanyu Wicaksono (2021) which shows that customer satisfaction has a positive and significant effect on repurchase intention.

Repurchase Intention

According to Kotler (2009: 190) Repurchase intention is an action taken by consumers after the purchase process. This action is influenced by the level of satisfaction, the higher the level of consumer satisfaction, the possibility for them to make repeat purchases is also high. Repurchase intention according to Adinata (2015) is a situation when customers will repurchase products of the same brand when there is a need because there is already an emotional bond between consumers and the brand. Lacey and Morgan (2009) explain repurchase intention as a person's decision to buy a certain product or service from a company for the second time, given the current conditions and environment. Because it is a consumer habit, when they feel they are getting good service they will repurchase the product.

Price and Repurchase Intention

According to Kim et al (2012), state that price is a factor that needs to be considered in influencing repurchase decisions through perceived value. Kotler (2009) also states that the decision to make a repeat purchase is influenced by previous experience and the perceived value obtained. In research by Desi Sari Fatmawati et al (2021), although they found a negative effect of price on repurchase intention, suggesting that in certain contexts, the right price can increase repurchase intention if it is related to product quality and customer satisfaction, research conducted by Mengjio Qian (2021), shows that the price factor contributes positively to repurchase intention. Prices that match the value received by customers can motivate them to make repurchase intentions.

H1: Price has a positive effect on Repurchase Intention

Price and costumer satisfaction

Minqin Yi et al (2024) that price partially has no effect on customer satisfaction. But contrary to what Dhurup et al. said. (2014) that the right price must be considered by the company in order to increase customer satisfaction. In line with what Oktavianus (2020) did, price has a positive effect on customer satisfaction for Shopee application users.

H2: Price has a positive effect on Skintific's Customer Satisfaction

Costumer satisfaction and repurchase intention

Tjiptono & Chandra (2012) state that customer satisfaction has a significant impact on repurchase interest, loyalty, and complaint behavior. In line with research

conducted by Ignatus bryan abimanyu wicaksono (2021) also shows that customer satisfaction has a positive and significant effect on repurchase intention. Satisfaction is the main factor in driving repurchase intention. Consumers who are satisfied with a product or service will tend to be loyal and make repeat purchases in the future.

H3: Customer Satisfaction has a positive effect on Repurchase Intention

Price on Repurchase Intention through Costumer Satisfaction as Mediation.

According to Tjiptono (2014) cited in the research of Aeni, Ekhsan, and Tanjung (2019), price not only reflects the costs incurred, but also how much the service or product is able to meet consumer expectations, which ultimately affects their level of satisfaction. In line with what was said by Kim et al. (2012), price in accordance with product quality can increase customer satisfaction, which directly affects the decision to repurchase. Customer satisfaction mediates the relationship between price and repurchase intention. Prices that are considered reasonable will increase customer satisfaction, which in turn encourages customers to make repeat purchases. Evidenced by research conducted by Mengjio Qian (2021) found that customer satisfaction is positively related to repurchase intentions, and price contributes to this satisfaction. This supports that price can influence repurchase intention through customer satisfaction.

H4: Customer Satisfaction mediates the effect of Costumer Satisfaction on Repurchase Intention

Conceptual Framework

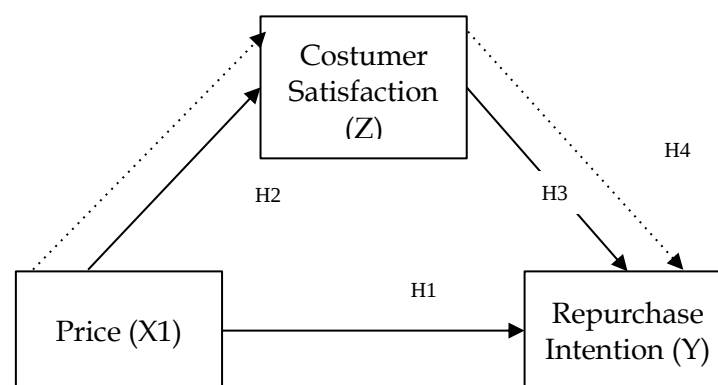


Figure 1. Conceptual Framework

RESEARCH METHOD

This research was conducted using a quantitative approach with a survey method. The survey was aimed at respondents as Skintific users. The location of this research is five sub-districts in Malang City. The five districts are Lowokwaru, Sukun, Klojen, Blimbing, and Kedungkandang. The population in this study are TikTok users

who use Skintific products in Malang City. With an unknown population, using the formula from Hair et al. (2021), a sample size of 180 respondents was obtained.

In this study, the sampling technique used was a non-probability sampling technique with the Jusmen Sampling method. Therefore, this study has specific criteria that are the basis for sampling, namely respondents who are domiciled (live, work, and study) in Malang City (Lowokwaru, Sukun, Klojen, Blimbing, and Kedung Kandang districts), are at least 18 years old, and respondents are Skintific consumers who have used Skintific products at least once through the TikTok application. The data in this study were collected from respondents through a questionnaire with a Likert scale consisting of five levels as a measurement scale and previous research literature. The variable used in this study is the independent variable, price (X1). In the Likert scale, the measured variables are converted into variable indicators. The indicator is then used as a starting point in compiling the items of the measurement instrument, which can be in the form of statements or questions (Sugiyono, 2018), while the dependent variable is repurchase intention (Y). Furthermore, customer satisfaction (Z) as a mediating variable. Before entering the data analysis stage, first test the validity and reliability of the instrument. Furthermore, descriptive statistical data analysis and Partial Least Squares Structural Equation Modeling (PLS-SEM) were used using SmartPLS 3 software.

Price

Price Based on the five dimensions according to KIm et al. (2012), namely Competitive Price, Fair Price, Affordable Price, Corresponding Price, Price fairness, the statement items used in this study are as follows.

1. The price of skintific products offered by E-commerce tiktok is competitive.
2. The price of scintific products offered by E-commerce TikTok is reasonable.
3. The price of skintific products offered by E-commerce tiktok is affordable.
4. The price of skintific products offered by E-commerce Tiktok is appropriate.
5. Tiktok does not provide discount prices.

Costumer satisfaction

Costumer satisfaction based on the five dimensions according to Nilson & wall (2017) and Ali T (2016) Expectation Fulfillmen, Product/Service Quality, Cognitive evaluation, Emotional Satisfaction, Overall Satisfaction, the statement items used in this study are as follows.

1. I am satisfied with my last skintific product purchase on tiktok.
2. I am satisfied with the selection of skintific products available on Tiktok.
3. I am comfortable interacting about skintific products on TikTok.
4. I feel like buying skintific products directly from tiktok is a good idea.

Repurchase intention

Repurchase intention based on the four dimensions according to Kim et al (2012) and Mosavi & ghaedi (2012) Transactional value, Preferential value, Emotional appeal. Referential value, the statement items used in this study are as follows.

1. I intend to continue buying on tiktok rather than stop using it
2. If I buy skintific products, I consider buying on Tiktok
3. I expect to buy skintific again on tiktok.
4. I will recommend skintific to people around me.

RESULTS AND ANALYSIS

Respondent Characteristics

The purpose of using respondent characteristics is to offer an overview of the object of research and to enable the identification of patterns or trends that may affect the results of the research. Information on respondent characteristics is very important and is generally presented in a systematic and detailed table. The characteristics of the respondents are presented in the following table.

Tabel 1. Respondent Characteristics

Description	Frequency	Percentage
Gender		
Female	156	86,67%
Male	24	13,33%
Total	180	100%
Age		
18-25 years old	173	96,11%
26-35 years old	5	2,78%
36-45 years old	2	1,11%
Total	180	100%
Sub-district		
Lowokwaru	124	68,89%
Sukun	15	8,33%
Klojen	12	6,67%
Blimbing	21	11,67%
KedungKandang	8	4,44%
Total	180	100%
Work		
Student	168	93,3%
Self-Employed	6	3,33%
Employee	4	2,22%
Other	2	1,11%
Total	180	100%
Income		
< Rp 1,000,000	82	45.56%
Rp 1,000,000 - Rp 2,000,000	62	33.89%
Rp 2,000,000 - Rp 3,000,000	21	11.67%
Rp 3,000,000 - Rp 4,000,000	4	2.22%
> Rp 4,000,000	12	6.67%
Total	180	100%

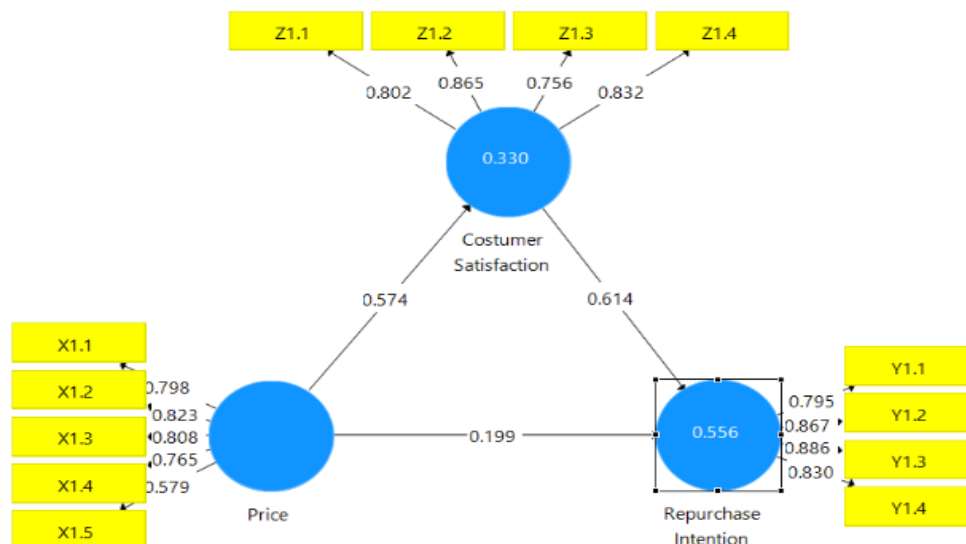
Source: Data Processing Results by Authors (2025)

Based on Table 1. the data shows that the respondents collected amounted to 180 people with details of female gender 156 people, and male 24 people. This shows that most of the skintific consumers in Malang City are women. Based on age, respondents aged 18-25 years were 173 people, aged 26-35 years were 5 people, aged 36-45 years were 2 people. This shows that most of the skintific consumers in Malang City are 18-25 years old.

Based on domicile per sub-district, there are 124 people in Lowokwaru, 15 people in Sukun, 12 people in Klojen, 21 people in Blimbing, and 8 people in Kedungkandang. Based on occupation, 168 students, 6 self-employed, 4 employees, and 2 others. This shows that most skintific consumers in Malang City are students. Based on income <1000,000 as many as 82 people, 1000,000 –2,000,000 as many as 62 people, 2,000,000 –3,000,000 as many as 21 people, 3,000,000 –4,000,000 as many as 4 people, >4,000,000 as many as 12 people. This shows that Facetology consumers in Malang City mostly have an income of <1000,000.

Outer model

The outer model involves assessing the instruments utilized for gathering research data. It illustrates the connection between latent variables and their respective measuring indicators (Rahadi, 2023). Analysis results reveal that the majority of indicators for each research variable have loading factor values exceeding 0.70, signifying strong validity. However, during the development phase, a correlation of 0.50 is still considered acceptable (Ghozali, 2006).



Source: Data Processing Results by SmartPLS 3 (2025)

Figure 2. Full Model PLS

Tabel 2. Outer Model

Variable	Item	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
Price (X1)	X1.1	0,798	0,830	0,887	0,664
	X1.2	0,823			
	X1.3	0,808			
	X1.4	0,765			
	X1.5	0,579			
Repurchase Intention (Y)	Y1.1	0,795	0,812	0,871	0,578
	Y1.2	0,867			
	Y1.3	0,886			
	Y1.4	0,830			
Costumer satisfaction (Z)	Z1.1	0,802	0,867	0,909	0,714
	Z1.2	0,865			
	Z1.3	0,756			
	Z1.4	0,832			

Source: Data Processing Results by SmartPLS 3 (2025)

The price variable (X1) is measured by five items, with four items declared valid, having outer loading values ranging from 0.579 to 0.808. These values indicate acceptable validity for the measurement of price. The reliability is confirmed, as shown by Cronbach's alpha of 0.830 and composite reliability of 0.887, both exceeding the threshold of 0.70. The convergent validity for this variable is also strong, with an AVE of 0.664, surpassing the 0.50 threshold.

The repurchase intention variable (Y) is assessed using four items, all of which are declared valid, with outer loading values between 0.795 and 0.886. The reliability is demonstrated by Cronbach's alpha of 0.812 and composite reliability of 0.871, indicating the items are reliable. The AVE for this variable is 0.578, slightly above the 0.50 threshold, demonstrating adequate convergent validity. The customer satisfaction variable (Z) is measured by four items, with outer loading values ranging from 0.756 to 0.865. The reliability is supported by Cronbach's alpha of 0.867 and composite reliability of 0.909, both above the required threshold. The AVE for this variable is 0.714, indicating strong convergent validity.

Outer model

Once the outer model has been tested and meets the minimum requirements for convergent validity, discriminant validity, composite reliability, and Cronbach's alpha, the next step is to evaluate the inner model. This inner model assessment includes hypothesis testing to examine the relationships and influences between the variables in the study.

The first stage in this test is the R-Square (R^2) test. According to Jogiyanto (2011) the R-Square value is used to measure the level of variation in changes in independent variables to dependent variables.

Tabel 3. R-Square (R^2) Result

	R-Square (R^2)
Costumer Satisfaction	0,330

Repurchase Intention 0,556

Source: Data Processing Results by SmartPLS 3 (2025)

From Table 3. the R-Square (R^2) value for the customer satisfaction variable is 0.330 and repurchase intention is 0.556. This means that the exogenous influence on endogeneity shows moderate predictive power. This is sufficient to prove that both variables are able to make predictions. In line with what Ghozali & Latan (2015) said, the criteria for the large R-square value of 0.75 can be said that the model is strong, the R-square value of 0.50 means the model is quite moderate, and if the R-square value is 0.25 the model is weak. The next stage is the F Square (Effect Size) test. The F Square value plays a role as an additional measuring tool in reviewing the magnitude of the influence of the independent variable on the dependent variable.

Tabel 4. F Square) Result

	Costumer Satisfaction	Repurchase Intention
Costumer Satisfaction		0,569
Price	0,493	0,060

Source: Data Processing Results by SmartPLS 3 (2025)

Based on Table 4, it can be observed that the influence of the price variable on customer satisfaction is 0.569. This indicates that the price variable has a substantial impact on customer satisfaction, as its magnitude exceeds 0.5. Meanwhile, the influence of the price variable on repurchase intention is 0.493, which is close to the threshold of 0.5, suggesting a moderate impact. The effect of customer satisfaction on repurchase intention is 0.060, indicating a very small influence. Following the evaluation of R-Square (R^2) and F-Square (Effect Size), the next step involves hypothesis testing, with the results presented below.

Tabel 5. Hypothesis Test

	Original Sample (O)	Sample Mean	Standard Deviation (STDEV)	T Statistic	P Values	Description
<i>Price (X1) → Costumer Satisfaction (Z)</i>	0,614	0,616	0,053	11,636	0,000	H1 Accepted
<i>Price (X1) → Repurchase Intention (Y)</i>	0,574	0,581	0,043	13,236	0,000	H2 Accepted
<i>Costumer Satisfaction (Z) → Repurchase Intention (Y)</i>	0,199	0,200	0,070	2,827	0,005	H3 Accepted

Source: Data Processing Results by SmartPLS 3 (2025)

Based on Table 5, the analysis indicates that Price (X1) has a significant effect on Customer Satisfaction (Z). This is evidenced by the T-Statistic value of 11.636 and a P-Value of 0.000, which is smaller than the general threshold of 0.05. Therefore, the first hypothesis (H1) is accepted. Similarly, Price (X1) also has a significant

influence on Repurchase Intention (Y), as indicated by the T-Statistic value of 13.236 and a P-Value of 0.000, which is below $\alpha = 0.05$. Consequently, the second hypothesis (H2) is accepted.

Additionally, Customer Satisfaction (Z) significantly affects Repurchase Intention (Y). This is shown by a T-Statistic value of 2.827 and a P-Value of 0.005, which is smaller than $\alpha = 0.05$. As a result, the third hypothesis (H3) is accepted. All three hypotheses demonstrate significant relationships based on the statistical analysis.

The Effect of Price on Repurchase Intention

The analysis reveals that price significantly influences repurchase intention among Skintific consumers in Malang City. This aligns with Kim et al. (2012), who argue that price affects repurchase decisions by shaping perceived value. Competitive and fair pricing encourages consumers to perceive the product as offering good value for money, thus motivating repeat purchases. However, the finding also highlights the potential for negative effects when consumers perceive the price as misaligned with product quality, as noted in Fatmawati et al. (2021). For Skintific, maintaining price fairness while emphasizing perceived value is crucial to sustaining repurchase intention on TikTok E-commerce.

The Effect of Price on Customer Satisfaction

The results show that price has a significant positive impact on customer satisfaction. This finding supports Dhurup et al. (2014) and Oktavianus (2020), who demonstrated that reasonable pricing enhances customer satisfaction by meeting consumer expectations. For Skintific, the perceived fairness of its pricing contributes to positive consumer evaluations, reinforcing their satisfaction with the purchasing experience on TikTok. These findings emphasize that competitive pricing strategies are essential not only for attracting new customers but also for fostering satisfaction among existing ones.

The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction significantly impacts repurchase intention, echoing findings by Tjiptono & Chandra (2012) and Wicaksono (2021). Satisfied consumers are more likely to form emotional bonds with a brand, which drives their intention to repurchase. For Skintific consumers on TikTok, satisfaction with prior purchases translates into loyalty and a higher likelihood of future transactions. This finding underscores the importance of delivering high-quality products and superior customer experiences to ensure ongoing consumer engagement and loyalty.

The Effect of Price on Repurchase Intention Through Customer Satisfaction as a Mediation

The mediation analysis confirms that customer satisfaction plays a significant role in linking price to repurchase intention. This supports Tjiptono (2014) and Kim et al. (2012), who argue that pricing strategies influence repurchase behavior indirectly through satisfaction. Skintific's competitive pricing contributes to consumer satisfaction, which in turn strengthens repurchase intentions. This indicates that reasonable pricing not only directly impacts purchasing behavior but also enhances consumer satisfaction, amplifying its effect on loyalty. For Skintific, leveraging this mediating relationship involves balancing price competitiveness with maintaining product quality and customer satisfaction.

CONCLUSION AND RECOMMENDATION

Based on the research and discussion, it is evident that price significantly influences both customer satisfaction and repurchase intention among Skintific consumers in Malang City. Moreover, customer satisfaction serves as a key mediator between price and repurchase intention, highlighting its pivotal role in fostering consumer loyalty. These findings emphasize the importance of adopting pricing strategies that offer perceived value for money while simultaneously enhancing customer satisfaction.

For future research, it is recommended to explore additional variables, such as brand loyalty or trust, that may further mediate the relationship between price and repurchase intention. Investigating the influence of marketing strategies, like promotional discounts or value-added services, on customer satisfaction and loyalty could also provide deeper insights. For Skintific, focusing on maintaining competitive pricing strategies while prioritizing customer satisfaction is crucial. Enhancing perceived value through quality assurance, effective communication, and personalized customer experiences on TikTok E-commerce can strengthen consumer engagement and loyalty.

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