

# ANALYSIS OF FACTORS AFFECTING REPURCHASE INTENTION IN LIVE STREAMING E-COMMERCE

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## ABSTRACT

There is an emerging trend of purchasing online goods, which is currently popular through live-streaming social media applications called Live Streaming E-Commerce. The reason Live Streaming E-Commerce has become popular to use is that Live Streaming E-Commerce can create a real-time shopping environment and provides complete product information from multiple dimensions to help the buyer's decision-making process. However, from the Preliminary Research conducted, it is found that respondents who have shopped through live streaming via Instagram Live before do not want to shop again. Therefore, the goals of the thesis were to determine factors that affect customer Repurchase Intention in shopping through live streaming via Instagram Live. The data was collected through an online questionnaire shared through social media and obtained from 415 respondents. The data processing results using SmartPLS show that Information Quality, Perceived Interactivity, Perceived Value, Effort Expectancy, and Satisfaction significantly affect Repurchase Intention. Not only that Satisfaction is also found to have a mediating effect between Information Quality, Perceived Interactivity, Perceived Value, and Effort Expectancy against Repurchase Intention.

**Keywords:** *Instagram Live, Live Streaming E-Commerce, Repurchase Intention, Satisfaction, Partial Least Square*

## 1. INTRODUCTION

Many people have shopped online at e-commerce stores in today's digital era. E-commerce is a buying and selling process supported by electronic means, primarily via the Internet [1]. With the development of e-commerce, E-Commerce began to use social media as a transaction platform for selling goods and services called Social Commerce [2]. One of the popular social media platforms used by the Indonesian people is the social media application Instagram. Instagram is a free social media application that provides services by sharing photos or videos online. Instagram is the most popular social media application used as a social commerce sales platform because it has several advantages, such as ergonomically designed mobile-friendly features, story integration, commerce friendliness, and better discovery through hashtags [3]. In Instagram, there is also an Instagram Live feature, which is a feature that allows application users to create live broadcasts or Live Streaming within the Instagram application.

There is an emerging trend of purchasing goods online, which is currently popular, namely the trend of purchasing goods online through live broadcasts or live streams of social media applications. This live broadcast's activities are called Live Shopping or Live Streaming E-Commerce. Live Streaming E-Commerce is becoming popular to use because Live Streaming E-Commerce can create a real-time shopping environment and provides complete product information from multiple dimensions to help the buyer's decision-making process. In addition, by shopping on a live stream, shoppers can participate in product testing, learning, and shopping experiences that sellers deliver in a way that the buying and selling process in e-commerce generally does not have [4].

According to research [5], we can see that as many as 78% of Indonesians have heard of shopping through live streaming or live broadcasts, and as many as 56% have made purchases. However, even though live-streaming shopping has become increasingly popular, little data can prove that Indonesians have shopped live streaming on the Instagram Live platform, as shown in the image

above. To get complete data about Indonesian citizens shopping live streaming on the popular Instagram Live social media, the researcher conducted Preliminary Research on people's opinions on shopping live streaming on Instagram Live. Of the 37 respondents who filled out this Preliminary Research, as many as 35 respondents answered that they had shopped through Instagram Live broadcasts. This shows that Live Streaming E-Commerce has become popular, so many people in Indonesia have already shopped live stream on the Instagram Live social media application. However, from this preliminary research, the results obtained are 12 respondents who chose not to shop anymore by live streaming on Instagram Live. When asked what made them dissatisfied, so they did not want to shop again live streaming, the researchers found four problems that respondents, namely most experienced

:

- The Instagram Live platform is not working properly as expected (5 Respondents / 42%),
- Information about products provided on Instagram Live is incorrect and incomplete (5 Respondents / 42%)
- Instagram Live uses too much effort to shop (4 Respondents / 33%).
- Using Instagram Live does not provide the desired benefits when shopping (4 Respondents / 33%),

From this preliminary research, the results are that shopping by live streaming has become popular in Indonesia, with many people who have shopped through live streaming on the Instagram Live application. However, there are still factors that affect satisfaction in their live-streaming shopping experience, giving rise to the problems experienced today, namely the low value of repurchase intentions of customers who have purchased live-streaming goods. Satisfaction is an important factor affecting people's desire to shop again, so many store owners prioritize customer satisfaction so that their customers want to shop again at their stores [6].

By knowing the problem of the low value of Repurchase Intention, the researcher wants to research what factors influence customers' repurchase Intention or Repurchase Intention by customers to continue shopping live streaming with Instagram Live as a means to purchase goods live stream In this study, an investigation will be carried out regarding the influence of the factors

that influence the customer's repurchase intention towards stores that sell through live broadcasts on Instagram Live as a Live Streaming E-Commerce platform.

With the implementation of this research, the researcher hopes that this research can be helpful for business owners who want to use the method of selling through live streaming via Instagram Live to sell so that they can find out what influences their customer repurchase intention so that they can keep their customers who have purchased their products to continue shopping on Instagram Live.

## 2. LITERATURE REVIEW

### 2.1. Live Streaming E-Commerce

Live Streaming e-commerce is a new social commerce model that developed rapidly due to its unique interactivity, intuition, and entertainment advantages [7]. The essence of live-streaming e-commerce is a combination of live-streaming and e-commerce [8]. The difference between live-streaming e-commerce and other e-commerce is that in live-streaming e-commerce, there is a live streamer/seller that provides information on products sold directly to customers and can also guide customers to shop for these products. As for other e-commerce, the customer has to see the product information provided by the seller and place his order [9].

### 2.2. Performance Expectancy

Performance Expectancy is defined as the extent to which a consumer believes that shopping in a system will be helpful for consumers in carrying out the desired task [10]. According to [11], consumer expectations for the freshness of the platform's performance affect the willingness to purchase, so the more significant efficiency improvements brought by the new platform will make consumers more inclined to shop again using the platform.

### 2.3. Effort Expectancy

Effort Expectancy is the level of convenience experienced by consumers regarding the use of technology [10]. Effort Expectancy is the extent to which a consumer believes in the ease, and convenience consumers feel when buying on a new platform [11]. In the context of online shopping [12] explains, Effort Expectancy refers to the customers' perspective of online shopping that it is free of effort, which is the amount of strenuous effort they have to make to buy products that can affect their intention to adopt online shopping

methods so that if the effort required to shop not so much, it will be that these customers will tend to shop again on that platform.

#### 2.4. Perceived Value

Perceived Value is an evaluation of the overall benefits of a product or service based on customer perceptions, where a high level of perceived value includes not only more benefits but also fewer sacrifices [13]. Perceived Value is one of the most critical determinants of post-purchase consumer behavior, where customer's loyalty intentions increase when the value received by customers is high [14]. However, when the value received by customers is low, they will be more likely to switch to another seller because they want to try to increase the value they feel when shopping at that seller.

#### 2.5. Information Quality

Information Quality is a measurement of how high the quality of the information provided by the system is according to user needs [15]. Information Quality is crucial for customers because, without the opportunity to evaluate physical products, customers who act on incomplete and possibly incorrect information will face the consequences of risk or uncertainty in their purchasing decisions; that if they get the wrong product from their purchase, they will not want to shop again on the platform [16]

#### 2.6. Perceived Interactivity

Interactivity refers to the extent to which interaction occurs in mutual communication between two parties [17]. Interactivity is generated in online marketing through dialogue, information exchange, and information sharing and has become a significant factor influencing consumer purchase intentions, repurchase actions, purchasing attitudes, and cognitive dissonance [18]. This interaction in live streaming e-commerce refers to the results of the interactions perceived by individuals on the Internet and the effects of these perceived interactions [19]. The high interactivity of live streaming e-commerce makes consumers feel like they are talking to the streamer directly, so they get better service because they can ask their questions about the product in real-time [20].

#### 2.7. Satisfaction

Satisfaction is a comprehensive assessment of the experience gained from consuming goods or services after purchase and states that consumers who have had previous satisfactory use experiences are more likely to repeat use [10]. In an online

shopping setting, customer satisfaction plays an important role in the online shopping experience because it influences the user's decision to continue using the distribution channel [21]. The level of customer satisfaction in e-commerce can be measured when a customer makes an online purchase on an e-commerce platform, makes the right choice by purchasing the platform and feels satisfied every time he makes a purchase [22].

#### 2.8. Repurchase Intention

Repurchase Intention refers to the intention to repeatedly buy certain products or services and maintain relationships with retailers, which reflects customer loyalty and positive perceptions of retailers [13]. Repurchase Intention is defined as the possibility that customers will buy again from the same retailer or service provider in the future and significantly impact the company's success and profitability [15]. Customer repurchase intention depends on the value obtained in previous transactions, such as performance by the criteria (benefits), competition, and cost considerations, and has a relationship with customer satisfaction [23]. The importance of measuring customer repurchase intention is to find out the customer's desire to remain loyal or leave an item or service.

### 3. METHODOLOGY

#### 3.1. Research Model and Hypothesis

In this study, researchers will discuss the factors influencing customers' repurchase intentions to shop again on Live Streaming E-Commerce. In this study, several theories from various previous studies will be taken and will be analyzed into a research model. In the proposed research model, there are 7 research variables, namely Performance Expectancy (PE), Effort Expectancy (EE), Perceived Value (PV), Perceived Interactivity (PI), Information Quality (IQ), Satisfaction (S), and Repurchase Intention (RI).

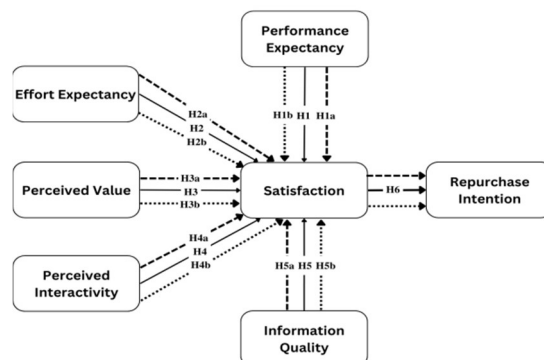


Figure 1: Research Model

The previous study examined the effect of Performance Expectancy on E-Satisfaction and obtained the results in the form of Performance Expectancy having a significant effect on the e-Satisfaction factor this study examines the effect of Performance Expectancy on Satisfaction. It obtains the study results in the form of the Performance Expectancy factor having a significant and positive effect on the Satisfaction factor. This study will also prove whether Satisfaction can be an indirect influence (variable intervening) between Performance Expectancy against Repurchase Intention and also prove whether Performance Expectancy has an indirect effect on Repurchase Intention. From the results of this previous study, The hypothesis formulated is :

**H1: Performance Expectancy has a significant effect on Satisfaction**

**H1a : Performance Expectancy has a significant effect on Repurchase Intention which is mediated by Satisfaction**

**H1b : Performance Expectancy has a significant effect on Repurchase Intention**

In a study conducted by [10], the results obtained in the form of Effort Expectancy have a significant effect on the e-Satisfaction factor. However, the results of his research reveal that Effort Expectancy has no significant and positive effect on Satisfaction [24]. In this study, will also prove whether Satisfaction can be an indirect influence (variable intervening) between Effort Expectancy against Repurchase Intention and also prove whether Effort Expectancy has an indirect effect on Repurchase Intention. From the results of this previous study, The hypothesis formulated is :

**H2: Effort Expectancy has a significant effect on Satisfaction**

**H2a : Effort Expectancy has a significant effect on Repurchase Intention which is mediated by Satisfaction**

**H2b : Effort Expectancy has a significant effect on Repurchase Intention**

Research conducted by [25] examines the effect of the Perceived Value variable on the Customer Satisfaction variable in a Short Video Platform where the results show that there is a significant effect of Perceived Value on Satisfaction. In previous research [13], the results show that Perceived Value positively affects Customer Satisfaction. This study will also prove whether Satisfaction can be an indirect influence (variable intervening) between Perceived Value against Repurchase Intention and whether

Perceived Value has an indirect effect on Repurchase Intention. From the results of this previous study, the hypothesis formulated is :

**H3: Perceived Value has a significant effect on Satisfaction**

**H3a: Perceived Value has a significant effect on Repurchase Intention which is mediated by Satisfaction**

**H3b: Perceived Value has a significant effect on Repurchase Intention**

Research [20] aims to find that Perceived Interactivity has a significant influence on Consumer Satisfaction. This study will also prove whether Satisfaction can be an indirect influence (variable intervening) between Perceived Interactivity against Repurchase Intention and also prove whether Perceived Interactivity has an indirect effect on Repurchase Intention. From the results of this previous study, The hypothesis formulated is :

**H4: Perceived Interactivity has a significant effect on Satisfaction**

**H4a : Perceived Interactivity has a significant effect on Repurchase Intention, which is mediated by Satisfaction**

**H4b : Perceived Interactivity has a significant effect on Repurchase Intention**

In [15] Research, the results obtained are that there is a significant influence between Information Quality on Satisfaction. This proves the influence of the quality of the information provided that affects people's shopping satisfaction to shop again on the same platform. Furthermore, this study will also prove whether Satisfaction can be an indirect influence (variable intervening) between Information Quality against Repurchase Intention and also prove whether Information Quality has an indirect effect on Repurchase Intention. From the results of this previous study, The hypothesis formulated is :

**H5: Information Quality has a significant effect on Satisfaction**

**H5a : Information Quality has a significant effect on Repurchase Intention which is mediated by Satisfaction**

**H5b : Information Quality has a significant effect on Repurchase Intention**

The research and results obtained from this study are the significant influence of the Customer Satisfaction variable on Repurchase Intention [25]. In research [20], this study examines the effect of consumer satisfaction on Repurchase Intention and

obtains results in the form of consumer satisfaction having a significant effect on Repurchase Intention. In this study, the context of satisfaction that will be used is satisfaction in using Live Streaming E-commerce in the form of Instagram Live to shop for goods. From the results obtained in this previous study, The hypothesis formulated is :

**H6: Satisfaction has a significant effect on Repurchase Intention**

**3.2. Indicators**

In this research, several variables based on appropriate indicators will be used according to related journals and research articles. These indicators will be used to help create the questions in the questionnaire. The indicators based on the measurement of variables that will be used are as follows.

*Table 1: Variable and Indicator*

Variable	Indicator	Code
Performance Expectancy	Usefulness	PE1
	Time Saving	PE2
	Ease of Search	PE3
	Product Assortment	PE4
Effort Expectancy	Ease of use	EE1
	Easy to learn	EE2
	Easy to understand	EE3
Perceived Value	Product Quality	PV1
	Product Reliability	PV2
	Product Price	PV3
	Overall Value	PV4
Information Quality	Information Accuracy	IQ1
	Information Currency	IQ2
	Information Completeness	IQ3
	Information Reliability	IQ4
Perceived Interactivity	Face-to-face Interaction	PI1
	Chat Interactions	PI2
	Seller Interactions with Customers	PI3
Satisfaction	Overall Satisfaction with Live Streaming E-Commerce	S1
	Overall Satisfaction with Shopping Experience	S2
	Fulfillment of Expectations	S3
Repurchase Intention	Desire to buy again	RI1
	Desire to use again	RI2
	Willingness to buy again	RI3

**3.3. Data Collection**

Data collection is the main model in this study, so the method used in data collection is by using a questionnaire. The questionnaire will be generated using the Google Form Platform where the questionnaire will be consist of 2 pages, the first pages is the participant selection page where on this page it contains elements regarding respondents' demographics such as gender and age

and statement items that will be used to find out which participants are in accordance with our target respondents because only our target respondents can continue filling the questionnaire since the target respondents for this questionnaire are Instagram application users who have purchased products through live-streaming in Instagram Live.

For the second page, it contains list of questions that will be based on appropriate indicators from related journals and research articles, which are needed in making the questionnaire. The measurement of each indicator is carried out using a Likert scale to determine the extent to which respondents strongly agree with respondents who strongly disagree with some of the statements given. From this Likert scale, it will use a scale between 1 – 5 as the respondent's measurement scale. Here are the questionnaire link that will be used to collect the data needed for this study : <https://forms.gle/xXKzbXKJGaYbwvj46>

In this study, researchers will collect and process this questionnaire to obtain the desired data. For the determination of the research sample, the researcher will use the Simple random sampling (SRS) method, which is the simplest method for selecting a sample where each unit in the population has the same probability of selection.

**3.4. Population and Sample**

In this study, Instagram users in Indonesia that have purchased products through live streaming features in Instagram Live will be used to examine repurchase intention in this live streaming e-commerce. Because there isn't specific population about Instagram users that have use the live streaming feature to buy products, The population that will be use is the generalized population from the information obtained where there were 104,175,200 active users in Indonesia in January 2022 (Source: Napoleoncat.com). Thus, the population for the study was 104,175,200 users of the Instagram application.

In this study, researchers will use the Slovin formula, where an error rate of 5% is used in this sampling. The formula used is as follows.

$$n = \frac{N}{1 + Ne^2}$$

Information:

n: Sample size

N: Population size

e: Fault tolerance limit (margin of error)

The calculation of the number of samples that will be used in this study with a value of  $N = 104,175,200$  are:

$$n = 104,175,200 / (1 + 104,175,200 (0.05)^2)$$

$$n = 400$$

Therefore, in this study the minimum sample that must be collected is 400 respondents who is an Instagram Users that have purchased products through live streaming features in Instagram Live.

### 3.5. Data Analysis Technique

After the data collection stage, the next step is to analyze the data that has been collected through the questionnaire. In this study, the analysis method that will be used to analyze the questionnaire data obtained is the Partial Least Square analysis method. Partial Least Square (PLS) is a multivariate statistical technique that compares multiple dependent and independent variables [26]. Thus, to use the Partial Least Square analysis method in this study, researchers will use the software SmartPLS to help analyze the collected data. In SmartPLS, the analysis processes that will be carried out are Validity Test, Reliability Test, Coefficient of Determination Test, and Hypothesis Testing.

#### 3.5.1. Validity Test

A validity test is a test conducted to measure the validity of the data collected from respondents through a questionnaire. The questionnaire can be said to be valid if the questions on the questionnaire reveal something that will be measured by the research questionnaire [26]. The calculation of the validity test in this study will be carried out based on indicators on each variable from the Performance Expectancy, Effort Expectancy, Perceived Value, Perceived Interactivity, Information Quality variables that affect the variables of the Satisfaction factor that affect the Repurchase Intention factor. There are two kinds of constructs: the Convergent Validity Test and the Discriminant Validity Test [26].

##### 3.5.1.1. Convergent Validity

Convergent validity is a validity test related to the principle that the measure of a construct should be highly correlated. In Convergent Validity, there are two measurements: the loading factor value must be more than 0.7 for confirmatory research and between 0.6-0.7 for

exploratory research, and the average variance inflation factor (AVE) value must be greater than 0.5 in order to be said to be valid. If the indicators does not meet the requirement, then the indicators will be said Invalid and removed from the model.

##### 3.5.1.2. Discriminant Validity

Discriminant Validity is a test of validity that deals with the principle that measures of different constructs should not be highly correlated. The way to test discriminant validity is to look at the cross-loading value. This value for each variable must be greater than 0.70. In addition to cross-loading, the model can be valid if the AVE root value for each construct is greater than the correlation between the constructs and other constructs in the model.

#### 3.5.2. Reliability Test

The Reliability Test is a test used to prove the accuracy and consistency of the instrument in measuring constructs to find if the constructs are reliable or not [26]. It can be done in two ways: with Cronbach's Alpha and Composite Reliability. The rule of thumb for assessing construct reliability is that the Composite Reliability value must be greater than 0.70 and the Cronbach's Alpha value must be around or greater than 0.6. So, if the Composite Reliability value  $< 0.7$ , the question is unreliable. On the other hand, if the Composite Reliability value is 0.7, then the question is reliable.

#### 3.6. Coefficient of Determination Test (R-Square/R<sup>2</sup>)

The coefficient of Determination (R-Square/R<sup>2</sup>) is the most commonly used measure of the predictive accuracy of a model, calculated as the squared correlation between the dependent variable's actual and predicted values that range from 1 to 0 [26]. The R-Square value criteria consist of three criteria, namely 0.75, which indicates that the model is robust, 0.5, which indicates that the model is moderate; and 0.25, which indicates that the model is weak [26].

#### 3.7. Hypothesis Testing

In Hypothesis Testing, P-Value/T-Statistic will be used as a measure to test whether the probability of the hypothesis is accepted or rejected in a given statistical test [26]. In this study, the hypothesis testing process was determined to have a significance of 5% (0.05) with  $H_0: p\text{-value} >$  and  $H_a: p\text{-value}$ . If, in the process of testing the hypothesis, the p-value is  $< 5\%$  it means that the

Independent Variable being tested is significantly related to the Dependent Variable and vice versa. If the t-value is greater than the t-table value for a significance of 5%, worth 1.96, then the Independent Variable being tested is also significantly related to the Dependent Variable, and vice versa.

**4. RESULT**

**4.1. Respondent Descriptions**

This study collects data through questionnaires that were distributed online through social media like Facebook, Instagram, Twitter, and Whatsapp. From the results received during the questionnaire distribution process, it was found that 451 respondents had participated in filling out the questionnaire. In the sampling process, problems were found where there are 36 respondents who did not meet the target respondents, namely not having experience in buying products by live streaming through Instagram Live. Therefore, from the total number of 451 respondents obtained, the 36 respondents data are removed from this research and 415 respondents of the data can be processed since it has met the minimum criteria for the specified sample.

In this data, 285 (68,7%) female respondents were obtained while 130 (31,3%) male respondents were obtained. Regarding the grouping of respondents based on age, in this paper the researcher does not use information on respondents who are under the age of 18 years. From the analysis of the respondent's data, it was found that there were 235 (56,7%) respondents aged 18-23 years old, 90 (21,7%) respondents aged 24-29 years old, 42 (10,1%) respondents aged 30-35 years old, 21 (5%) respondents aged 36-41 years old, and 27 (6,5%) aged > 41 years old respondent. In Conclusion, in this study, the results were obtained where respondents with female gender dominated as the respondent who had purchased products via live streaming through Instagram Live, and respondents aged 18-23 years old dominated as respondents who had purchased products via live streaming via Instagram Live

**4.2. Validity Test**

As previously stated, this study employed Convergent Validity Test and Discriminant Validity Test to examine the validity of questionnaire questions.

**4.2.1. Convergent Validity Test**

In the Convergent Validity Test, there are two measurements: the loading factor, where its value must be more than 0.7 to be valid, and the average variance inflation factor (AVE) value must be greater than 0.5 in order to be said to be valid. When an indicator does not meet the requirement, the indicator will be removed from the research model. In this study, there are 2 indicators that does not meet the requirement. It is the indicator **PE2** with the loading factor of 0,692 and **PE4** with the loading factor of 0,658. Since they didn't meet the requirement, the two indicators will be removed from the model. Figure 2 shows the model construct after removing the two indicators.

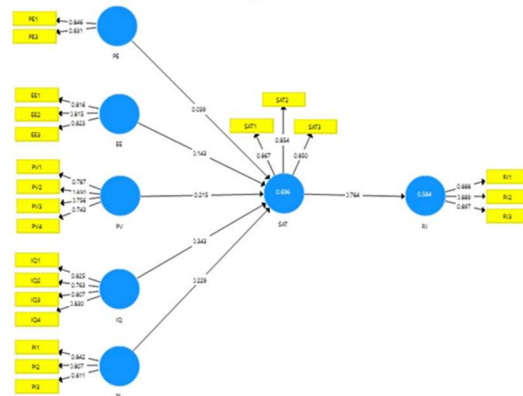


Figure 2: Loading model construct

Below is Table 2, which shows the loading factor results in SmartPLS.

Table 2: Loading Factor And AVE Result

Variable	Indicator	Loading Factor	AVE
Performance Expectancy	PE1	0.846	0.703
	PE3	0.831	
Effort Expectancy	EE1	0.816	0.669
	EE2	0.815	
	EE3	0.823	
Perceived Value	PV1	0.787	0.608
	PV2	0.830	
	PV3	0.756	
	PV4	0.743	
Perceived	PI1	0.842	0.673

Interactivity	PI2	0.807	0.651
	PI3	0.811	
Information Quality	IQ1	0.825	0.651
	IQ2	0.763	
	IQ3	0.807	
	IQ4	0.830	
Satisfaction	SAT1	0.867	0.734
	SAT2	0.854	
	SAT3	0.850	
Repurchase Intention	RI1	0.888	0.795
	RI2	0.889	
	RI3	0.897	

IQ3	0.508	0.807	0.593	0.504	0.549	0.609	0.577
IQ4	0.585	0.830	0.580	0.533	0.691	0.630	0.681
PE1	0.545	0.557	0.846	0.479	0.592	0.592	0.552
PE3	0.512	0.607	0.831	0.488	0.543	0.510	0.529
PI1	0.529	0.521	0.490	0.842	0.574	0.573	0.634
PI2	0.426	0.529	0.473	0.807	0.535	0.498	0.515
PI3	0.396	0.516	0.455	0.811	0.483	0.515	0.533
PV1	0.448	0.569	0.545	0.431	0.787	0.488	0.565
PV2	0.537	0.618	0.568	0.501	0.830	0.568	0.603
PV3	0.468	0.547	0.446	0.540	0.756	0.495	0.554
PV4	0.497	0.550	0.550	0.556	0.743	0.522	0.557
RI1	0.551	0.632	0.598	0.557	0.571	0.888	0.671
RI2	0.498	0.642	0.590	0.560	0.602	0.889	0.682
RI3	0.529	0.687	0.573	0.613	0.606	0.897	0.691
SAT 1	0.580	0.641	0.592	0.668	0.624	0.646	0.867
SAT 2	0.534	0.636	0.514	0.539	0.598	0.656	0.854
SAT 3	0.557	0.690	0.551	0.562	0.656	0.663	0.850

Based on Table 2, all variables have an Average Variance Extracted (AVE) value of > 0.5 with the indicator having a loading factor value of > 0.7. This indicates that these variables and indicators are valid and reliable for this research.

4.2.2. Discriminant Validity Test

In the Discriminant Validity Test, the Cross loading value for each variable must be greater than 0.70, and the model can be said to be valid if the AVE root for each construct is greater than the correlation between the constructs and other constructs in the model. Table 3 below shows the result of the cross-loading value, where it is shown that all of the indicators are Valid.

Table 3: Cross-Loading Result

	EE	IQ	PE	PI	PV	RI	SAT
EE1	0.816	0.514	0.561	0.423	0.522	0.490	0.544
EE2	0.815	0.516	0.463	0.443	0.497	0.488	0.549
EE3	0.823	0.551	0.524	0.498	0.516	0.466	0.500
IQ1	0.489	0.825	0.577	0.530	0.599	0.581	0.590
IQ2	0.488	0.763	0.490	0.482	0.513	0.543	0.612

Table 4 below shows the result of the AVE Square Root Value (Fornell-Larcker) value where it is shown that all of the indicators are Valid.



Table 4: AVE Square Root Value (Fornell-Larcker) Result

	EE	IQ	PE	PI	PV	RI	SAT
EE	<b>0.818</b>						
IQ	0.644	<b>0.807</b>					
PE	0.631	0.694	<b>0.838</b>				
PI	0.554	0.636	0.576	<b>0.820</b>			
PV	0.626	0.733	0.677	0.649	<b>0.780</b>		
RI	0.590	0.733	0.658	0.647	0.665	<b>0.892</b>	
SAT	0.650	0.766	0.645	0.688	0.731	0.764	<b>0.857</b>

4.3. Reliability Test

After conducting the Validity Test, the next step is to conduct a Reliability Test. It is stated before that the Reliability Test is used to prove that the accuracy, consistency, and accuracy of the items in the questionnaire are reliable enough to measure this study construct. This study will use the Composite Reliability result to test the reliability of the questionnaire items. In the Reliability Test using Composite Reliability, the composite reliability value must be greater than 0.70 and the Cronbach's alpha around 0.6 or above for it to be reliable. Table 5 shows the composite reliability and Cronbach's alpha result.

Table 5: Composite Reliability And Cronbach's Alpha Result

Construct	Cronbach's Alpha	Composite Reliability	Result
Performance Expectancy	0.578	0.826	Reliable
Effort Expectancy	0.753	0.858	Reliable
Perceived Value	0.784	0.861	Reliable
Perceived Interactivity	0.758	0.860	Reliable
Information	0.821	0.882	Reliable

Quality			
Satisfaction	0.819	0.892	Reliable
Repurchase Intention	0.871	0.921	Reliable

Table 5 shows that Cronbach's Alpha value of the Performance Expectancy variable is 0.578. Because the Cronbach's Alpha Performance Expectancy value is close to 0.6, the value will be rounded to 0.6, indicating that the variable is reliable. From Table 4.6, Cronbach's Alpha value is above 0.6, and the Composite Reliability value above 0.7 indicates that all of the research variables are reliable

4.4. Coefficient of Determination Test (R-Square/R2)

The Coefficient of Determination Test (R-Square/R2) is used to measure the proportion of the variance of the dependent variable about its mean explained by the independent variable. The R-Square value criteria consist of 3 criteria, namely 0.75 which indicates that the model is strong; 0.5 which indicates that the model is moderate; and 0.25, which indicates that the model is weak.

Table 6: R-Square Result

Variable	R Square	R Square Adjusted	Result
Repurchase Intention (RI)	0.584	0.583	Moderate
Satisfaction (SAT)	0.696	0.692	Moderate

Based on the R-Square adjusted result in Table 6 above, it is shown that the R-Square of variable Performance Expectancy, Effort Expectancy, Perceived Value, Information Quality, and Perceived Interactivity on Satisfaction has a value of 0.692. It means that the effects of the variables Performance Expectancy, Effort Expectancy, Perceived Value, Information Quality, and Perceived Interactivity on Satisfaction is 69% which means that this model is moderate. Furthermore, based on the R-Square result in Table 6 above, it is shown that the R-Square of variable Satisfaction on Repurchase Intention has a value of 0.583. It means that the effects of the variable Satisfaction on Repurchase Intention is 58% which means that this model is moderate.

#### 4.5. Hypothesis Test

After evaluating the R-Square of the research model, the next step is Hypothesis Testing. In this study, the hypothesis testing process was determined to have a significance of 5% (0.05) with  $H_0: p\text{-value} > \alpha$  and  $H_a: p\text{-value} \leq \alpha$ . If in the process of testing the hypothesis, the p-value is  $< 5\%$  it means that the Independent Variable being tested is significantly related to the Dependent Variable, and vice versa. If the t-value is greater than the t-table value for a significance of 5%, worth 1.96, then the Independent Variable being tested is also significantly related to the Dependent Variable, and vice versa.

Table 7: Hypothesis Test Result

H	Relationship	T-Statistic	P-Value	Result
H1	PE -> SAT	0.812	0.209	Rejected
H1a	PE -> SAT -> RI	0.814	0.208	Rejected
H1b	PE -> RI	0.814	0.208	Rejected
H2	EE -> SAT	2.619	0.005	Accepted
H2a	EE -> SAT -> RI	2.654	0.004	Accepted
H2b	EE -> RI	2.654	0.004	Accepted
H3	PV -> SAT	3.437	0.000	Accepted
H3a	PV -> SAT -> RI	3.441	0.000	Accepted
H3b	PV -> RI	3.441	0.000	Accepted
H4	PI -> SAT	4.196	0.000	Accepted
H4a	PI -> SAT -> RI	4.126	0.000	Accepted
H4b	PI -> RI	4.126	0.000	Accepted
H5	IQ -> SAT	5.463	0.000	Accepted
H5a	IQ -> SAT -> RI	4.965	0.000	Accepted
H5b	IQ -> RI	4.965	0.000	Accepted
H6	SAT -> RI	23.260	0.000	Accepted

#### H1: Performance Expectancy does not have a significant effect on Satisfaction

The resulting P values are 0.209 exceeding the value of 0.05 and the resulting t-statistics value is 0.812 not exceeding the value of 1.96. This shows that Performance Expectancy has no significant effect on Satisfaction. So, the conclusion of the results of testing Hypothesis 1 is that Hypothesis 1 cannot be accepted because Performance Expectancy has no significant effect on Satisfaction.

#### H1a: Performance Expectancy does not have a significant effect on Repurchase Intention which is mediated by Satisfaction

The resulting P values are 0.208 exceeding the value of 0.05 and the resulting t-statistics value is 0.814 not exceeding the value of 1.96. This shows that Performance Expectancy has no significant effect on Repurchase Intention, which is mediated by Satisfaction. So, the results of testing Hypothesis 1a conclude that Hypothesis 1a cannot be accepted because Performance Expectancy mediated by Satisfaction has no significant effect on Repurchase Intention.

#### H1b: Performance Expectancy does not have a significant effect on Repurchase Intention

The resulting P values are 0.208 exceeding the value of 0.05, and the resulting t-statistics value is 0.814 not exceeding the value of 1.96. It shows that Performance Expectancy has no significant effect on Repurchase Intention. Therefore, hypothesis 1b cannot be accepted because Performance Expectancy has no significant effect on Repurchase Intention.

#### H2: Effort Expectancy has a significant effect on Satisfaction

The resulting P values are 0.005 not exceeding the value of 0.05 and the resulting t-statistics value is 2.619 exceeding the value of 1.96. It shows that Effort Expectancy has a significant effect on Satisfaction. So, the results of testing Hypothesis 2 conclude that Hypothesis 2 can be accepted because Effort Expectancy significantly affects satisfaction. These results are following previous research [10].

#### H2a : Effort Expectancy has a significant effect on Repurchase Intention, which is mediated by Satisfaction

The resulting P values are 0.004, not exceeding the value of 0.05 and the resulting t-statistics value is 2.654 exceeding the value of 1.96. This shows that Effort Expectancy significantly affects Repurchase Intention, which is mediated by Satisfaction. So, the results of testing Hypothesis 2a conclude that Hypothesis 2a can be accepted because Effort

Expectancy mediated by Satisfaction has a significant effect on Repurchase Intention.

**H2b : Effort Expectancy has a significant effect on Repurchase Intention**

In Table 4.13, the resulting P values are 0.004 not exceeding the value of 0.05 and the resulting t-statistics value is 2.654 exceeding the value of 1.96. This shows that Effort Expectancy has a significant effect on Repurchase Intention. So, the conclusion of the results of testing Hypothesis 2b is that Hypothesis 2b can be accepted because Effort Expectancy has a significant effect on Repurchase Intention.

**H3: Perceived Value has a significant effect on Satisfaction**

The resulting P values are 0.000 not exceeding the value of 0.05 and the resulting t-statistics value is 3.437 exceeding the value of 1.96. This shows that Perceived Value has a significant effect on Satisfaction. So, the results of testing Hypothesis 3 conclude that Hypothesis 3 can be accepted because Perceived Value significantly affects Satisfaction. These results are in accordance with previous studies by [13][25].

**H3a : Perceived Value has a significant effect on Repurchase Intention, which is mediated by Satisfaction**

The resulting P values are 0.000, not exceeding the value of 0.05, and the resulting t-statistics value is 3.441 exceeding the value of 1.96. This shows that Perceived Value significantly affects Repurchase Intention, which is mediated by Satisfaction. So, the results of testing Hypothesis 3a conclude that Hypothesis 3a can be accepted because Perceived Value mediated by Satisfaction significantly affects Repurchase Intention.

**H3b : Perceived Value has a significant effect on Repurchase Intention**

The resulting P values are 0.000, not exceeding the value of 0.05 and the resulting t-statistics value is 3.441 exceeding the value of 1.96. This shows that Perceived Value has a significant effect on Repurchase Intention. So, the conclusion of the results of testing Hypothesis 3b is that Hypothesis 3b can be accepted because Perceived Value has a significant effect on Repurchase Intention.

**H4: Perceived Interactivity has a significant effect on Satisfaction**

The resulting P values are 0.000, not exceeding the value of 0.05 and the resulting t-statistic value is 4.196 exceeding the value of 1.96. This shows that Perceived Interactivity has a significant effect on Satisfaction. So, the results of testing Hypothesis 4 conclude that Hypothesis 4 can be accepted because Perceived Interactivity significantly affects

Satisfaction. These results are in accordance with previous research by [20].

**H4a : Perceived Interactivity has a significant effect on Repurchase Intention, which is mediated by Satisfaction**

The resulting P values are 0.000, not exceeding the value of 0.05, and the resulting t-statistic value is 4.126 exceeding the value of 1.96. This shows that Perceived Interactivity significantly affects Repurchase Intention, which is mediated by Satisfaction. So, the results of testing Hypothesis 4a conclude that Hypothesis 4a can be accepted because Perceived Interactivity mediated by Satisfaction significantly affects Repurchase Intention.

**H4b : Perceived Interactivity has a significant effect on Repurchase Intention**

The resulting P values are 0.000, not exceeding the value of 0.05, and the resulting t-statistic value is 4.126 exceeding the value of 1.96. This shows that Perceived Interactivity has a significant effect on Repurchase Intention. The conclusion of the results of testing Hypothesis 4b is that Hypothesis 4b can be accepted because Perceived Interactivity has a significant effect on Repurchase Intention.

**H5: Information Quality has a significant effect on Satisfaction**

The resulting P values are 0.000, not exceeding the value of 0.05, and the resulting t-statistic value is 5.463 exceeding the value of 1.96. This shows that Information Quality has a significant effect on Satisfaction. So, the results of testing Hypothesis 5 conclude that Hypothesis 5 can be accepted because Information Quality significantly affects Satisfaction. These results follow previous research by [15].

**H5a : Information Quality has a significant effect on Repurchase Intention which is mediated by Satisfaction**

The resulting P values are 0.000 not exceeding 0.05 and the resulting t-statistic value is 4.965 exceeding 1.96. This shows that Information Quality has a significant effect on Repurchase Intention which is mediated by Satisfaction. So, the results of testing Hypothesis 5a conclude that Hypothesis 5a can be accepted because Information Quality mediated by Satisfaction has a significant effect on Repurchase Intention.

**H5b : Information Quality has a significant effect on Repurchase Intention**

The resulting P values are 0.000 not exceeding 0.05 and the resulting t-statistic value is 4.965 exceeding 1.96. This shows that Information Quality has a significant effect on Repurchase Intention. So, the conclusion of the results of

testing Hypothesis 5b is that Hypothesis 5b can be accepted because Information Quality has a significant effect on Repurchase Intention.

#### **H6: Satisfaction has a significant effect on Repurchase Intention**

The resulting P values are 0.000, not exceeding the value of 0.05 and the resulting t-statistic value is 23.260 exceeding the value of 1.96. This shows that Satisfaction has a significant effect on Repurchase Intention. So, the results of testing Hypothesis 6 conclude that Hypothesis 6 can be accepted because Satisfaction significantly affects Repurchase Intention. These results are following previous studies by [20][25].

## **5. DISCUSSION**

### **5.1. Managerial Implication**

From the research results obtained, both the mediation test results of the satisfaction variable as a mediator variable and the indirect influence test, indicate that the variable that has a major influence on Repurchase Intention is the Information Quality variable. Information Quality can be measured based on 4 dimensions, namely Accuracy in form of how accurate the information provided is according to reality, Reliability in the form of how much the information provided can be trusted, Currency in the form of information provided to customers is the latest information, and Completeness in the form of the completeness of detailed product information provided to their customers. So, by increasing one of the four dimensions of Information Quality, the customer's repurchase intention to shop again via live streaming via Instagram Live will increase because customers will tend to shop again if the product information that the seller provides during the live streaming via Instagram Live is information. products that are up-to-date, accurate, complete, and trustworthy.

In Live Streaming Instagram Live, product information obtained by customers only comes from product explanations carried out by hosts or sellers who carry out the live streaming. So if the seller accidentally provides incomplete or inaccurate information, the quality of the information provided will also decrease. To be able to improve the quality of this information, Instagram Live owners can add the Pinned Post feature, which is a new feature where sellers can pin Instagram posts that have already been posted to their Instagram Live. The reason for the need to add the Pinned Post feature is that this feature allows sellers to be able to embed some of their

Instagram posts in the form of product photos with captions that contain full product descriptions in the product photos they sell in their live streaming to improve the quality of the information in terms of accuracy and completeness of information because customers who watch the live stream can get more accurate and complete information regarding the products being sold in the live stream.

In using this feature, it is recommended to make provisions where the Pinned Post feature can only be used by sellers who already have a Business Account account in the Instagram application because this feature is only to help sellers who sell live streaming via Instagram Live and of course, the seller must have had posts in the form of product photos with captions containing a full description of the product in their Instagram account. In addition to being able to improve the quality of the information in terms of the dimensions of accuracy and completeness in live streaming through Instagram Live, the Pinned Post feature is expected to be a solution to problems that cause a lack of customer repurchase intentions from the results of preliminary research in the form of information about products provided on Instagram Live is incorrect and incomplete.

### **5.2. Theoretical Contributions**

This research was conducted to analyze the factors that affecting the repurchase intention of customers through the use of live streaming features in Instagram application by identifying the most factors that related to this variable. The study uses existing research models and modified the models to measure the Repurchase Intention in using the live streaming features in Instagram application to purchase product again. The variables used for this study are Performance Expectancy, Effort Expectancy, Perceived Value, Perceived Interactivity, Information Quality, Satisfaction, and Repurchase Intention itself. In addition, this study also investigated the mediating role of variable Satisfaction and the indirect effect of the variable Performance Expectancy, Effort Expectancy, Perceived Value, Perceived Interactivity, and Information Quality against Repurchase Intention. The research models used in this study are found still valid to be used to this day in other studies in different sectors.

### 5.3. Related Past Works

Based on the results that have been found in this study, most of the results are the same from the previous studies. The first one is that Performance Expectancy does not have a significant effect on Satisfaction. This result is inversely proportional to previous research by [10][24]. It means that, the customer expectation in using the live streaming features in Instagram Live can increase their shopping performance does not affect the satisfaction in using the live streaming features in Instagram Live to buy products.

The second result is that Effort Expectancy has a significant effect on Satisfaction. This result is supported by previous study by [10] and is inversely proportional to previous research by [24]. Which means that the customer expectation that in using live streaming features in Instagram Live to buy products are easy to use can affect the satisfaction in using streaming features in Instagram Live to buy products.

The third result is that Perceived Value has a significant effect on Satisfaction. This result is supported by previous study [13][25]. It means that the customer sense of values received from using live streaming features in Instagram Live to buy products are easy to use can affect the satisfaction in using streaming features in Instagram Live to buy products.

The fourth result is that Perceived Interactivity has a significant effect on Satisfaction. This result is supported by previous study by [20]. This means that the customer sense of interactivity with the host or seller in live streaming through Instagram Live can affect the customer satisfaction in using streaming features in Instagram Live to buy products.

The fifth result is that Information Quality has a significant effect on Satisfaction. This result is supported by previous study by [15]. This means that the quality of information that was given in the live streaming through Instagram Live can affect the satisfaction in using streaming features in Instagram Live to buy products.

The Sixth result is that Satisfaction has a significant effect on Satisfaction. This result is supported by previous study by [20][25]. Which means that the customer satisfaction in using live

streaming features in Instagram Live to buy products can affect the customer repurchase intention to keep using streaming features in Instagram Live to buy products.

Besides that, other result from this study shows that Effort Expectancy, Perceived Value, Perceived Interactivity, and Information Quality has an indirect effect on Repurchase Intention, with or without mediated by Satisfaction. In the previous study, it does not explain that there is an effect of this variable against Repurchase Intention. But from this study, it is found Effort Expectancy, Perceived Value, Perceived Interactivity, and Information Quality has an indirect effect on Repurchase Intention.

## 6. CONCLUSION AND SUGGESTION

### 6.1. Conclusion

After conducting research and obtaining the results of this study, to answer the research problem formulation, the conclusions from the research results obtained are:

1. Factors that can influence customer repurchase intention to shop again via live streaming through Instagram Live are Effort Expectancy, Perceived Value, Perceived Interactivity, Information Quality, and Satisfaction factors.
2. The factor that has the highest to lowest influence on customer repurchase intention to shop again via live streaming through Instagram Live is the Information Quality factor, followed by Perceived Interactivity, Perceived Value, and finally Effort Expectancy.

As days come by, Live Streaming E-Commerce is becoming more popular for business owners to implement into their business since it can give a large number of benefits such as more detailed information can be given about the product they sell, make more personal interaction with their customers, increasing their brand awareness, gives their customer a brand new experience when purchasing and many more. Although Live Streaming E-Commerce is popular, there are still many limitations that still need to be filled in order for it to be successful. Business owners will need to be able to recognize these variables and work to improve them so that their customers will be more satisfied and be more likely to purchase again at their store so that their business keeps growing and improving until they become successful.

## 6.2. Suggestions

Based on the research results obtained, several suggestions can be given as follows:

1. Information Quality is a factor that has the highest influence on Repurchase Intention so that Live Streaming E-Commerce business owners who use the Instagram Live platform are advised to be able to find ways so that sellers can provide various types of information about products sold completely and accurately during live streaming.
2. The Pinned Post feature is a feature that can improve Information Quality in terms of accuracy and completeness in Live Streaming via Instagram Live, so it is recommended to be developed into the Instagram Live application. This feature is expected to answer questions from the results of preliminary research in the form of incorrect and incomplete product information provided on Instagram Live.
3. This study has several limitations, such as the scope of the respondent is only limited to Instagram users in Indonesia. In future research, researchers can analyze whether there are other factors that can influence repurchase intention and the researcher could also expand the research area to other live-streaming e-commerce platforms like Tiktok, Tokopedia, Shopee, and other e-commerce platforms to determine whether there are other variables that can affect customer Repurchase Intention.

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