ANTECEDENT OF CUSTOMER REPURCHASE INTENTION TIKTOK LIVE STREAMING VIDEO

BY

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Abstract
This research aims to explain the influence of social media marketing on trust, hedonic motivation, customer engagement, and their impact on repurchase intention among TikTok's live-streaming video customers. The method used in this study was a survey using a questionnaire as the instrument. The population in this research consists of TikTok users who have made online purchases using the TikTok live feature and are domiciled the Jabodetabek area. The study includes a sample size of 200 respondents. The data analysis technique using structural equation modeling (SEM) with the assistance of the AMOS version 24. The results of this study indicate that social media marketing has a positive and significant effect on trust, hedonic motivation, and customer engagement. Moreover, trust and hedonic motivation have a positive and significant impact on repurchase intention, as does customer engagement

Keywords: social media marketing, repurchase intention, trust, hedonic motivation, customer engagement.

I. INTRODUCTION

Electronic commerce, also known as e-commerce, is a form of digital economy that has emerged as a result of the development of information and communication technology in the economic sector. E-commerce involves online buying and selling transactions or businesses conducted through the internet and integrated internet-enabled devices (Praditasetyo & Saputri, 2021). Various platforms are utilized for e-commerce, including websites, online marketplaces, social media, etc.

Nowadays social media not only serves as a platform for sharing news and information but also as a space for online selling and marketing products. The features on social media support online merchants to actively promote their products, starting from creating attractive content, providing a means for consumers to directly inquire about product information and live streaming.

One of the trending and popular social media platforms is Tiktok. TikTok features live streaming, which is only available to users with a minimum of 1000 followers. TikTok live streaming is expected to assist sellers in improving their services and showcasing the quality of the offered products directly. It also facilitates users or potential buyers in getting acquainted with and reviewing the products, accessing special offers exclusively available during live streaming, and even completing transactions within the Tiktok application. Therefore, the researchers are interested in conducting a study on the influence of social media marketing on trust, hedonic motivation, and customer engagement, as well as its impact on repurchase intention in Tiktok's live streaming videos.

II. LITERATURE REVIEW

Social Media Marketing

Social media marketing is the use of technology, platforms, and social media tools to interact, communicate, and exchange valuable offers for parties related to the organization (Tuten et al., 2015). The components of social media marketing include interaction, sharing of content, online communities, accessibility, and credibility (Rachmadhaniyati & Sanaji, 2021)

According to (Kim & Ko, 2012), social media marketing is a two-way communication seeking empathy with users, and social media activities of a brand provide opportunities to reduce misunderstandings and biases towards the brand, as well as to enhance brand value by creating a platform for exchanging ideas and information with the public.

According to As'ad (2014), there are dimensions of social media marketing, namely Online Communities, Interaction, Sharing of Content, Accessibility, and Credibility.

Trust

Trust is a collection of knowledge and conclusions formed by consumers about an object, its attributes, and its benefits (Sunarto, 2009). In the study conducted (Adji & Semuel, 2014), trust has the meaning that a party has confidence in another party in carrying out transactions based on the belief that what they trust will be fulfilled satisfactorily as expected. There are two dimensions explained by McKnight et al (2002a) in the research conducted by (Adji & Semuel, 2014), namely:

a. Trusting Belief

Trusting belief refers to the extent of trust and confidence that one party has in another party in specific situations. McKnight et al (2002) state that there are three elements that build trusting belief, namely benevolence, integrity, and competence.

b. Trusting Intention

Trusting intention is a deliberate action where an individual is prepared to rely on others in a particular situation, and it occurs personally and directly towards the other person. Trusting intention is based on an individual's cognitive trust in others. McKnight et al (2002a) state that there are two elements that build trusting intention, namely willingness to depend and subjective probability of depending.

Hedonic Motivation

Tamir et al. (2007) stated that hedonic motivation identifies consumer emotions aimed at seeking pleasure. If an individual engages in activities with the motivation to seek pleasure, then such motivation can be referred to as hedonic motives. The dimensions of hedonic motivation utilized, based on Sit and Meriless (2005) in (Theddy & Japarianto, 2015), consist of 3 dimensions, namely affiliation, escapism, and novelty.

Customer Engagement

Customer engagement, according to Kotler & Amstrong (2018) in (Anggita et al., 2020), is more than just brand sales in marketing. It involves engaging customers in interactions between sellers and customers with presented content to foster two-way communication. According to Islam et al., (2020), customer engagement is a key to business success and is part of the concept of relational marketing. Customer engagement involves communication or interaction that can occur between external stakeholders, such as customers and producers or companies, through various channels. One indicator of successful customer engagement is an increase in transactions and demand for a product or service. Patterson et al., (2006) in (Cheung et al., 2011) depict various parent disciplines, including social psychology and organizational behavior, and define customer engagement as a psychological state characterized by vigor, dedication, absorption, and interaction.

Repurchase Intention

Repurchase intention is the desire of consumers to make planned purchases based on previous experiences. Based on the satisfaction that consumers have obtained from a product, they develop a desire to repurchase because the product meets their expectations (Anggraeni et al., 2015). According to Hawkins in (Wiyata et al., 2020), Repurchase Intention is defined as a repetitive desire of individuals to use the same product or service based on information they have received and used before. Indicators of repurchase intention according to Hawkins include brand preference, perceived value, perceived quality, and perceived price.

III. HYPOTHESIS

H1: Social media marketing has a significant effect on trust.

H2: Social media marketing has a significant effect on hedonic motivation.

H3: Social media marketing has a significant effect on customer engagement.

H4: Trust has a significant effect on repurchase intention.

H5: Hedonic motivation has a significant effect on repurchase intention.

H6: Customer engagement has a significant effect on repurchase intention.

IV. RESEARCH METHOD

Respondents

The sample for this study was obtained from data collected through an online questionnaire using Google Form. The questionnaire was distributed online through social media platforms such as WhatsApp, Instagram, and TikTok to 200 respondents. The selected criteria for respondents were TikTok social media users residing in the Jabodetabek region, who have previously engaged in online transactions using TikTok Live feature.

Measurement

In this study, measurement was conducted using the Likert scale method to gauge respondents' agreement level with the statements listed in the questionnaire. The questions in the questionnaire were designed to obtain data and were scored or assigned values to categorize responses as ranging from strongly disagree to strongly agree.

Analysis

The researcher used Structural Equation Model (SEM) software Amos version 24 and SPSS version 27 to process the questionnaire data obtained and test for validity and reliability. Several data analyses were employed in this study:

1) Descriptive analysis was used to provide an overall overview or summary of the data.

2) Validity test was employed to measure the accuracy of the data taken from the questionnaire. The validity of this study was measured using confirmatory factor analysis (CFA).

3) Reliability test was conducted to measure the consistency of the research variables. According to Hair et al. (2010), constructs have good reliability if the value of Composite Reliability (CR) ≥ 0.70 and average variance extracted (AVE) ≥ 0.50. Reliability was tested accordingly.

4) Fit test analysis was conducted through reviewing various goodness-of-fit index parameters.

5) RESULT

Confirmatory Factor Analysis (CFA)

Below are the results of the Validity and Reliability tests for each tested variable.

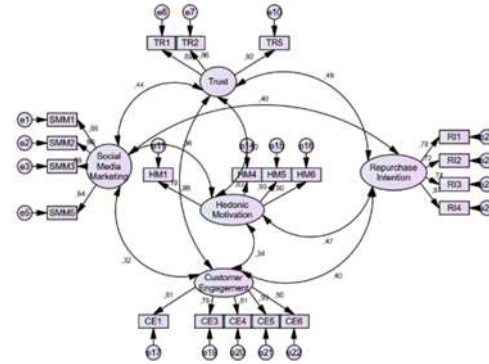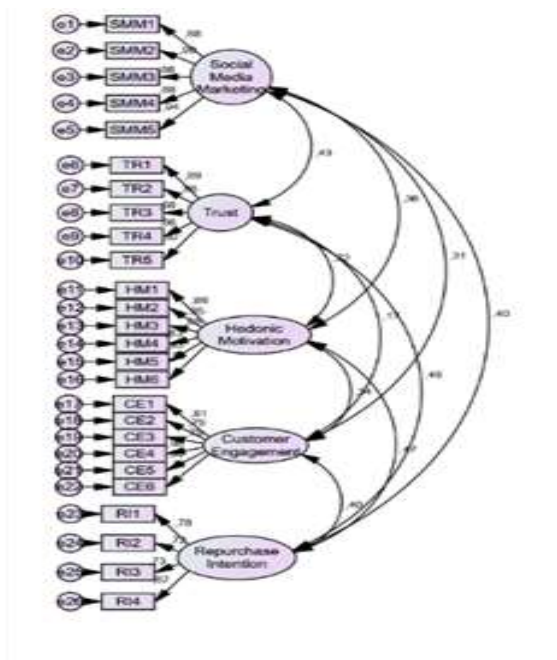**Figure 1 Initial Model Combined CFA Results Before Dropping.**

Table 1 indicates that the obtained results from the CFA analysis have not yet met the model's fit criteria. This is because even after the goodness-of-fit test, the values that meet the required criteria (cut-off value) namely p-value and GFI, are still not in accordance or do not meet the cut-off value. Therefore, the next step taken by the researchers is to modify the model by removing some indicators that have significant values on the modification indices in order to find the best-fitting model that meets the required criteria (cut of value).

Figure 2. Combined CFA model after dropping

Table 1. Model Fit Measures before Dropping

Catagory	Index Name	Accepted Index Value	Result	Evaluation
Absolute Fit	Chi-square / p-value	> 0.05	0,000	Not fit
	RMSEA	< 0.07	0,049	Good fit
	GFI	> 0.90	0,868	Not fit
Incremental Fit	AGFI	≥ 0.80	0,840	Good fit
	CFI	> 0.90	0,969	Good fit
	TLI	> 0.90	0,965	Good fit
	NFI	> 0.80	,911	Good fit
Parsimonious Fit	Chi-square / df	1.0 - 5.0	1,475	Good fit
	PNFI	The higher, the better	,810	Good fit
	PGFI	0-1	,715	Good fit

Table 2. Validity Test

Variable - Indicator	Loading Factor	AVE	*Critical Ratio* (C.R)	p-*value*	Result
Social Media Marketing → SMM1	0,882	0,812			Valid
Social Media Marketing → SMM2	0,900		19,044	***	Valid
Social Media Marketing → SMM3	0,880		18,111	***	Valid
Social Media Marketing → SMM5	0,942		21,161	***	Valid
Trust → TR1	0,894	0,793			Valid
Trust → TR2	0,860		16,729	***	Valid
Trust → TR5	0,916		18,554	***	Valid
Hedonic Motivation → HM1	0,862	0,731			Valid
Hedonic Motivation → HM4	0,829		15,067	***	Valid
Hedonic Motivation → HM5	0,925		18,146	***	Valid
Hedonic Motivation → HM6	0,798		14,105	***	Valid
Customer Engagement → CE1	0,810	0,687			Valid
Customer Engagement → CE3	0,791		12,724	***	Valid
Customer Engagement → CE4	0,806		13,056	***	Valid
Customer Engagement → CE5	0,931		15,940	***	Valid
Customer Engagement → CE6	0,798		12,899	***	Valid
Repurchase Intention → RI1	0,781	0,601			Valid
Repurchase Intention → RI2	0,714		10,136	***	Valid
Repurchase Intention → RI3	0,732		10,428	***	Valid
Repurchase Intention → RI4	0,864		12,314	***	Valid

Table 3. Reliability Test

|	Loading Factor	*Error*	*Composite Reliability* (CR)	AVE	Result
SMM1	0,882	0,222	0,945	0,812	Reliable
SMM2	0,900	0,190			
SMM3	0,880	0,226			
SMM5	0,942	0,113			
TR1	0,894	0,201	0,920	0,793	Reliable
TR2	0,860	0,260			
TR5	0,916	0,161			
HM1	0,862	0,257	0,915	0,731	Reliable
HM4	0,829	0,313			
HM5	0,925	0,144			
HM6	0,798	0,363			
CE1	0,810	0,344	0,916	0,687	Reliable
CE3	0,791	0,374			
CE4	0,806	0,350			
CE5	0,931	0,133			
CE6	0,798	0,362			
RI1	0,781	0,390	0,857	0,601	Reliable
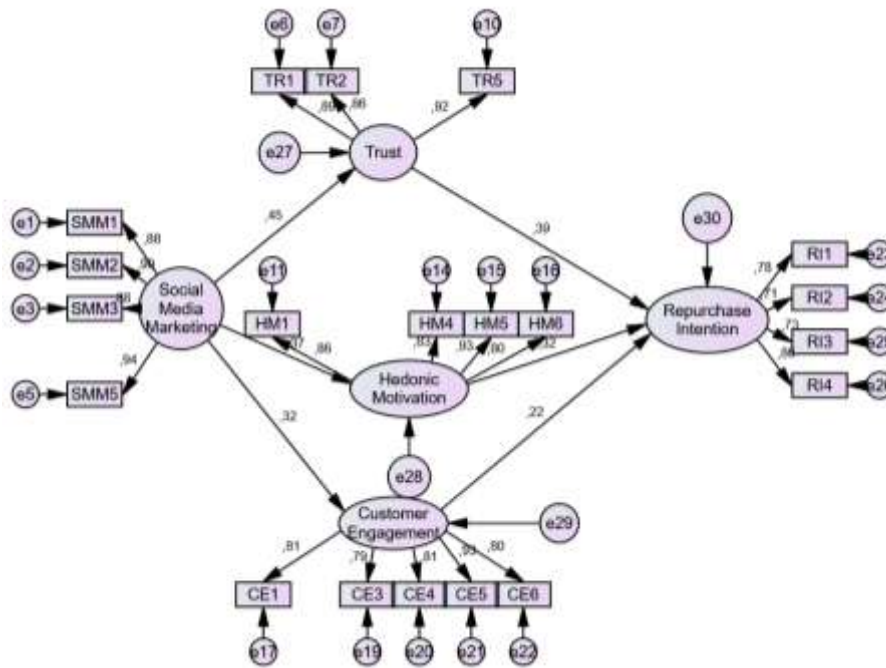
Figure 4. Structural Model

Table 4. Goodness of Fit Test for Structural Model

Catagory	Index Name	Accepted Index Value	Result	Evaluation
Absolute Fit	Chi-square / p-value	> 0,05	0,431	Good fit
	RMSEA	< 0,07	0,009	Good fit
	GFI	> 0,90	0,926	Good fit
Incremental Fit	AGFI	≥ 0,80	0,904	Good fit
	CFI	> 0,90	0,999	Good fit
	TLI	> 0,90	0,999	Good fit
	NFI	> 0,80	0,948	Good fit
Parsimonious Fit	Chi-square / df	1,0 – 5,0	1,015	Good fit
	PNFI	The higher, the better	0,808	Good fit
	PGFI	0-1	0,715	Good fit

Table 5. Hypothesis Test Result (Direct Effect)

Hypothesis	Variable			ß	S.E	C.R	p-value	Result
H1	Social Media Marketing	⟹	Trust	0,452	0,073	6,209	***	Accepted
H2	Social Media Marketing	⟹	Hedonic Motivation	0,298	0,068	4,367	***	Accepted

	Activities							
H3	Social Media Marketing Activities	⇒	Customer Engagement	0,361	0,072	5,035	***	Accepted
H4	Trust	⇒	Repurchase Intention	0,215	0,068	3,164	0,002	Accepted
H5	Hedonic Motivation	⇒	Repurchase Intention	0,335	0,061	5,489	***	Accepted
H6	Customer Engagement	⇒	Repurchase Intention	0,282	0,065	4,345	***	Accepted

Based on Table 6, it shows the direct effects with the following results:

- H1: Social media marketing has a positive and significant effect on trust.
- H1 is accepted because ß = 0.452 (positive), C.R = 6.209 (C.R > 1.967), and p-value < 0.05.
- H2: Social media marketing has a positive and significant effect on hedonic motivation.
- H2 is accepted because ß = 0.298 (positive), C.R = 4.367 (C.R > 1.967), and p-value < 0.05.
- H3: Social media marketing has a positive and significant effect on customer engagement.
- H3 is accepted because ß = 0.361 (positive), C.R = 5.035 (C.R > 1.967), and p-value < 0.05.
- H4: Trust has a positive and significant effect on repurchase intention.
- H4 is accepted because ß = 0.215 (positive), C.R = 3.164 (C.R > 1.967), and p-value < 0.05.
- H5: Hedonic motivation has a positive and significant effect on repurchase intention.
- H5 is accepted because ß = 0.335 (positive), C.R = 5.489 (C.R > 1.967), and p-value < 0.05.
- H6: Customer engagement has a positive and significant effect on repurchase intention.
- H6 is accepted because ß = 0.282 (positive), C.R = 4.345 (C.R > 1.967), and p-value < 0.05.

Social Media Marketing and Trust
The SEM calculation resulted in ß = 0.452 (positive), C.R = 6.209 (C.R > 1.967), and p-value < 0.05. According to the established criteria, this indicates that the first hypothesis, which posits a positive and significant effect of social media marketing on trust, is accepted. The findings of this research are consistent with previous studies conducted by (Rachmadhaniyati & Sanaji, 2021; Yunikartika & Harti, 2022) which state that social media marketing influences trust.

Social Media Marketing and Hedonic Motivation
The SEM calculation resulted in ß = 0.452 (positive), C.R = 6.209 (C.R > 1.967), and p-value < 0.05. According to the established criteria, this indicates that the second hypothesis, which suggests a positive and significant influence of social media marketing on hedonic motivation, is accepted. The findings of this research are consistent with previous studies conducted by (Nurazizah et al., 2022), which stated that social media marketing influences hedonic motivation.

Social Media Marketing and Customer Engagement
The SEM calculation resulted in ß = 0.361 (positive), C.R = 5.035 (C.R > 1.967), and p-value < 0.05. According to the established criteria, it indicates that the third hypothesis posits a positive and significant influence of social media marketing on customer engagement. The results of this study are consistent with previous research conducted by (Safwa Farook & Abeysekera, 2016; Utami & Saputri, 2020), which stated that social media marketing influences customer engagement.

Trust and Repurchase Intention.
The SEM calculation resulted in ß = 0.215 (positive), C.R = 3.164 (C.R > 1.967), and p-value < 0.05. According to the established criteria, it indicates that the fourth hypothesis posits a positive and significant influence of trust on repurchase intention. The results of this study are consistent with previous research conducted by (Bernarto et al., 2019; Sullivan & Kim, 2018; Wilson, 2019), which stated that trust influences repurchase intention.

Hedonic Motivation and Repurchase Intention
The SEM calculation resulted in ß = 0.335 (positive), C.R = 5.489 (C.R > 1.967), and p-value < 0.05. According to the established criteria, it indicates that the fifth hypothesis posits a positive and significant influence of hedonic motivation on repurchase intention. The results of this study are consistent with previous research conducted by (Ernanda, 2017; Prastiwi & Fitria, 2020), which stated that hedonic motivation influences repurchase intention.

Customer Engagement and Repurchase Intention
The SEM calculation resulted in ß = 0.282 (positive), C.R = 4.345 (C.R > 1.967), and p-value < 0.05. According to the established criteria, it indicates that the sixth hypothesis posits a positive and significant influence of customer engagement on repurchase intention. The results of the study are consistent with previous research conducted by (Akbaruddin et al., 2023;

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Cheung et al., 2011; Simbolon & Law, 2022), which stated that customer engagement influences repurchase intention.

V. CONCLUSION

Based on the conducted research, it can be concluded that social media marketing has a positive and significant effect on trust in the TikTok live streaming feature. Social media marketing also has a positive and significant effect on hedonic motivation in the TikTok live streaming feature. Moreover, social media marketing has a positive and significant effect on customer engagement in the TikTok live streaming feature. Trust positively and significantly influences repurchase intention in the TikTok live streaming feature. Additionally, hedonic motivation positively and significantly influences repurchase intention in the TikTok live streaming feature. Furthermore, customer engagement positively and significantly influences repurchase intention in the TikTok live streaming feature.

VI. ACKNOWLEDGEMENT

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