

Research Article

Diki Febrianto Marbun¹, Ngatno², Andi Wijayanto³

The Implementation of Stimulus Organism Response on Repeat Purchase Intention for fashion products on Tokopedia (Study of Generation Z in Semarang City)

*Corresponding Author: **Diki Febrianto Marbun**: Diponegoro University, Indonesia; dikimarboen@gmail.com
Ngatno: Diponegoro University, Indonesia; ngatno_fisip@yahoo.co.id
Andi Wijayanto: Diponegoro University, Indonesia; andi@undip.ac.id

Received: July 18, 2024; Accepted: July 21, 2024; Online: July 31, 2024 | DOI: <https://doi.org/10.47353/ijema.v2i2.179>

Abstract: *This study was conducted to examine the effect of social media interactivity on perceived utilitarian value, the influence of social media interactivity on perceived hedonic value, the influence of social media interactivity on repeat purchase intention, the influence of perceived utilitarian value on repeat purchase intention, the influence perceived hedonic value on repeat purchase intention, the role of perceived utilitarian value mediates the relationship between social media interactivity and repeat purchase intention, the role of perceived hedonic value mediates the relationship between social media interactivity and repeat purchase intention. This research was carried out in the Semarang City area. The sample in this study amounted to 100 generation z who shop for fashion products on Tokopedia. The analytical method used in this research is SEM with Smart PLS 3. The results of this study indicate that social media interactivity was able to create perceived utilitarian value and perceived hedonic value. It was found that there was a significant influence of social media interactivity on repeat purchase intention, an insignificant influence of perceived utilitarian value on repeat purchase intention, a significant influence of perceived hedonic value on repeat purchase intention, the role of perceived utilitarian value which was unable to mediate the relationship between social media interactivity and repeat purchase intention, and found the role of perceived hedonic value which can mediate the relationship between social media interactivity and repeat purchase intention.*

Keywords: *social media interactivity, perceived hedonic value, perceived utilitarian value, repeat purchase intention, fashion products, generation z.*

Introduction

The development of smartphones has changed people's shopping lifestyle to prefer online shopping through e-commerce applications. Today's people's shopping style is no longer traditional, where people usually come to the market to buy an item, but now people can shop online just by pressing their smartphone screen while sitting relaxed at home. Consumer beliefs and attitudes about comfort and security during the online purchasing process have a positive effect on online shopping intentions to online purchase.

Survey results by the Badan Pusat Statistika (2023) show that almost all e-commerce businesses sell online via instant message applications, namely around 95.17%. Instant messages can be in the form of WhatsApp, Telegram, and LINE. Tokopedia is an open marketplace-based platform that makes it easy for business people to start an online business anywhere and anytime. Business competition between marketplaces in Indonesia has resulted in Tokopedia experiencing the impact of decreasing the number of visits to its site. In January 2023, Tokopedia received 128.1 million visitors to its site, but in December 2023, the number of visits decreased by 88.9 million.

According to the Badan Pusat Statistika (2023), fashion products are the second most sold product sold a lot throughout the 2022-2023 period. The fashion industry is a global industry demand that can't be predicted, making the fashion industry have short cycles, products vary, have long-term storage, and

difficult reserve chains. Fashion producers require a good, consumer-oriented, and also mission. So, consumers are individuals who take control over the decision to buy a product and use a product. The scope of marketing for fashion products uses e-commerce as the main store and other social media to introduce products and product catalogs like communication channels with consumers.

The Stimulus-Organism-Response (SOR) model is a model that explains how the physical environment can influence a person's internal situation and behavior (Park & Lee, 2008). In the SOR framework, stimulus is conceptualized as an influence that influences a person's internal organism and shows that communication is a process of action-reaction.

The definition of purchase intention is the probability in the hands of consumers who want to buy a product. Several factors influencing repeat purchase intention are perceived value and immersive experience. Perceived value is consumers' overall assessment of the benefits of a product based on the things they receive and give (Lai, 2004; Anggriawan & Hasugian, 2017). Perceived value is the result of consumers' ability to consider products based on their overall perception of the advantages and disadvantages of a product.

Kim et al., (2023) divide perceived value into three dimensions, namely utilitarian value, hedonic value, and social value. Lin et al., (2021) divide perceived value into two dimensions, namely perceived utilitarian value and perceived hedonic value. Perceived utilitarian value is an evaluation made by consumers of the functional attributes of a product or service (Blythe, 2005; Sultan et al., 2021). Ha & Jang (2010) assume that utility value is related to the perspective of efficient services and products, specific tasks of services and products goal-oriented.

Perceived hedonic value is the hedonic value felt by consumers regarding something such as fantasy, and emotional when activities are carried out. Perceived utilitarian value and perceived hedonic value can influence repeat purchase intention. Lin et al., (2021) stated that sensory enjoyment and freedom of choice are the main motives for consumers to buy online because these elements satisfy consumers' information needs and stimulate consumers' willingness to buy. Therefore, when the perceived utilitarian value and perceived hedonic value brought by the product meet and exceed consumer expectations, consumers will make repeat purchases (repeat purchase intention).

In another study entitled *The Influence Of Interactivity And Ephemerality Of Instagram Advertisements In Shaping Perceived Value And Behavioral Intention*, several hypotheses were found, one of which is that interactivity from advertisements has a positive and significant influence on utilitarian value, hedonic value, and social value associated with the brand. After further study and data processing, the researchers found results showing that the interactivity of Instagram Story advertisements influenced three types of perceived values (utilitarian value, hedonic value, and social value) among female consumers of the HeyLoca fashion brand. Looking at the results of this research, researchers can relate it to the research that will be carried out, namely the social media interactivity variable as the independent variable and the similarity of the perceived value variable as the dependent variable.

H1: Social Media Interactivity (X) has a positive and significant influence on Perceived Utilitarian Value (M1)

H2: Social Media Interactivity (X) has a positive and significant influence on Perceived Hedonic Value (M2)

Research by Wismiarso et al., (2024) entitled *The influences of content interactivity on purchase intention: An Engagement Mediation* found that the relationship between content interactivity and purchase intention is important. This alignment further strengthens the understanding of how interactive content

influences consumer intent to make purchase intention. On the other hand, research by Jiang (2023) entitled "Influences of Social media interaction on Consumers' Purchase Intention" states that social interaction can have a positive psychological impact on consumer shopping. In this, case the context lies in what people produce in the process user social media.

H3: Social Media Interactivity (X) has a positive and significant influence on Repeat Purchase Intention (Y).

Previous research states that perceived value and immersive experience play an important mediating role in the relationship between interactivity and continuous purchase intention (Hewei & Youngsook, 2022). Perceived value and purchase intention are quite closely related. Consumers definitely evaluate the information, service, and quality of a product before carrying out purchasing activities for the products they need and want. Hsu et al., (Hewei & Youngsook, 2022) also believe that website quality influences immersive experience, and immersive experience influences purchase intention.

H4: Perceived Utilitarian Value (M1) has a positive and significant influence on Repeat Purchase Intention (Y)

H5: Perceived Hedonic Value (M2) has a positive and significant influence on Repeat Purchase Intention (Y)

According to immersion experience can increase perceived value. This shows that there may be an interaction relationship between perceived value and immersion experience. When individuals use e-commerce and realize the product being promoted is not what they are after, they tend to ignore the product and even ignore the value of the product. Perceived value and immersive experience can moderate the relationship between social media interactivity and continuous purchase intention.

H6: Perceived Utilitarian Value (M1) mediates the relationship between social media interactivity and repeat purchase intention (Y)

H7: Perceived Hedonic Value (M2) mediates the relationship between social media interactivity (X) and repeat purchase intention (Y)

Literature Review

S-O-R (Stimulus-Organism-Response)

The theory used in this research is the S-O-R (Stimulus-Organism-Response) theory. The S-O-R theory was born from a classic model of communication which was influenced by psychological theory. This theory has the same material object from the study of psychology and communication science, namely humans whose souls have the components of attitude, behavior, cognition, and conation. In the S-O-R theory, stimulus is conceptualized as an influence that can influence an individual's internal organism. Stimulus means stimulation from an environment that can impact a customer's mood (Bakker et al., 2014; Mehrabian, 1977). Eroglu et al., (2001) stated that stimulus is a factor that influences the internal conditions of living creatures. In marketing, stimulus has several forms, like writing, color, image, sound, aroma, taste, and so on which are captured by the consumer's five senses. If we look more deeply, there are 2 types of stimuli, namely stimuli that are controlled by marketers and stimuli that cannot be controlled by marketers (Kotler & Keller, 2016; Silaban, 2019). A good stimulus will make consumers choose to reach for the stimulus so marketers need to pay attention to stimulus factors such as size, intensity, attractive appearance, color, position, placement, format, contrast, attractiveness also quality of information (Hawkins, 2013; Hardianto, 2019). Organism can be interpreted as a psychological transformation mechanism where users internalize stimuli into information.

Organism refers to the internal processes that occur within a person, in accordance with perceiving, feeling, and thinking activities (Chang et al., 2011). Each consumer pays attention to the stimulus, then the consumer has a perception interpreted as exposure, and then the consumer interprets the stimulus (Hawkins et al., 2013; Hardianto, 2019). Responses depend on the process toward a person. Responses final result of the internal process within the consumer and the consumer's final decision.

The S-O-R model is widely used by producers or entrepreneurs to find out the relationship between the stimuli given to consumers and the consumer's reaction to these stimuli with the activities of buying, using, and consuming products. By studying this model, producers are expected to be able to create information as an attractive stimulus that consumers can accept, including information on prices, products, places of sale, also attractive promotions, for example by including educational messages in a promotion. If producers are able to create an attractive stimulus, it is hoped that consumers will also be able to react in accordance with what the producer or entrepreneur expects.

Social Media Interactivity

Social media is a place where people who have similar interests can gather to share, have conversations, and interact together (Weber, 2007; Natadirja, 2018). Interactivity is the extent to which two or more parties can communicate with each other regarding the media, the content of a message, and how these two elements are synchronized (Liu et al., 2002; Natadirja, 2018). Interactivity has been mentioned many times in information systems research and is indeed very important for the success of communication, marketing, advertising, and commerce.

Social media interactivity is two-way or more communication through media channels, where a person must be able to change the content, shape, and speed of the media environment (Kioussis, 2002; Kancanamaya & Gregoria, 2015). The potential for interactivity offered using a website according to Wu (in Kancanamaya & Gregoria, 2015) is referred to as actual interactivity, which can be defined by looking at the features or ability of a medium to create the potential for interactivity. These interactive features include e-mail, links, feedback forms, and chat rooms (Sundar et al, 2003; Kancanamaya & Gregoria, 2015). Interactive features are parts that can be seen from the marketplace application.

The marketplace is a platform that acts as an intermediary and intermediary (as a third party) to act as a bridge between sellers and buyers in carrying out online transactions. The potential of the marketplace to provide interactivity through its various features can form an interactivity pattern that reflects the communication model offered by the service provider organization/company to the public and the market. We can see this communication model from the aspects of control of information sources, time, and subject selection (McMillan, 2002; Kancanamaya & Gregoria, 2015).

Repeat Purchase Intention

Purchase Intention can be interpreted as the desire and interest to buy a product, meaning it is a plan to engage in a specific behavior to achieve a goal. Purchase Intention is obtained from a learning process and a thought process that forms a perception. The indicators of purchase intention (Schiffman and Kanuk, 2008) include the following: Interest in finding out more information about a product, considering buying a product, desire to know about a product, desire to try a product, desire to have a product.

A person's actions can be predicted through that person's attitude. Hellier et al., (in Farida & Ardyan, 2015) define repeat purchase intention as a person's desire to carry out repeated purchasing activities of a product from the same company or brand. Intent shows a person's interest and effort that ultimately takes

concrete action to buy or not. Spurs et al., (in (21) argue that predictions in consumer behavior are directly influenced by consumer attitudes. According to Hair et al., (in (21) indicators of repeat purchase intention are the tendency to repurchase a product, try to find out information about a product that is of interest, main preferences about the product, and refer to other people.

Perceived Value

Perceived value can occur when someone has the belief that the desired product is worth buying. Perceptions will also be formed from various opinions of the general public regarding a product and companies related to that product (Graciola et al., 2020; Pratama et al., 2022). Chen and Prompanyo (in Hwei & Youngsook, 2022) discuss the impact of perceived value on consumer purchasing behavior, and perceived value is a direct factor that influences consumer purchasing behavior. Consumers will conduct a brief analysis before shopping to obtain higher value in measuring utility and measuring shopping costs and make appropriate purchasing decisions (Jiang et al., 2018; Lin et al., 2021). Perceived value is also considered a very important mediating variable (Ryu and Han, 2010; Lin et al., 2021).

For online shoppers, utilitarian value and hedonic value are two important dimensions of perceived value in the e-commerce shopping environment (Overby and Lee, 2006; Lin et al., 2021). When purchasing organic food on a fresh food e-commerce platform, the benefits of utilitarian value depend on the value of the platform's functional characteristics and whether the platform can meet the consumer's personal needs (Mohd Suki, 2016; Lin et al., 2021). Utilitarian value is more subjective and personal because it originates from the need for pleasure and pleasure rather than from the need to be involved in completing tasks (Ryu et al., 2010; Pramita & Danibrata, 2021). Utilitarian value describes the value where consumers or customers are interested in using a product based on its benefits, properties, and practical functions as well as the needs that will be met.

According to Thompson (in Pramita & Danibrata, 2021), hedonic value means a lifestyle choice that encourages personal satisfaction, pleasure, and social prestige through obtaining needed products and services by having an income above the average income. Hedonic value depends on the pleasure consumers experience when shopping (Turel et al., 2010; Lin et al., 2021). The source of hedonic value can be the joy of the shopping experience or the escape from daily activities that shopping provides (Carpenter et al., 2005). So, it could be said that hedonic value is a value that can influence consumers' interest in using products that are not basic needs but are more based on subjective considerations or the desire to fulfill desires and emotional satisfaction.

Perceived utilitarian value and perceived hedonic value are experiences related to consumers' emotional or spiritual responses resulting from shopping activities and also related to adventure (Dedeoglu et al., 2018; Lin et al., 2021). These two values are the main basis for consumer value assessments and can significantly influence shopping decisions.

Fashion Products

Fashion can be said to be one form of the creative industry in Indonesia. Fashion is an important part of trends, styles, and appearances in people's daily lives. According to Soekanto (in Nurapriyanti & Hartono, 2023), fashion means a fashion that does not last long, which may be related to language style, behavior, and hobbies towards certain clothing models. The large number of people who like to wear the latest clothing in all their daily activities makes the latest clothing an attractive fashion and lifestyle.

The same thing was also said by Lypovettsky (in Syarafa et al., 2020), where fashion is a form of change that's characterized by fast time, so fashion becomes a person's power to express themselves in clothing. To support style and appearance in terms of fashion, a person often combines several attributes called fashion products, which can be clothes, bags, pants, skirts, shoes, sandals, wallets, hats, jewelry, accessories, and so on.

Barnard (in Nurapriyanti & Hartono, 2023) also makes a distinction between fashion and style. According to him, style concerns a person's understanding of his or her personality and then wearing the right clothes according to one's preferred taste, while fashion is the development of trends that continue to change over time or according to certain periods. Someone who follows fashion trends may not necessarily be able to apply the trend to themselves so their style may be seen as less suitable. Meanwhile, someone who is capable and understands their style will certainly be able to adjust fashion according to their needs and comfort. One of the causes of the development of fashion is due to the ease of information which has led to the influence of foreign culture both through print media and electronic (digital) media which has made fashion a lifestyle trend in society.

E-Commerce Platform

Platforms are new business models that use technology to connect people, organizations, and resources in an interactive ecosystem where extraordinary value can be created and exchanged (Parker, 2016; Wahiddin & Nurdiansyah, 2022). E-commerce (electronic commerce) is a way to sell and buy goods or services using the Internet network (Nugroho, 2006; Rehatalanit, 2021). Another opinion says that e-commerce is a transaction of exchanging goods between one party and another to fulfill daily needs digitally (28). Meanwhile, e-commerce is an abbreviation of Electronic Commerce, which means a marketing system using electronic media. E-commerce includes distribution, sales, purchasing, marketing, and services of a product carried out in an electronic system such as the internet or a form of computer network.

Results and Discussion

The research conducted was quantitative, and it used an explanatory research method. The study involved 100 Generation Z individuals who purchased fashion products on Tokopedia. In this research, data was collected through a questionnaire distributed via Google Forms, using a Likert scale to measure respondents' answers. The research employed Structural Equation Modeling (SEM) for analysis, and the data was processed using the Smart-PLS application program version 3.0 to conduct statistical analysis.

The validity test in this research will use the confirmatory factor analysis (CFA) method by looking at how good the causal relationship is between each indicator and the latent variable. The purpose of evaluating causal relationships is to assess the extent of the validity and reliability of the model in an aggregate manner. Reliability testing is related to the superiority and consistency of an indicator. Reliability analysis is used to measure the accuracy and precision of the answers that may be taken from several questions. High-reliability measurements are the basis for researchers to increase confidence that each indicator has consistent characteristics in its measurement. Reliability values can be measured by Cronbach alpha values and composite reliability values.

Validity and Reliability Test

The results of validity testing, as shown in Table 1, indicated that all research instruments met the validity testing standards. All 19 statements met the validity criteria and were deemed valid, as the test results for all indicators ranged from 0.669 to 0.963, exceeding the threshold of 0.361.

Table 1. Validity Test Results

<i>Social Media Interactivity</i>	<i>Perceived Utilitarian Value</i>	<i>Perceived Hedonic Value</i>	<i>Repeat Purchase Intention</i>
0.712	0.851	0.819	0.963
0.718	0.867	0.669	0.943
0.726	0.876	0.765	0.894
0.854	0.915	0.907	
0.783	0.802	0.886	
		0.881	

In Table 2, the results of reliability testing show that all instrument statements for each research variable meet the reliability assumptions (Cronbach Alpha > 0.60).

Table 2. Reliability Test Results

<i>Social Media Interactivity</i>	<i>Perceived Utilitarian Value</i>	<i>Perceived Hedonic Value</i>	<i>Repeat Purchase Intention</i>
0.799	0.912	0.902	0.923

Path of Coefficient Test Results and Hypothesis Testing Results

Based on the path of the coefficient test listed in Table 3, several influences of each equation are explained as follows:

1. The effect of SMI → PHV is included in the significant category because the P Values < 0.05
2. The effect of SMI → PUV is included in the significant category because the P Values < 0.05
3. The effect of SMI → RPI is included in the significant category because the P Values < 0.05
4. The effect of PHV → RPI is included in the significant category because the P Values < 0.05
5. The effect of PUV → RPI is in the insignificant category because the P Values are > 0.05

Table 3. Path of Coefficient Test Results

	Original Sample (O)	T Statistics	P Values
PHV -> RPI	0,629	5,208	0,000
PUV -> RPI	-0,106	0,537	0,591
SMI -> PHV	0,630	8,732	0,000
SMI -> PUV	0,787	14,453	0,000
SMI -> RPI	0,390	2,857	0,004

Based on the results of the partial significance test above, it is concluded that SMI has a significant influence on PUV, PHV, and RPI, therefore the hypothesis on this influence pattern can be accepted. Then the hypothesis related to the influence of PHV on RPI has a significant influence so that the hypothesis can be accepted. However, the hypothesis regarding PHV to RPI is not significant so the hypothesis is rejected.

Table 4. Direct Hypothesis Testing Results

	Original Sample (O)	T Statistics	P Values	Decision
PHV -> RPI	0,629	5,208	0,000	Accepted
PUV -> RPI	-0,106	0,537	0,591	Rejected
SMI -> PHV	0,630	8,732	0,000	Accepted
SMI -> PUV	0,787	14,453	0,000	Accepted
SMI -> RPI	0,390	2,857	0,004	Accepted

Based on the results of direct hypothesis testing, the results showed that four equations were declared to have passed direct hypothesis testing, and there was one equation that was declared not to have passed direct hypothesis testing (see Table 4). The relationship between PUV->RPI is rejected because the P value is 0.591 (> 0.05).

Table 5. Indirect Hypothesis Testing Results

	Original Sample (O)	T Statistics	P Values	Decision
SMI -> PHV -> RPI	0,396	4,188	0,000	Accepted
SMI -> PUV -> RPI	-0,084	0,532	0,595	Rejected

Based on the results of indirect hypothesis testing, it was found that 1 hypothesis was accepted while 1 hypothesis was rejected. The accepted hypothesis is that there is a significant and positive relationship between SMI and its effect on PHV and the impact of increasing RPI. Meanwhile, the hypothesis was rejected due to the insignificant relationship between the influence of SMI on PUV and the impact on RPI. The relationship SMI -> PHV -> RPI is accepted because the p-value is at 0.000 (< 0.05), while the relationship SMI -> PUV -> RPI is not significant because the p-value is at 0.595 (> 0.05).

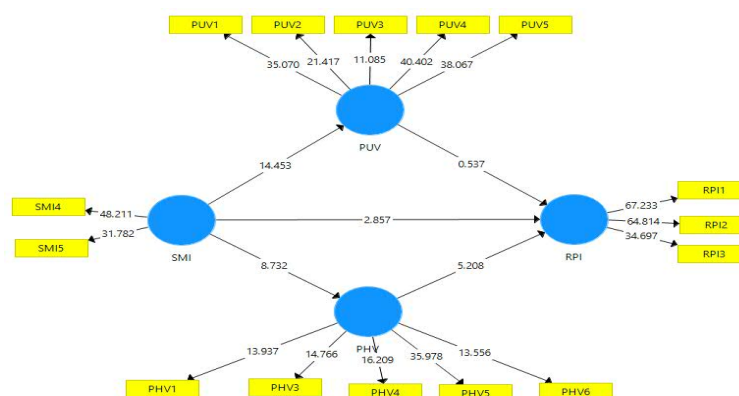


Figure 1. Inner Model View

Conclusion

The results of this research show that social media interactivity has a positive effect on perceived utilitarian value. The results of this research confirm the results of previous research conducted by Hwei & Youngsook (2022), which found that when using an e-commerce platform to buy fashion products, social media interactivity has a significant impact on perceived value. The results of the second hypothesis test show that the social media interactivity variable influences perceived hedonic value. Other researchers also suggest that platform characteristics have a positive effect on perceived hedonic value. Other researchers also suggest that platform characteristics have a positive effect on perceived hedonic value (Kim and Niehm, 2009; Lin et al., 2021)

The results of this third hypothesis test show that social media interactivity has been proven to have a positive and significant effect on repeat purchase intention. This can also be proven by direct hypothesis results with a probability value of 0.04 (<0.05). So, it can be concluded that social media interactivity can increase repeat purchase intention. These results are also in line with several studies that found a positive impact of social media interactivity on repeat purchase intention. When using an e-commerce platform to purchase fashion products, social media interactivity has a significant impact on continuous purchase intention.

The results of the fourth hypothesis test obtained in this research found that the relationship between perceived utilitarian value and repeat purchase intention was not significant because the P Values were 0.591 (> 0.05). So, it can be concluded that the role of perceived utilitarian value does not influence repeat purchase intention. This research is not supported by previous research that states that perceived utilitarian value from the experience of eating food at a Korean restaurant will positively influence behavioral intention (Ha & Jang, 2010).

The results of this fifth hypothesis indicate that there is an influence of perceived hedonic value on repeat purchase intention (P value < 0.05) so that H5 is supported. Thus, it can be interpreted that consumers have high perceived hedonic value, and then there is an increase in repeat purchase intention in purchasing fashion products on Tokopedia. The results of this fifth hypothesis are also supported by previous research, which states that perceived hedonic value has a significant influence on social media activity, online information search, and purchase intention (Amalia & Widodo, 2023). Platform design must focus on consumer hedonic value, especially to increase and encourage consumers' continuous purchase intention.

The results of the sixth hypothesis show that the role of perceived utilitarian value is not able to mediate the relationship between social media interactivity and repeat purchase intention. This can be proven from the results of the indirect hypothesis test, which shows the relationship between SMI \rightarrow PUV \rightarrow RPI of 0.595 (> 0.05) so that H6 is not supported. Previous research suggests that when using an e-commerce platform for fashion products, a low perceived value can decrease the intention to make repeat purchases. If consumers don't understand the value of fashion products and believe that the benefits are outweighed by the costs, they are less likely to buy the product again.

The results of the seventh hypothesis indicate that with perceived hedonic value, consumers can form good social media interactivity and can increase repeat purchase intention. The results of the seventh hypothesis show that there is a significant relationship and positive influence between SMI and its impact on PHV and the impact of increasing RPI, so hypothesis 7 is accepted (P value < 0.05). This research is supported by research by Lin et al. (2021), which states that perceived hedonic value plays a mediating role between platform characteristics and continuous purchase intention. Furthermore, perceived value, which

contains the dimension of perceived hedonic value obtained from interactive and short advertisements, is an important determinant of consumer behavioral intentions (Amalia & Widodo, 2023).

It is important to note that this research has certain limitations in its implementation. The study was specifically conducted among individuals from Generation Z in Semarang City. Therefore, the findings may not be directly applicable to other generations or geographic areas. Additionally, the research focused solely on fashion product shopping activities conducted by Generation Z using the Tokopedia e-commerce platform in Semarang City. As a result, future researchers are encouraged to apply this research model to different e-commerce platforms, other generational groups, and diverse geographical regions.

References

- Yu CZ, Chan TJ, Zolkepli IA. Bridging social media content and re-purchasing behavior: The mediation role of interactivity and e-WOM. *Int J Data Netw Sci.* 2023;7(1):251–64.
- Badan Pusat Statistika. eCommerce 2022/2023 01. Badan Stat Nas [Internet]. 2023;27. Available from: <https://www.bps.go.id/>
- Natadirja M. Analisis Pengaruh Interactivity Dan Sincerity Pada Social Mediaaccount Musisi Terhadap Sense Of Closeness Dan Reciprocity Antara Musisi Dengan Fans dan Implikasinya Terhadap Legal Purchase Intent Telaah Pada Social Media Account Instagram @Duadrum. *J Manaj.* 2018;9(2):49–61.
- Amoako GK, Dzogbenuku RK, Abubakari A. Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *Int J Product Perform Manag.* 2020;69(8):1609–26.
- Hewei T, Youngsook L. Factors affecting continuous purchase intention of fashion products on social E-commerce: SOR model and the mediating effect. *Entertain Comput.* 2022;41.
- Anggriawan F, Hasugian LP. PLATFORM BUILD-ME : Mempertemukan Stakeholder Bangunan Dengan Konsumen. 2017;28–36.
- Kim K, Chung TL (Doreen), Fiore AM. The role of interactivity from Instagram advertisements in shaping young female fashion consumers' perceived value and behavioral intentions. *J Retail Consum Serv.* 2023;70.
- Lin J, Li T, Guo J. Factors influencing consumers' continuous purchase intention on fresh food e-commerce platforms: An organic foods-centric empirical investigation. *Electron Commer Res Appl.* 2021;50.
- Sultan P, Wong HY, Azam MS. How perceived communication source and food value stimulate purchase intention of organic food: An examination of the stimulus-organism-response (SOR) model. *J Clean Prod* [Internet]. 2021;312(May):127807. Available from: <https://doi.org/10.1016/j.jclepro.2021.127807>
- Ha J, (Shawn) Jang SC. Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. *Int J Hosp Manag.* 2010;29(1):2–13.
- Wedayanti NPAA, Giantari IGAK. Peran Pendidikan Kewirausahaan Dalam Memediasi Pengaruh Norma Subyektif Terhadap Niat Berwirausaha. *E-Jurnal Manaj Unud.* 2016;5(1):533–60.
- Lv Z, Zhao W, Liu Y, Wu J, Hou M. Impact of perceived value, positive emotion, product coolness and Mianzi on new energy vehicle purchase intention. *J Retail Consum Serv.* 2024;76.
- Amalia R, Widodo T. The Influence of Interactivity and Ephemerality of Instagram Advertisements in Shaping Perceived Value and Behavioral Intention. *Int J Curr Sci Res Rev.* 2023;06(09):538–43.
- Mehrabian A. Individual differences in stimulus screening and arousability. *J Pers.* 1977;45(2):237–50.

- Eroglu SA, Machleit KA, Davis LM. Atmospheric qualities of online retailing. *J Bus Res.* 2001;54(2):177–84.
- Silaban B. Pengaruh Stimuli Pemasaran; Product/Service, Price, Promotion, Place terhadap Proses Keputusan Siswa Memilih Bimbel. *J Manaj Bisnis.* 2019;22(3):235–47.
- Hardianto AW. Analisis Stimulus-Organism-Response Model Pada “Dove Campaign for Real Beauty” 2004 – 2017. *J Transaksi.* 2019;11(1):65–79.
- Zhang N, Liu R, Zhang XY, Pang ZL. The impact of consumer perceived value on repeat purchase intention based on online reviews: by the method of text mining. *Data Sci Manag.* 2021;3.
- Kancanamaya RRG, Gregoria AY. Interaktivitas Aktual Website sebagai Media International Public Relations (Studi Deskriptif Kualitatif tentang Potensi Website European External Action Service di Indonesia sebagai Media Interaktif dengan Publik Internasional). *Uajy [Internet].* 2015;2:1–15. Available from: <https://onsearch.id/Record/IOS2676.9472/Details#details%0Ahttp://e-journal.uajy.ac.id/9472/1/JURNALKOM04290.pdf%0Ahttp://e-journal.uajy.ac.id/9472/>
- Najib SFD, Daud I, Rosa A. Trustworthiness, expertise. *J Ilm Manaj Bisnis Dan Terap.* 2019;
- Farida N, Ardyan E. Repeat purchase intention of starbucks consumers in Indonesia: A green brand approach. *Trziste.* 2015;27(2):189–202.
- Pratama ED, Lukitaningsih A, Kusuma Ningrum N. Pengaruh Brand Awareness, Consumer Trust, Percived Value, Dan Word of Mouth Terhadap Purchase Intention Konsumen Situs Belanja Online shopee Di Yogyakarta. *Al-Kharaj J Ekon Keuang Bisnis Syariah.* 2022;4(6):1762–72.
- Pramita MW, Danibrata A. Hedonic Value Dan Utilitarian Value Terhadap Customer Satisfaction Serta Dampaknya Terhadap Behavior Intentions. *E-Jurnal Manaj Tsm [Internet].* 2021;1(1):1–8. Available from: <http://jurnaltsm.id/index.php/ejmtsm>
- Nurapriyanti T, Hartono FC. Pemaknaan Fashion Thrift sebagai Komunikasi. *JBSI J Bhs dan Sastra Indones.* 2023;3(01):112–28.
- Syarafa DA, Adhrianti L, Sari EV. Fashion Sebagai Komunikasi Identitas Sosial Mahasiswa FISIP Universitas Bengkulu. *J Kaganga J Ilm Sos dan Hum.* 2020;4(2):20–9.
- Wahiddin D, Nurdiansyah MF. Pemanfaatan Platform Digital Pada Usaha Mikro Kecil dan Menengah (UMKM). *Konf Nas Penelit dan Pengabd.* 2022;12:1343–9.
- Rehatalanit YLR. Peran E-Commerce dalam Pengembangan Bisnis. *J Teknol Ind.* 2021;5:62–9.
- Riswandi. *Transaksi On-Line (E-Commerce) : Peluang dan Tantangan Dalam Perspektif Ekonomi Islam.* *Angew Chemie Int Ed* 6(11), 951–952. 2019;13(April):15–38.
- Amalia R, Widodo T. The Influence of Interactivity and Ephemerality of Instagram Advertisements in Shaping Perceived Value and Behavioral Intention. *Int J Curr Sci Res Rev.* 2023;06(09).

