



The role of tiktok live shopping streamer in repurchase decision and impulsive purchase behavior

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ARTICLE INFO

Article history:

Received Jul 03, 2024

Revised Jul 19, 2024

Accepted Aug 06, 2024

Keywords:

Impulsive Purchase Behavior;

Live Shopping;

Repurchase Intention;

Tiktok.

ABSTRACT

The COVID-19 pandemic in 2020 triggered changes in consumer behavior and business practices. In response to the market challenges brought about by the pandemic, entrepreneurs and consumers alike shifted to online platforms, utilizing e-commerce as a vital channel for marketing. This research aims to investigate the factors influencing repurchase intentions and impulsive purchase behavior among TikTok live shoppers, specifically focusing on product quality, live streaming experiences, and streaming scenarios. The study was conducted among TikTok users in Indonesia with a sample size of 255 participants, utilizing the SmartPLS method for data analysis. The results indicate that product quality, live streaming experiences, and streaming scenarios significantly influence the TikTok platform's repurchase intentions and impulsive purchase behavior. The implications of this research underscore the importance of considering these factors in designing marketing strategies and product development in the digital era, particularly on social media platforms like TikTok, to enhance user engagement and overall business success.

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INTRODUCTION

The COVID-19 pandemic in 2020 brought about significant changes in societal behavior across Indonesia. Government restrictions aimed at reducing virus transmission led to a shift towards home-based lifestyles. This adjustment not only affected individuals but also forced businesses, including many physical stores, to close (Reinartz et al., 2018). As a result, there was a noticeable increase in online activities as entrepreneurs and consumers sought alternative ways to meet their needs. E-commerce platforms played a crucial role during this time, facilitating the marketing of products and the procurement of daily essentials, highlighting the adaptability of businesses and consumers in response to the pandemic (Dinesh et al., 2021).

During the pandemic, e-commerce platforms (such as Tokopedia, Shopee, etc.) adapted to changing consumer behavior by enhancing safety measures, improving online shopping experiences, and expanding product categories. They supported local businesses, upgraded customer service, and introduced flexible payment options. Innovations such as live shopping

events and significant investments in logistics helped meet increased demand. Data-driven insights allowed these platforms to tailor their offerings and marketing strategies, ensuring continued success in a rapidly evolving market.

The shift to online activities coincided with a notable increase in internet usage, reflecting a broader societal move towards digital connectivity. Internet penetration in Indonesia rose by approximately 5.2% from 2022, reaching 77% of the population by 2023 (Imansyah, 2018). Social media platforms, serving various roles including communication, entertainment, and commerce, became integral to daily life. TikTok notably saw a resurgence, emerging as one of Indonesia's most popular platforms, with users spending an average of 29 hours monthly. This trend underscores TikTok's significant societal role and prompts further exploration into consumer repurchase intentions concerning product quality, live streaming experiences, and scenarios (Ahmadi et al., 2022). Consequently, research aims to examine the impact of consumer repurchase intentions on TikTok Live Shopping, highlighting factors influencing consumer behavior in today's digital landscape (Zhao et al., 2023). Social media not only revolutionizes communication but also profoundly influences global consumer behavior and purchasing patterns (Chopra et al., 2020).

In the context of consumer behavior, repurchase decisions hold significant importance for businesses aiming to cultivate brand loyalty. The interactive nature of TikTok Live Streaming provides brands with a unique opportunity to establish a direct connection with their audience (Wongkitrungrueng et al., 2020). As users engage in live sessions, they witness product demonstrations and participate in real-time discussions, influencing their perceptions and potentially contributing to future repurchase decisions (Dahniar et al., 2023).

The impulsive purchase behavior, often driven by emotions and immediate desires, is a key aspect influenced by TikTok's immersive features (Teo et al., 2023). TikTok Live Shopping, with its interactive and engaging format, has the potential to trigger impulsive buying decisions. The seamless integration of e-commerce functionalities within the live stream environment facilitates swift and spontaneous purchases, contributing to the impulsive nature of the consumer journey (Ardiyanti, 2023).

In conclusion, the phenomena of TikTok Live Streaming and TikTok Live Shopping in Indonesia mark a transformative shift in the digital landscape, significantly influencing repurchase decisions and impulsive purchase behavior. By exploring the scholarly contributions in this realm, this introduction sets the stage for an in-depth examination of the intricate relationships between these TikTok features and the consumer decision-making processes in Indonesia.

RESEARCH METHOD

The research applies a quantitative approach. This research used purposive sampling method, where sample selection is based on specific criteria to determine the number of samples to be investigated. This research utilized both primary and secondary data sources. Primary data was collected through questionnaires, which were likely distributed via online surveys due to their efficiency in reaching many respondents quickly. Online surveys are particularly suitable for convenience sampling, allowing researchers to target TikTok live shopping users who are more accessible and willing to participate. Although the use of face-to-face or other distribution methods is not explicitly mentioned, online surveys appear to be the most practical approach given the digital context and target population. Secondary data was drawn from previously published journal articles, reports, and other documents, which provided a theoretical framework and contextual background for the study.

In this case, the instrument used was an online questionnaire via Google Forms distributed to individuals who have purchased products through the TikTok app. The questionnaire in the form of a Google Form was disseminated through WhatsApp groups and Instagram stories,

targeting respondents who met the research criteria. A total of 255 respondents answered according to the established criteria.

Perceived product quality consists of four indicators, consumer satisfaction consists of four indicators and repurchase intention consist of four indicators adapted from (Chen et al., 2020). Perceived content value consists of four indicators, perceived price attractiveness consists of five indicators, perceived interactivity consists of four indicators, perceived professionalism consists of four indicators, credibility consists of six indicators presents indicators adapted from (Meng & Lin, 2023), immersion consists of six indicators, involvement consists of six indicators and impulsive purchase behaviour consist of four indicators presents indicators adapted from (Rahma & Ridanasti, 2023).

The study employs statistical analysis using Partial Least Squares–Structural Equation Modeling (PLS-SEM). Convergent validity is assessed through Average Variance Extracted (AVE), with an acceptable AVE value being greater than 0.50, indicating that the construct explains at least 50 percent of the variance. For outer loadings, a value above 0.7 is deemed acceptable. Reliability is evaluated using composite reliability and Cronbach's alpha, both of which should exceed 0.70. Discriminant validity is determined using Hetero-Monotrait (HTMT), with an upper limit of 1 for conceptually similar constructs. Structural model evaluation involves metrics such as VIF, R-Square, t-statistic, and Path Coefficient. VIF values of 5 or higher suggest potential collinearity issues. R² values are categorized as substantial (0.75), moderate (0.50), or weak (0.25). A significance level of $p \leq 0.05$ is standard, so hypotheses will be rejected if the t-statistic is less than 1.65 and the p-value exceeds 0.05. (Sarstedt et al., 2021).

RESULT AND DISCUSSION

Based on Table 1, there are 255 respondents who were given a questionnaire using screening questions before filling out the survey.

Table 1. Profile of Respondents

Category		Frequency	Percentage %
Gender	Male	49	19%
	Female	206	81%
Age	18 - 26 years	171	67%
	27 - 35 years	76	30%
	36 - 43 years	8	3%
	Student	47	18%
Occupation	Private Employee	162	64%
	State Civil Apparatus (ASN)	17	7%
	Entrepreneur	14	5%
	Others	15	6%
Domicile	Jakarta	137	53.70%
	Bogor	11	4.30%
	Depok	9	3.50%
	Tangerang	54	21.20%
	Bekasi	12	4.70%
	Others	32	12.50%
Within a week, how often do you watch TikTok Live Streaming?	1 time	32	13%
	2 times	55	22%
	>= 2 times	168	66%
The frequency of purchases on TikTok live	1 time	97	38%

streaming in the last 3 months?	2 times	92	36%
	>= 2 times	66	26%

This research assessed convergent validity using outer loadings of indicators, considering values above 0.4 as acceptable. Reliability, assessed with Cronbach's alpha, varied across variables, many scoring over 0.7 for strong consistency. Overall, most variables showed good to great reliability, boosting confidence in the findings. All aspects examined had AVE values above 0.5, confirming strong agreement. Discriminant validity was also tested using two methods (Sarstedt et al., 2021).

Table 2. Construct Validity and Reliability

Variable	Indicators	Outer Loading	CA	CR	AVE
PPQ	PPQ1 The product I bought from the live streamer has good quality.	0.654	0.718	0.817	0.531
	PPQ2 I am satisfied with the quality of products I bought from the live streamer.	0.629			
	PPQ3 The quality of products purchased on the live streamer's channel meets my expectations.	0.776			
	PPQ4 The products appear to me to be properly manufactured	0.834			
PCV	PCV1 The contents of the live streaming Tiktok used by the live streamers I follow is useful.	0.839	0.810	0.872	0.632
	PCV2 The contents of the live streaming Tiktok used by the live streamers I follow are comprehensive.	0.825			
	PCV3 The contents on the interface of the live streaming Tiktok used by the live streamers I follow are well organized.	0.804			
	PCV4 The contents recommended to me by the live streaming Tiktok used by the live streamers I follow are very novel.	0.705			
	PPA1 In general, products are well priced	0.713			
PPA	PPA2 The discounted prices of products are attractive	0.759	0.795	0.856	0.544
	PPA3 Compared with other shopping platforms, product prices on this live-streaming marketing Tiktok are a good deal	0.790			
	PPA4 I can enjoy higher discounts from the live streamer than from other shopping channels.	0.799			
	PPA5 I can enjoy more gifts from the live streamer than from other shopping channels.	0.611			
PI	PI1 The live streamers I follow have a good interaction with me during their live streaming.	0.905	0.888	0.922	0.748
	PI2 The live streamers I follow have a good interaction with the audience during their live streaming.	0.840			
	PI3 The live streaming contents of the live streamers I follow allow me to participate effectively.	0.873			
	PI4 When interacting with the live streamers I follow, I can always easily get the information I need from him or her.	0.840			
PP	PP1 The live streamers I follow have rich experience in introducing products.	0.962	0.923	0.946	0.814
	PP2 The live streamers I follow have rich expertise in the products they sell.	0.905			
	PP3 The live streamers I follow have rich experience in the products they sell.	0.839			
	PP4 The live streamers I follow are experts in the field of the products they sell.	0.899			
C	C1 The advertisement by the live streamers I follow during their live streaming is trustworthy.	0.764	0.920	0.938	0.718
	C2 The live streamers I follow do not deliver exaggerated advertising during their live streaming.	0.774			
	C3 The live streamers I follow do not deliver false advertising during their	0.839			

		live streaming.				
	C4	The live streamers I follow recognize the products they sell.	0.889			
	C5	The live streamers I follow are honest	0.906			
	C6	The live streamers I follow are fair.	0.901			
	IMM1	I feel that time passes quickly when watching product promotions in the live streaming room.	0.886			
	IMM2	While watching the anchor's excitement in promoting his product in the TikTok Live room, I got carried away and forgot about the environment around me.	0.871			
IMM	IMM3	While watching the anchor's excitement in promoting his product in the TikTok Live room, I forgot about the environment around me.	0.835	0.940	0.952	0.768
	IMM4	I feel fun and entertained when watching anchors promoting their products in the TikTok Live room.	0.867			
	IMM5	I feel entertained when watching anchors promoting their products in the TikTok Live room.	0.880			
	IMM6	I feel happy watching anchors promoting their products in the TikTok Live room.	0.919			
	CS1	I am very happy with the shopping experience on the live streaming Tiktok used by the live streamers I follow.	0.892			
CS	CS2	The live streaming Tiktok used by the live streamers I follow can meet my needs very well.	0.911	0.858	0.905	0.706
	CS3	I'm satisfied with the live streaming Tiktok used by the live streamers I follow.	0.763			
	CS4	The Tiktok live streaming used by the live streamers I follow makes me very happy.	0.784			
	INV1	I am very interested in the products and services offered by TikTok Live.	0.783			
	INV2	I am very interested in the services offered by TikTok Live.	0.768			
	INV3	The products promoted in the TikTok Live room are important enough for me.	0.777			
INV	INV4	My level of involvement with the products and services offered by Tiktok Live is high	0.826	0.879	0.909	0.624
	INV5	My level of involvement with the services offered by Tiktok Live is high	0.741			
	INV6	I am particularly engaged with TikTok Live's buying and selling environment.	0.843			
	RI1	I will buy from the live streamer again.	0.852			
	RI2	I am willing to buy more from the live streamer.	0.805			
RI	RI3	I think I may become a regular/loyal customer of the live streamer.	0.854	0.834	0.890	0.670
	RI4	I look forward to making another purchase in the near future on the live streaming Tiktok used by the live streamers I follow.	0.759			
	IPB1	When I watch TikTok Live, I often buy items that are not on my shopping list.	0.819			
IPB	IPB2	Sometimes some of the items I buy from TikTok Live I rarely use.	0.871	0.828	0.884	0.657
	IPB3	I buy products that are not planned beforehand in the TikTok Live room.	0.831			
	IPB4	Sometimes I buy items from TikTok Live not because I need them but because I like the items.	0.713			

Source: SmartPLS output (2024)

The HTMT ratio should ideally be less than 1 to confirm discriminant validity between latent constructs in a model. If the HTMT ratio exceeds 1, it suggests potential issues with discriminant validity, indicating that the constructs may not be adequately differentiated (Sarstedt et al., 2021).

Table 3. HTMT Criterion

	C	CS	IMM	INV	IPB	PCV	PI	PP	PPA	PPQ
C										
CS	0.921									
IMM	0.578	0.686								
INV	0.827	0.842	0.793							
IPB	0.498	0.611	0.497	0.736						
PCV	0.199	0.235	0.078	0.173	0.100					
PI	0.624	0.617	0.667	0.677	0.317	0.207				
PP	0.600	0.642	0.335	0.706	0.496	0.26	0.759			
PPA	0.195	0.238	0.098	0.213	0.147	0.368	0.289	0.245		
PPQ	0.402	0.460	0.206	0.289	0.147	0.259	0.338	0.329	0.365	
RI	0.921	0.973	0.739	0.993	0.662	0.195	0.624	0.623	0.205	0.381

Note: PPQ (Perceived Product Quality), PCV (Perceived Content Value), PPA (Perceived Price Attractiveness), PI (Perceived Interactivity), PP (Perceived Professionalism), C (Credibility), IMM (Immersion), CS (Consumer Satisfaction), INV (Involvement), RI (Repurchase Intention), and IPB (Impulsive Purchase Behavior)

Source: SmartPLS output (2024)

According to (Hair et al., 2019) if the VIF value exceeds five, it indicates multicollinearity issues among the indicators. The findings from Table 4 illustrate the results of a multicollinearity test, revealing VIF values lower than five, ranging from 1.000 to 2.213. This indicates that the indicators examined in this research do not exhibit multicollinearity issues.

Table 4. Multicollinearity Test

	CS	INV	IPB	RI
C	1.657			
CS		1.613		2.213
IMM		1.613		
INV			1.000	2.213
IPB				
PCV	1.132			
PI	2.178			
PP	2.163			
PPA	1.164			
PPQ	1.227			
RI				

The R-square values in Table 5 indicate that the influence of PPQ, PCV, PPA, PI, PP, and C on CS is 70.3%, where 29.7% is influenced by other variables outside of this study. The influence of CS and IMM on Inv is 66%, with 34% influenced by other variables outside of this study. The influence of INV on IPB is 43.6%, with 56.4% influenced by other variables outside of this study. Finally, the influence of CS and INV on RI is 81.6%, where 18.4% is influenced by other variables outside of this study.

Table 5. The R Square

Variable	r-square
Satisfaction	0.703
Involvement	0.660
Impulsive Purchase Behavior	0.436
Repurchase Intention	0.816

The structural model employs the structural equation modeling (PLS-SEM) methodology. Evaluation of the structural model involves assessing hypothesis testing, path coefficients, determinant coefficient. Hypothesis testing relies on analyzing the path coefficients, where a t-value exceeding 1.645 and a p-value below 0.050 are indicative of support for a hypothesis. Table 6 presents the outcomes of path coefficient evaluation for hypothesis testing.

Table 6. Structural Models

Hypothesis	Relationships	Original Sampel	t-statistics	p-values	Result
H1	PPQ -> CS	0.098	2.778	0.003	Supported
H2	PCV -> CS	0.018	0.445	0.328	Not Supported
H3	PPA -> CS	0.000	0.000	0.500	Not Supported
H4	PI -> CS	-0.036	0.758	0.224	Not Supported
H5	PP -> CS	0.189	3.780	0	Supported
H6	C -> CS	0.697	17.641	0	Supported
H7	IMM -> CS	0.425	7.763	0	Supported
H8	CS -> INV	0.479	8.642	0	Supported
H9	CS -> RI	0.420	6.130	0	Supported
H10	INV -> RI	0.547	9.483	0	Supported
H11	INV -> IPB	0.660	9.548	0	Supported

Source: SmartPLS output (2024)

This research explores the impact of TikTok live shopping on consumer behavior, highlighting factors such as perceived product quality, professionalism, credibility, immersion, consumer satisfaction, and involvement. It emphasizes a strong link between perceived product quality and consumer satisfaction, echoing findings from previous studies (Chen et al., 2020; Lone et al., 2023; Sambo et al., 2022), suggesting businesses can enhance satisfaction and stimulate repurchase decisions by prioritizing product quality. However, factors like perceived content value, price attractiveness, and perceived interactivity may not exert significant influence, indicating the complexity of consumer behaviors in this context.

The study underscores the importance of perceived professionalism and credibility in driving consumer satisfaction, aligning with previous research (Asia, 2022; Farhan et al., 2021; Lo et al., 2023; Meng et al., 2023). It recommends businesses focus on transparent communication, reliable service delivery, and consistent branding to build trust and positive consumer perceptions.

Moreover, the impact of immersion on involvement and the strong connection between consumer satisfaction and involvement underscore the critical roles these factors play in driving consumer engagement and repurchase intentions. These findings contribute to theoretical advancements in consumer behavior and offer practical insights for marketers navigating TikTok's live shopping platform, aligning with previous research (Ho et al., 2009; Hsu et al., 2023; Joo et al., 2023; Putri, 2021).

The analysis reveals the importance of consumer involvement in driving impulsive purchase behavior on TikTok. A significant statistical association between consumer involvement and impulsive buying tendencies suggests that higher engagement levels correlate with increased

impulsive purchases, showcasing TikTok's potential to influence consumer spending patterns. These results reinforce that consumer engagement in live streaming influences repurchase intention. This result supported previous studies (M. Chen et al., 2022; Li et al., 2021).

CONCLUSION

The study delved into the intricate role of TikTok live streaming in shaping consumers repurchase decisions and impulsive purchase behavior. The research uncovered significant insights into the factors influencing consumer satisfaction, involvement, and subsequent actions within the TikTok live-streaming environment. While some paths revealed significant impacts, others did not attain statistical significance, underscoring the complexity of consumer decision-making processes in the digital commerce landscape. Nevertheless, the findings contribute to a deeper understanding of the dynamics at play and offer valuable insights for businesses aiming to optimize their strategies on social commerce platforms like TikTok.

The theoretical contributions of this research are the additional literature that supports previous research and additional references regarding the influence of product quality, content value, price attractiveness, interactivity, professionalism, credibility, and immersion towards consumer satisfaction and involvement and how it further influences repurchase intention and impulsive purchase behavior in TikTok live streaming.

The practical contributions of this study offer valuable insights for live streamers and businesses seeking to optimize repurchase intention and impulsive purchase behavior on platforms like TikTok Live. It emphasizes the importance of factors such as product quality, professionalism, and the credibility of live streamers in influencing consumer behavior. It is necessary to improve product quality by ensuring that products are of high quality and produced to high standards, meeting the expectations of consumers who shop through TikTok live streamer and meet consumer expectations is crucial, as it contributes to positive experiences and fosters trust. Additionally, leveraging the expertise and experience of live streamers can enhance consumer confidence and satisfaction. Maintaining honest and trustworthy advertising practices is also essential to maintain consumer trust. Furthermore, creating engaging and entertaining live streaming sessions can further enhance consumer satisfaction and foster long-term loyalty. For platforms like TikTok Live, diversifying product offerings, fostering interactive features, and maintaining transparency in transactions can enhance user experience and build trust, ultimately leading to increased satisfaction and engagement. Prioritizing strategies that cater to consumer satisfaction, such as personalized recommendations and responsive customer service, can further increase repurchase intention and cultivate a loyal customer base. Overall, by strategically implementing these tactics, businesses can effectively stimulate impulsive purchase behavior, driving increased sales and revenue in the live-streaming shopping market.

This study has several limitations that should be considered. Firstly, its cross-sectional nature means that the findings are limited to the particular context and timeframe of the study and may not apply to different situations or times. Secondly, the independent variables examined in this research represent only a subset of the various factors that could potentially influence repurchase intention, suggesting that other factors may also play a significant role. Finally, it's important to note that the study's scope is restricted to users of the TikTok application, particularly those engaging with TikTok Live Streaming and Live Shopping features, thus limiting its generalizability to other platforms or types of social media usage.

Considering the outlined limitations of the research, there are several recommendations for future studies to enhance the comprehensiveness and validity of findings. Firstly, given that this study focuses exclusively on TikTok's Live Shopping feature, future research could broaden its scope to encompass other functionalities offered within the TikTok application. Secondly, incorporating additional variables that are known to influence repurchase intention, such as

product quality, could provide a more comprehensive understanding of consumer behavior. Furthermore, increasing the sample size by recruiting a larger number of respondents is advisable to improve the robustness of the research findings. It is suggested to aim for two to three times the current number of participants and to include respondents from locations beyond the Jabodetabek area to ensure a more representative sample of the Indonesian population. These recommendations would contribute to a more thorough and insightful examination of consumer behavior in the context of social media platforms like TikTok.

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