

## Research Article

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# The Influence of Live streaming, E-Promotions and Content Marketing on Repurchase Intentions with Customer Satisfaction as an Intervening Variable (Case Study on Local Brand Jiniso)

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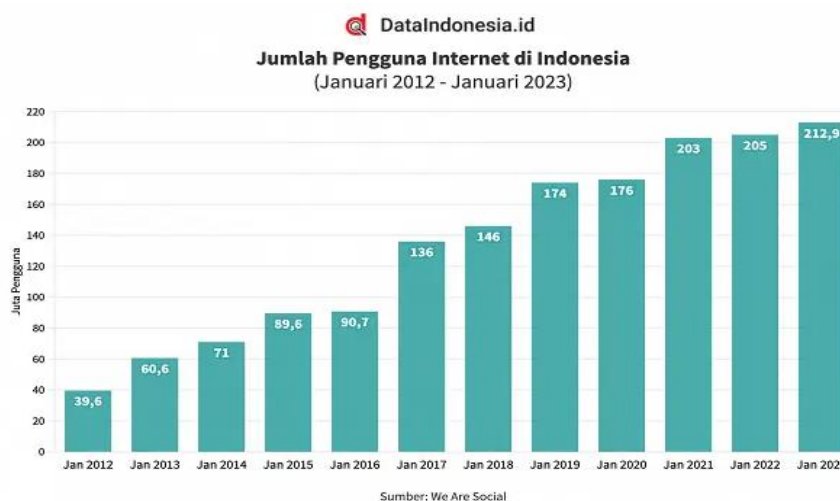
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**Abstract:** *This research aims to determine the effect of live streaming, e-promotions and marketing content on repurchase intention with customer satisfaction as an intervening variable for the local brand Jiniso. This research uses quantitative research using purposive sampling and using a sample of 200 people. The data collection technique uses a questionnaire. Data analysis using the SEM LISREL 8.8 application. The research results show that live streaming have a positive and significant effect on repurchase intention, e-promotions have a positive and significant effect on repurchase intention, marketing content have a positive and significant effect on repurchase intention, customer satisfaction can mediate the influence of live streaming on repurchase intention. Customer satisfaction can mediate the influence of e-promotions on repurchase intention and customer satisfaction can mediate the influence of marketing content on repurchase intention.*

**Keywords:** *Live streaming, E-Promotion, Content Marketing, Customer Satisfaction, Repurchase Intention*

## Introduction

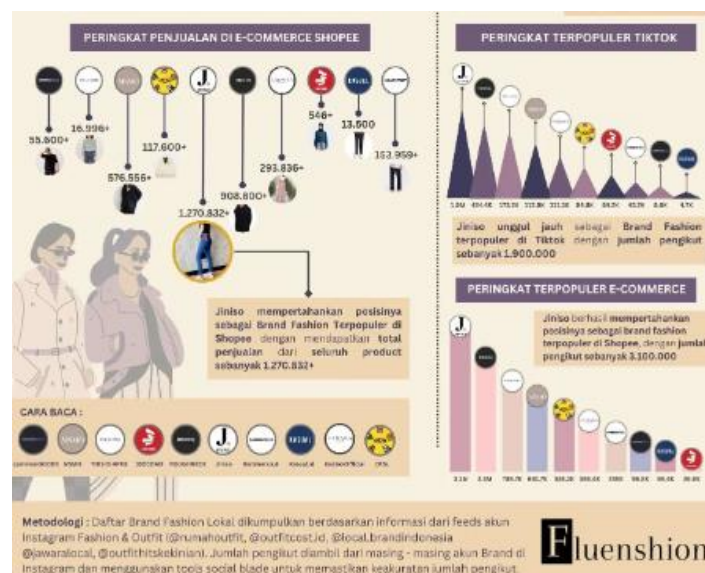
Technological developments in the modern era are currently increasing and spreading widely in society. Currently, the internet is widely used throughout the world, including in Indonesia, enabling people from various regions to access the internet easily. Apart from getting information, the public can also do several things easily using internet technology, such as carrying out online buying and selling activities, better known as electronic commerce or e-commerce. According to the Ministry of Communication and Information of the Republic of Indonesia, internet users throughout the world, both mobile and fixed, are experiencing a continuous increase. (Ahmad, 2023).



**Picture 1. Number of Internet Users in Indonesia**

Based on the We Are Social report, it appears that the number of internet users in Indonesia continues to increase every year. In January 2022 alone, there were 205 million people in Indonesia who used the internet, then this rose in January 2023 to 212.9 million. This shows that internet penetration in Indonesia has now reached 77 percent (212.9 million people) who use the internet. This shows that there is a tendency among Indonesian people to use the internet and social media, giving rise to opportunities as an alternative strategy for business actors to be able to market their products by utilizing the internet (Ahmad, 2023).

One of the local fashion brands that is currently popular is Jiniso. Jiniso is already known by the wider community and is the number one women's fashion and number three best-selling fashion category in the marketplace. Jiniso is a fashion brand that focuses on jeans in various sizes. This specialty makes Jiniso ranked third as a popular fashion brand on social media. Jiniso is a local brand of Indonesian women's jeans which has been established since 2018. Currently, Jiniso has quite a lot of followers, one of which is on the Instagram account with 1.3 million followers, Tiktok with 2.4 million followers and on e-commerce Shopee as many as 4.4 million followers. The large number of followers proves that Jiniso products are in great demand and trusted by the Indonesian people. Jiniso does several things, one of which is by carrying out marketing in the form of good marketing content, providing appropriate product reviews from both sellers and other consumers, and giving consumers trust as they should (Aji, 2023).



Picture 2. Popularity Ranking of Local Fashion Brands in social media and E-commerce.

Source: www.indonesiana.id. (2023).

Jiniso is far ahead based on the number of followers on Tiktok, Instagram and e-commerce Shopee compared to other brands. Instagram and Tiktok were chosen to measure the ranking of the most popular local Indonesian fashion brands, because Instagram is a platform that has more than 1 billion users. Meanwhile, Tiktok was chosen because around 70 percent of Tiktok users are interested in content that displays clothing. Measuring the ranking of the most popular fashion brands is also carried out based on the number of followers and total product sales on Shopee e-commerce. (Umah, 2023).

Customer satisfaction is a feeling that arises after comparing expectations with the results of the product they use, whether it is feeling disappointed or happy (Kotler & Keller, 2016). Repurchase intention, which is one of the company's goals to maximize sales value, will increase if customers are satisfied with

the products/services offered (Salsabila et al., 2022).

This research is intended to analyze repurchase behavior carried out by consumers of Jiniso products in terms of their sense of satisfaction, use of live streaming, e-promotions and marketing content provided to the Jiniso brand. It is also hoped that this research can develop and increase repeat purchases of a product or service. This research combines the variables of live streaming, e-promotion and marketing content on repurchase intention with customer satisfaction as intervening or mediating variables to be studied with the object of the Jiniso fashion brand.

## Literature Review

### Repurchase Intention

According to Kotler & Keller (2016), repurchase Intention is the consumer's experience in learning, making choices and being ready to make a repurchase when using the product.

### Repurchase Intention Indicators

Indicators for measuring repurchase intention according to Chatzoglou et al. (2022), namely as follows:

1. Customer Satisfaction, a person's feeling of happiness or disappointment that arises from comparing perceived performance/reality experienced against expectations or expectations.
2. Customer Loyalty, a consumer is said to be loyal if the consumer shows regular purchasing behavior or there is a condition that requires the consumer to buy at least twice within a certain time interval.

### Live Streaming

Live streaming is defined as a platform that is part of a trading feature that integrates real-time social interactions into electronic trading. Customers can post their comments on the comments feature, which scans the screen in real time to communicate with sellers (Song & Yu-li Liu, 2021).

### Live Streaming Indicators

There are three indicators to measure Live streaming according to (Song & Yu-li Liu, 2021), namely:

1. Streamer's credibility, the streamer's credibility becomes a stimulus for shopping through live-streaming.
2. Media richness, Media richness refers to the media's ability to convey the required information.
3. Interactivity, the extent to which consumers participate in modifying form and content in real time.

### E-promotion

Online promotion is a promotional activity carried out using the internet media with all its advantages. The process of activities carried out by parties (companies) in offering goods or services that are introduced or advertised via online media (internet) (Hermawan et al., 2023).

### E-promotion Indicators

According to Kotler and Keller (2016), online promotion indicators include:

1. Promotion reach is the total promotion that has been carried out by the company within a certain period of time through existing promotional media.
2. Promotional quality, for example, content, attractive content design, and media are used to distribute promotions.

3. Promotion quantity, namely the assessment given by consumers of the promotions that have been carried out.
4. Promotion time is how long the promotional grace period is carried out by a company.
5. The accuracy of promotional targets is the suitability of the targets needed when carrying out promotions to achieve company goals.

### **Content Marketing**

According to Gunelius (2011), content marketing is an indirect and direct process of introducing a business or brand through text, video or audio content that adds value both online and offline.

### **Content Marketing Indicators**

According to Pasaribu et al. (2023), the indicators that content marketing must have in order to measure that content are:

1. Relevance means that the information conveyed is in accordance with the needs and problems of consumers.
2. Accuracy, information in the content must be in accordance with conditions and reality.
3. Value, information content must have value and benefits for consumers.
4. Easy to understand, content information must be easily understood by consumers.
5. Easy to find, in this case content needs to be distributed through various appropriate media so that it is easily accessible to consumers.
6. Consistent, Marketers maintain the quantity of content provided to consumers. Always be on time (up to date) to provide information.

### **Customer Satisfaction**

According to Kotler & Keller (2016), customer satisfaction is defined as a person's feeling of happiness or disappointment that arises from comparing the perceived performance/reality experienced against the expectations or expectations experienced by them.

### **Customer Satisfaction Indicators**

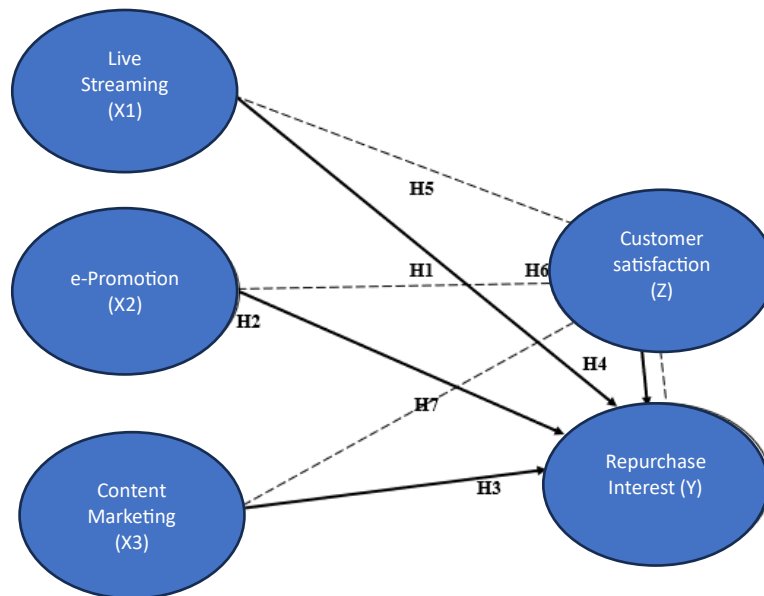
The indicators for measuring customer satisfaction according to Chatzoglou et al., (2022) are as follows:

1. Customer Experience, internal experiences and subjective responses during the process of direct contact with the company.
2. Service Quality, a service is declared quality if the service is suitable for use (fitness for use), in accordance with demand (conformance to requirements), and there are no variations, meaning there is standardization of a service (freedom from variation).
3. Perceived Value is the difference between the customer's perspective evaluation of all benefits and overall costs compared to existing alternatives.

## **Method**

### **Theoretical Framework**

It is hoped that this research can determine the influence of live streaming, e-promotions and marketing content on repurchase intention with customer satisfaction as an intervening variable. The theoretical framework in this research can be outlined in the following picture:



Picture 3. Research Framework

Source: Processed data, (2023).

This type of research is quantitative research conducted from December 2023 – January 2024. The population used is infinite, so the sample used uses purposive sampling. The data collection technique uses a questionnaire. The scale used uses a Likert scale rated 1-5. This research uses a Structural Equation Model (SEM) with LISREL 8.8. The researchers relied on relevant previous research with a similar number of variables and intervening variables to inform the choice of data analysis methods for this study.

Table 1. Research Indicators

No	Variable	Indicator	Original Statement	Adaptation Statement
1.	<b>Live streaming</b> Song & Yu-li Liu, (2021)& Nastiar (2023)	1. Streamer's Credibility	1. I watched live shopping on the TikTok application because I was attracted by the live host's appearance. 2. I watched live shopping on the TikTok application because of the host's expertise in conveying information about the products being sold. 3. I watched live shopping because the live shopping	1. The streamer has a fun live streaming style. 2. Steamer is able to provide clear information on the products offered. 3. Streamer provides reliable information about the product.

No	Variable	Indicator	Original Statement	Adaptation Statement
			host on the TikTok application was able to convince me. to buy the products they sell.	
		2. Media Riches	<ol style="list-style-type: none"> <li>1. I am active in providing comments in the chat column during live shopping on the TikTok application.</li> <li>2. I feel helped by the completeness of the features when watching live shopping on the TikTok application.</li> </ol>	<ol style="list-style-type: none"> <li>1. Live streaming host Jiniso took the time to interact with me while the live was going on.</li> <li>2. The features available in live streaming such as the comments column help me in purchasing Jiniso products.</li> </ol>
		3. Interactivity	<ol style="list-style-type: none"> <li>1. The frequency with which live shopping appears on the TikTok application (FYP) makes me watch the live shopping.</li> <li>2. Live shopping TikTok is the best interactive digital marketing media for buying and selling activities.</li> </ol>	<ol style="list-style-type: none"> <li>1. In my opinion, the timeliness of the live streaming takes place according to the live schedule that was announced.</li> <li>2. Comments from other viewers during live streaming helped me make a decision to purchase Jiniso products.</li> </ol>
2.	<b>E-Promotions</b> Guntara (2021)	1. Promotion reach	Respondents often see promotional activities from Focus Konveksi in Pekanbaru.	Promotional coverage is widely spread so I can easily find out about Jiniso products.
		2. Promotion Quantity	<ol style="list-style-type: none"> <li>1. According to respondents, Focus Konveksi promotes more often on social media than directly.</li> <li>2. Respondents saw promotions carried out by Focus Konveksi on social media Facebook and Instagram.</li> </ol>	<ol style="list-style-type: none"> <li>1. I often see Jiniso promoting online rather than promoting offline.</li> <li>2. I often see promotional activities for Jiniso products on offer.</li> </ol>
		3. Promotion Quality	<ol style="list-style-type: none"> <li>1. According to respondents, the quality of promotions carried out by Focus Konveksi on social media</li> </ol>	<ol style="list-style-type: none"> <li>1. In my opinion, the quality of promotions carried out by Jiniso online are more interesting than in person.</li> </ol>



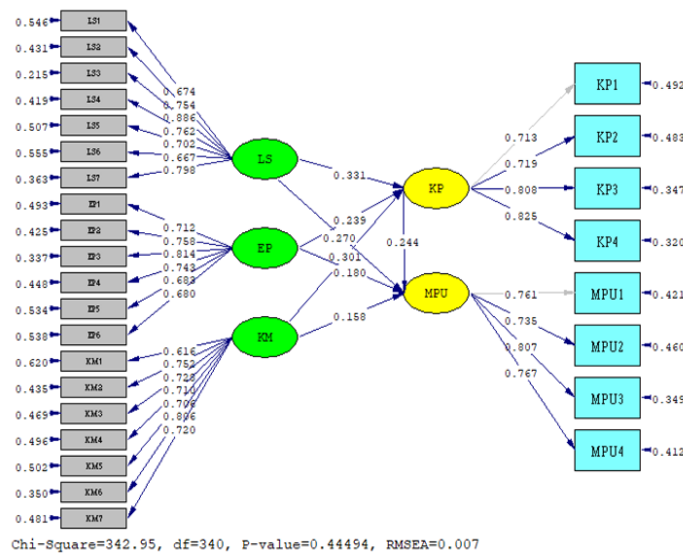
No	Variable	Indicator	Original Statement	Adaptation Statement
			is more interesting than in person. 2. According to respondents, the quality of promotions carried out by Focus Konveksi on social media is easier to understand.	2. In my opinion, the promotions carried out by Jiniso online are easier to understand.
		4. Promotion Time	Focus Konveksi promotes several activities/tournaments that respondents participate in.	1. In my opinion, Jiniso's promotional activities were carried out over a long period of time.
		5. Accuracy of Promotion Targets	Respondents had seen promotions in the form of brochures from Focus Konveksi on the futsal field.	The promotions carried out by Jiniso are in accordance with my wishes or preferences.
6.	<b>Content Marketing</b> Irianto (2021)	1. Relevance	1. Content contains the required information. 2. Content can solve problems.	1. The content provided by Jiniso answers my needs. 2. Jiniso's content is exactly what I want.
		2. Accuracy	Content is appropriate to the circumstances of the product or service	I think the content provided by Jiniso is in accordance with existing reality.
		3. Worth	1. Content is valuable and educational 2. Content is trustworthy	I think the video content uploaded by Jiniso conveys clear information.
		4. Easy to understand	1. Content is easy to understand 2. The writing can be seen clearly	I think the video content uploaded by Jiniso is easy to understand.
		5. Easy to find	1. Content is easy to find 2. Content is uploaded on many social media	Jiniso content videos are posted through various media so they are easy for me to find.
		6. Consistent	1. Content is uploaded frequently 2. Content is always up to date	Jiniso always updates the latest content providing the information I need.
3.	<b>Customer satisfaction</b> Chatzoglou et al. (2022)	1. Customer Experience	1. The store did a good job meeting my needs. 2. I am very satisfied with the products provided by the shop.	1. Jiniso provided good service in meeting my needs. 2. I am very satisfied with the products provided by Jiniso.

No	Variable	Indicator	Original Statement	Adaptation Statement
		2. In-shop Emotions	This shop meets my needs.	The products sold by Jiniso meet my needs.
		3. Perceived Value	My experience with this shop was satisfactory.	My shopping experience at Jiniso was satisfying.
4.	Repurchase Intention Chatzoglou et al. (2022)	1. Customer Satisfaction	1. I intend to shop at this store again in the future. 2. I will likely visit this shop again in the future.	I intend to shop at Jiniso again in the future. I will likely visit Jiniso's online store again in the future.
		2. Customer Loyalty	1. I will probably use products (and related services) from this store in the future. 2. I will shop more at this store in the future.	I will probably use products from Jiniso in the future. I will shop more at Jiniso in the future.

Source: Processed data (2024).

## Results and Discussion

### 1. Confirmatory Factor Analysis Full SEM Model



Picture 4. Full SEM Model

Source: Primary data processed (2024).

If the model does not reach the expected value, it is necessary to modify the indices according to the suggestions in the Lisrel software. Based on the results of data processing, the full model that was formed apparently all met the requirements to be said to be fit. namely  $t\text{-value} \geq 0.05$ . The results of measuring good of fitness are as follows:

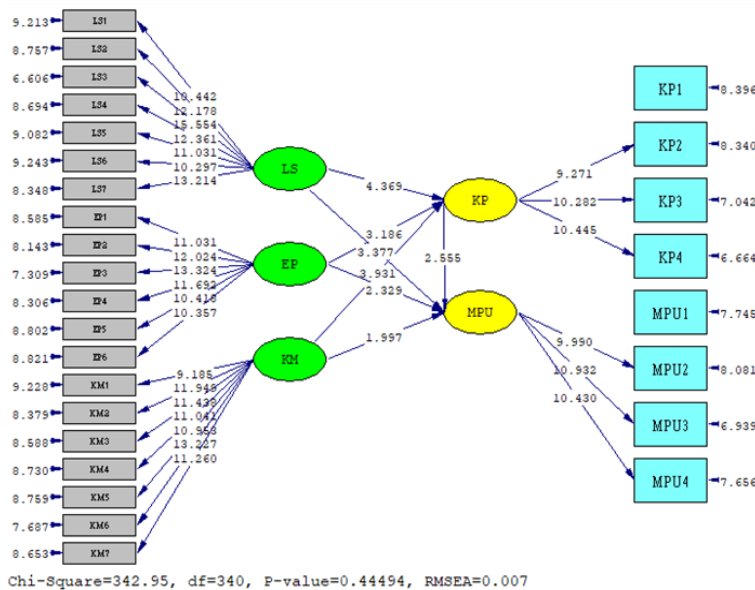


Table 2. Full Model's Goodness of Fit Indices

Goodness of Fit Indices	Cut-off Value	Results	Model Evaluation
Chi Square	< 3	0.445	FIT
GFI (AGFI)	≥ 0.90	0.869	FIT
RMSR (RMR)	< 0.05	0.0474	FIT
RMSEA	≤ 0.08	0.00661	FIT
TLI (NNFI)	≥ 0.90	0.995	FIT
CFI	≥ 0.90	0.996	FIT

Source: Primary data processed (2024).

2. Hypothesis Results



Picture 5. Hypothesis Test Results  
Source: Primary data processed (2024).

Table 3. Structural Equation Model

Hypothesis	Independent	Direction	Dependent	Standardized total effects	t-values	Interpretation
H1	Repurchase Intention	▲	live streaming	0.331	3,377	Significant
H2	Repurchase Intention	▲	E-Promotions	0.180	2,329	Significant
H3	Repurchase	▲	Content	0.158	1,997	Significant

	Intention		Marketing			
H4	Repurchase Intention	▲	Customer satisfaction	0.244	2,555	Significant
H5	Repurchase Intention	Customer satisfaction	live streaming	0.081	2,277	Significant
H6	Repurchase Intention	Customer satisfaction	E-Promotions	0.058	2,050	Significant
H7	Repurchase Intention	Customer satisfaction	Content Marketing	0.073	2,202	Significant

Source: Primary data processed (2024).

If the t-value in the structural equation results is  $> 1.96$  then there is a significant influence between the variables and the hypothesis which can be accepted, otherwise the hypothesis is rejected. All relationships in this study were declared to have a significant effect because they had a t-value  $> 1.96$ . Based on the table above, the results of the hypothesis test can be seen as follows:

1. The live streaming variable (X1) on repurchase intention (Y) has a standardized total effects value of 0.331 and t-value  $3.377 > 1.96$ . So the first hypothesis, namely live streaming (X1) has a significant effect on repurchase intention (Y), can be accepted. These results are in accordance with research by Andriani (2023), who states that live streaming has a direct effect on repurchase intention. The more often you do live streaming, the higher your interest in making repeat purchases. Users prefer to make purchases via live streaming because the products being sold are more detailed and clear in form, potential buyers can ask the seller regarding the specifications of the product being sold so that consumers better understand the product they are going to buy without reducing the information obtained. The attraction of the live streaming feature encourages viewers to continue watching the seller show all the products that will be displayed. Consumers focus their attention on the products displayed in the hope that they match what consumers want and then make a purchase. The greater the factor loading value, the stronger the influence between the two variables. Among the direct influences between other variables, the influence of the live streaming variable on repurchase intention is the strongest influence as evidenced by the factor loading value of 3.377.
2. The E-Promotion variable (X2) on repurchase intention (Y) has a standardized total effects value of 0.180 and a t-value of  $2.329 > 1.96$ . So the second hypothesis, namely E-Promotions (X2), has a significant effect on repurchase intention (Y), which can be accepted. These results are in accordance with research by Yulida et al. (2023), on promotion sale states that sales promotions influence repurchase intention. If the promotion is increased by one unit, then the repurchase decision will increase by 0.372 or in other words, if the promotion variable is increased, the repurchase decision will increase. The results of this research are in line with research conducted by Isnaini et al. (2023).
3. The marketing content variable (X3) on repurchase intention (Y) has a standardized total effects value of 0.158 and t-value  $1.997 > 1.96$ . So the second hypothesis, namely marketing content (X3) has a significant effect on repurchase intention (Y), can be accepted. These results are in accordance with research by Yonathan & Bernardo (2022), which states that Instagram marketing content influences

- repurchase intention. This means that content marketing is important for businesses to add value to consumers in order to remain competitive in this digital era. Content marketing benefits consumers, with information about products, price information, and promotions offered, being involved in creating interesting content can influence consumer purchasing motivation. News media content can influence consumer trust and content produced by celebrities on the internet can further increase consumers' perceived value and influence consumers' online repurchase intentions, so that content marketing shows a large positive influence on consumers' repurchase intention process. The results of this research are in line with research conducted by (Cheng, 2021), (Nurvajri et al., 2022), (Rahmawati & Hidayat, 2023), (Wulandari, 2023) and (Zivi et al., (2023). However, the direct influence of marketing content on repurchase intention has the smallest value, namely 1.997, which means this influence is not strong enough to influence repurchase intention among the influences of other latent variables.
4. The variable customer satisfaction (Z) on repurchase intention (Y) has a standardized total effects value of 0.244 and t-value  $2.555 > 1.96$ . So the hypothesis that customer satisfaction (Z) has a significant effect on customer satisfaction (Z) can be accepted. Research which states that customer satisfaction influences repurchase intention includes research by Florendiana et al. (2023), which states that customer satisfaction influences consumers repurchase intention. These results show that when consumers are satisfied with the products or services they consume, there will be repeat consumption or repurchase intention. Satisfied consumers are shown to buy and use products continuously and also recommend them to others. Creating customer satisfaction over a long period of time creates a good relationship between both parties, both customer and company. For companies, there will be an increase in profits from repurchasing products. In line with research conducted by (Salsabila et al. (2022), (Muthi & Utama, 2023), (Muthi & Utama, 2023), (Sumiyati & Zabella, 2023), (Elistia & Septiani, 2023), (Nurvajri et al., 2022) and (Pandiangan et al., 2021).
  5. The live streaming variable (X1) on repurchase intention (Y) through customer satisfaction (Z) as an intervening, has a standardized total effects value of 0.081 and t-value  $2.277 > 1.96$ . So the fifth hypothesis, namely live streaming (X1) has a significant effect on repurchase intention (Y) through customer satisfaction (Z) as an acceptable intervention. These results are in accordance with research by Chen et al. (2020), which states that live streaming e-commerce has a significant positive influence on consumer repurchase intention, and consumer satisfaction partially mediates this relationship. Visually, the products displayed during live streaming are very attractive with the delivery of delivery appropriately, control over the desire to buy is reduced so that it reacts to products that tend to be considered better. Obtaining sudden satisfaction after get that product desired, the availability of money can change the hearts of potential buyers because money is a source of power to make purchases.
  6. The e-promotion variable (X2) on repurchase intention (Y) through customer satisfaction (Z) as an intervening, has a standardized total effects value of 0.058 and t-value  $2.050 > 1.96$ . So the sixth hypothesis, namely e-promotion (X2) has a significant effect on repurchase intention (Y) through customer satisfaction (Z) as an acceptable intervention. These results are in accordance with research by Muthi & Utama (2023), which states that promotions have a significant effect on repurchase intention which is mediated by customer satisfaction. Some efforts to increase sales are by utilizing promotions via social media, using brand ambassadors more optimally as agents of engagement, increasing unique promotional concepts. Especially for premium product samples, it is hoped that more attention will be paid because some respondents have never received premium samples. In line with research conducted by (Febrian & Kurniawan, 2022), (Taufik et al., 2023) and (Munte et al., 2022).

7. The marketing content variable (X3) on repurchase intention (Y) through customer satisfaction (Z) as an intervening, has a standardized total effects value of 0.073 and t-value  $2.202 > 1.96$ . So the seventh hypothesis namely marketing content (X3) has a significant effect on repurchase intention (Y) through customer satisfaction (Z) as an acceptable intervention. These results are in accordance with research by Nurvajri et al. (2022), which states that marketing content has a positive and significant effect on online repurchase intention which is mediated by customer satisfaction. The results can contribute to strengthening marketing theory and developing theory. The customer satisfaction variable is the variable that has the largest coefficient on online repurchase intentions, so company management has to spend extra money to increase sales so that consumers make online repurchase.

## Closing

### Implications

From the research results, to increase customer repurchase intention, we can increase and improve live streaming, e-promotions and marketing content on Jiniso while maintaining greater attention. The live streaming variable on average received a positive response from respondents. The indicator that received the highest positive response was "I think the live streaming host Jiniso has a pleasant live streaming style, which was responded positively by 56% of respondents. So the attraction of this streamer must be maintained and increased again. The E-Promotion variable on average received a positive response from respondents. The indicator that received the highest positive response was "I often see Jiniso promoting online rather than promoting offline", which was responded positively by 55% of respondents. So the e-promotion carried out by Jiniso must be carried out as well as possible so that the level of online sales can increase. The marketing content variable on average received a positive response from respondents. The indicator that received the highest positive response was "Jiniso's content is in line with what I want" which was responded positively by 55% of respondents. So that there is interest in repurchasing products from Jiniso, the content presented must be in accordance with existing trends and customer needs are the main concern. The average value customer satisfaction variable received a positive response from respondents. The indicator that received the highest positive response was "My shopping experience at Jiniso was satisfactory", which was responded positively by 49% of respondents. Jiniso must make customers memorable in their shopping experience by providing good service and appropriate products.

### Practical Advice

1. In the Live streaming variable, the indicator that received the highest negative response was "I think Live streaming host Jiniso has a fun Live streaming style", voted by 6% "strongly disagree". This shows that the Live streaming style carried out by the host must be improved, including the way of delivery, appearance, articulation and behavior of the streamer.
2. In the E-Promotion variable, the indicator that received the highest negative response was "In my opinion, Jiniso's promotional activities were carried out over a long period of time", chosen by 5% "strongly disagree". This shows that Jiniso's promotions were only brief and at certain times. So Jiniso must add more promotions and carry them out over a long period of time in order to increase customer interest in making repeat purchases.
3. In the marketing content variable, the indicator that received the highest negative response was "I feel that the video content uploaded by Jiniso conveys clear information", "strongly disagree" 5%. This shows that so far the information conveyed through marketing content is not very clear, both in terms of

- product information, promotions and prices. So there is a need to improve the quality of marketing content that is clearer and more complete to attract customers and increase repeat purchases.
4. In the customer satisfaction variable, the indicator that received the highest negative response was "Jiniso provides good service in meeting my needs", chosen by 9% "strongly disagree", this shows that the service provided by Jiniso is still not good so consumers feel did not get the service they expected when making a purchase at Jiniso. So Jiniso needs to improve service again, such as being more responsive in handling complaints and input from customers, so that it will increase customer interest in repeat purchases.
  5. In the repurchase intention variable, the indicator that received the highest negative response was "I intend to shop at Jiniso again in the future", chosen by 7% "strongly disagree", this shows that there is still little interest in repurchasing Jiniso products. good so Jiniso needs to improve other things to increase their repurchase intention.

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