

## **The Effect of Customers Expectation and Perceived Enjoyment on Repurchase Intention with Satisfaction as a Mediating Variable among Tiktok Shop Users In Yogyakarta**

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### **Abstract**

The development of social media has driven the transformation of online shopping behaviour, one of which is through the TikTok Shop feature that integrates entertainment content and e-commerce activities, particularly through TikTok live streaming. This study aims to analyse the influence of customer expectations and perceived enjoyment on repurchase intention, with satisfaction as a mediating variable, among TikTok Shop users in the Special Region of Yogyakarta. A quantitative method was used, with data collected through a questionnaire distributed to 154 respondents who shopped through TikTok live streaming. Data analysis was performed using with SmartPLS version 4 software. The results show that customer expectations do not have a positive and significant effect on repurchase intention. However, perceived enjoyment has a positive and significant effect on repurchase intention. In addition, this study found that satisfaction fully mediates the relationship between customer expectations and repurchase intention. Meanwhile, satisfaction also acts as a partial mediator in the effect of perceived enjoyment on repurchase intention. These findings indicate that an enjoyable shopping experience and customer satisfaction play an important role in encouraging repurchase intention on TikTok Shop.

Keywords: *Customers Expectation, Perceived Enjoyment, Satisfaction, Repurchase Intention.*

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### **INTRODUCTION**

In this era of technological advancement, social media platforms such as TikTok have rapidly grown to become one of the leading applications for sharing creative content (Tara Marchelin, 2024). This platform has transformed online shopping through short videos with its e-commerce feature, TikTok Shop, bringing about significant changes in the way people shop online (Kartini, 2023). One of the beneficial features of TikTok Shop for businesses is TikTok Live Streaming, which allows sellers to broadcast videos live and interact with potential buyers (Herlina, 2021). While this change offers convenience for users, it also presents challenges related to user experience that need to be addressed.

The main issue that arises in this context is how customer expectations and perceived enjoyment influence the intention to repurchase. This is crucial because understanding positive user experiences can contribute to customer loyalty (Fajriah, 2025). Insights gained from this study indicate that a deep understanding of customer expectations and experiences is essential for building long-term relationships with consumers (Julfah Faridotun, 2025).

This study aims to analyse the influence of customer expectations and perceived enjoyment on repurchase intention. In addition, this study will also explore elements that can increase customer satisfaction on live streaming TikTok. A summary of relevant theoretical reviews indicates that user satisfaction arises when service performance meets or exceeds consumers' initial expectations, as described in the Expectancy Confirmation Model (Bhattacharjee, 2001).

Furthermore, perceived enjoyment significantly contributes to behaviour users in e-commerce (Salsabila & Widarmanti, 2023). Satisfaction has also been proven to be an important link between customer expectations and repurchase intention (Ashfaq et al., 2019) and (Ayu et al., 2018). By utilising previous theories and research, it is hoped that this study can contribute to the design of effective strategies to improve the shopping experience on TikTok Shop.

In line with this theoretical perspective, this study positions customer satisfaction as an important mediating factor in explaining how customer expectations and perceived enjoyment influence repurchase intentions in TikTok Shop live streams. By analysing the interactive and entertainment-oriented nature of TikTok live streams, this study aims to provide a clearer understanding of consumer behaviour in social commerce environments. The results of this study are expected to provide practical insights for sellers and platform managers in creating live streaming experiences that are engaging, enjoyable, and satisfying, thereby encouraging repeat purchases and long-term customer loyalty on TikTok Shop.

### **Customers Expectation**

Customer expectations are the hopes and standards that individuals have regarding the quality of and interaction with a product or service (Shukla, 2024). These expectations are influenced by past experiences, marketing communications, and recommendations from others. Understanding customer expectations is very important because it can increase satisfaction, build loyalty, and encourage repurchase intention.

**H1:** Customer expectations have a positive and significant effect on repurchase intention.

**H2:** Perceived enjoyment has a positive and significant effect on repurchase intention.

### **Perceived Enjoyment**

Perceived enjoyment is defined as the extent to which the use of a technology or involvement in an activity is considered enjoyable (Puspitasari & Briliana, 2017). When customers find a product or service enjoyable, they tend to develop positive attitudes that increase satisfaction and the desire to repurchase from that brand (Dewi Wijastuti et al., 2024).

**H3:** Customer expectations have a positive and significant effect on customer satisfaction.

**H4:** Perceived enjoyment has a positive and significant effect on satisfaction.

### **Satisfaction**

Satisfaction is defined as customers' evaluation of their experience with a product or service, whether it meets or exceeds their expectations (Oliver, 2014). Satisfaction is closely related to repurchase intention; positive customer evaluations of product or service experiences significantly influence their desire to make future purchases. Satisfied customers tend to have a higher intention to repurchase, as positive experiences create loyalty (Rahi, 2021).

**H5:** Satisfaction has a positive and significant effect on repurchase intention.

### **Repurchase Intention**

Repurchase intention is the desire of consumers to repurchase a product or service in the future, based on previous positive experiences with the brand (Hansel, 2021). When customers have certain expectations regarding a product or service and those expectations are met, they will feel satisfaction which will ultimately lead to repeat purchases (Lemon & Verhoef, 2016).

**H6:** Satisfaction mediates the effect of customers' expectations towards repurchase intention.

**H7:** Satisfaction mediates the effect of perceived enjoyment towards repurchase intention.

## METHODOLOGY

This study applies a quantitative approach using an explanatory survey method, aiming to examine the causal relationship between customer expectations and perceived enjoyment on repurchase intention, with satisfaction as an mediating variable. The research population included TikTok Shop users, while sample selection was conducted using purposive sampling based on the criteria of respondents who had made purchases through TikTok live streaming, were at least 17 years old, and resided in the Special Region of Yogyakarta. A total of 154 respondents were analysed, which was deemed sufficient for Structural Equation Modelling (SEM) analysis.

The data used is primary data collected through an online questionnaire using Google Forms. The research instrument was developed by adapting indicators from previous studies and measured using a five-point Likert scale, with a total of 15 statements representing the variable of customer expectations adapted from (Bhattacharjee, 2001), perceived enjoyment adapted from (Moon & Kim, 2001), satisfaction adapted from (Kim et al., 2011) (Bhattacharjee, 2001), and repurchase intention adapted from (Bhattacharjee, 2001). Data analysis was performed using, which included descriptive analysis, outer model testing to assess the validity and reliability of the instruments, and inner model evaluation through R-square value testing, model fit, hypothesis testing using the bootstrapping technique, and mediation role testing through specific indirect effect.

Mediation analysis was conducted using a specific indirect effect approach in PLS-SEM. Indirect effects were considered significant if the t-statistic value was greater than 1.96 and the p-value was less than 0.05, indicating the presence of a mediating effect. Additionally, the type of mediation was determined by analysing the direct effect. If the direct effect was insignificant, mediation was classified as full mediation, whereas if the direct effect remained significant, mediation was classified as partial mediation, in accordance with Hair et al. (2019).

## RESULT AND DISCUSSION

### Respondent characteristics

**Table 1.** Result of Respondent Characteristics Test

Category	Information	Amount	Presentation
Age	17-25 years old	91	56,9%
	26-35 years old	38	23,8%
	36-45 years old	22	13,8%
	>50 years old	9	5,6%
Gender	Woman	105	65,6%
	Man	55	34,4%
Shopping Experience on TikTok Live Streaming	Never	6	3,7%
	Ever	154	96,3%
Amount spent on TikTok live streaming	Once	31	19,4%
	More than once	139	86,9%

Source: processed primary data, 2025

The results of the respondent characteristics analysis show that most respondents are in the 17–25 age group, with a percentage of 56.9%, indicating that TikTok Shop users via

live streaming are dominated by young people who have a high level of technology adoption and social media activity. In terms of gender, female respondents dominated at 65.6%, while male respondents accounted for 34.4%, indicating that women are more active in shopping through TikTok's live streaming feature. Based on shopping experience, almost all respondents (96.3%) have had experience shopping through TikTok live streaming, so the data obtained reflects user perceptions that are relevant to the research context. Additionally, in terms of purchase frequency, most respondents (86.9%) admitted to having made more than one purchase through TikTok live streaming, indicating a tendency towards repeat purchases and the potential for consumer loyalty to TikTok Shop.

### Validity Test

**Table 2.** Validity Test

Research Variabels	Indicator	Outer Loading	Information
Customers Expectation	CE1	0,868	Valid
	CE2	0,744	Valid
	CE3	0,882	Valid
Perceived Enjoyment	PE1	0,752	Valid
	PE2	0,841	Valid
	PE3	0,864	Valid
	PE4	0,872	Valid
Repurchase Intention	RPI1	0,879	Valid
	RPI2	0,880	Valid
	RPI3	0,935	Valid
Satisfaction	SAT1	0,885	Valid
	SAT2	0,836	Valid
	SAT3	0,913	Valid
	SAT4	0,859	Valid

Source: SmartPLS 4 data processed by researchers, 2025

Validity testing in this study was conducted using the outer loading method to assess the extent to which each indicator was able to represent the latent construct being measured. An indicator is considered valid if it has an outer loading value of more than 0.70, which reflects a strong relationship between the indicator and the variable it represents. Based on the test results shown in Table 2, all indicators in the variables of Customer Expectation, Perceived Enjoyment, Satisfaction, and Repurchase Intention showed outer loading values that exceeded the minimum limit. These findings indicate that all indicators have met the validity criteria and are able to measure latent constructs accurately. In addition, the high outer loading values also confirm that the measurement model has a good level of reliability, as each indicator contributes significantly to forming the research variables as a whole.

### Reliability Test

**Table 3.** Reliability Test

Variable	AVE	Cronbach's alpha	Composite reliability
Customers Expectation	0,695	0,778	0,872
Perceived Enjoyment	0,695	0,853	0,901
Satisfaction	0,807	0,881	0,926
Repurchase Intention	0,764	0,897	0,928

Source: SmartPLS 4 data processed by researchers, 2025

Based on the results in Table 3, all research variables have met the criteria for good reliability. The Cronbach's alpha values for the variables of Customer Expectation, Perceived Enjoyment, Satisfaction, and Repurchase Intention are all above the minimum limit of 0.70, indicating that the indicators used have adequate internal consistency. In addition, the Composite Reliability values for the four variables also exceed 0.70, so it can be concluded that each construct is reliably measured by its indicators. The Average Variance Extracted (AVE) values, which are all above 0.50, indicate that each variable is able to explain the variance of its indicators well. Thus, the research instrument used is declared reliable and can be used for the next stage of analysis.

### Vit Model Test

**Table 4.** Vit Model Test

Parameter	Standard model	Nodal estimation
SRMR	0.079	0.079
d_ULS	0,652	0.652
d_G	0.427	0.427
Chi-square	385.950	385.950
NFI	0.773	0.773

Source: SmartPLS 4 data processed by researchers, 2025

Based on the results of model suitability evaluation in Table 4, the SRMR value of 0.079 is below the threshold of 0.08, indicating that the model is able to represent the data well. The d\_ULS value of 0.652 and d\_G value of 0.427 indicate that the difference between the observed data and the model estimates is still within acceptable limits. In addition, the Chi-square value of 385.950 illustrates the characteristics and level of complexity of the tested model. Meanwhile, the NFI value of 0.773 indicates that the model's level of suitability is quite good, although there is still room for improvement. Overall, these test results show that the research model has met the eligibility criteria and is suitable for use in further analysis.

### R Square Test

**Table 5.** R Square Test

Variable	R-square	R-square adjusted
Repurchase Intention	0.497	0.487
Satisfaction	0.701	0.697

Source: SmartPLS 4 data processed by researchers, 2025

Based on the results shown in Table 5, the R-square value for the Repurchase Intention variable is 0.497, which means that almost half of the variation in repurchase intention can be explained by the variables in the research model, while the rest is influenced by other factors outside the scope of the study. Furthermore, the Satisfaction variable has an R-square value of 0.701, indicating that most of the variation in customer satisfaction can be explained by the tested construct. The adjusted R-square values for both variables, namely 0.487 for Repurchase Intention and 0.697 for Satisfaction, indicate that the model has fairly stable predictive capabilities. Thus, it can be concluded that the research model has a good level of explanatory power, especially in explaining the customer satisfaction variable. The following is Figure 1, the output of the PLS SEM Algorithm, showing the R<sup>2</sup> of the research model:

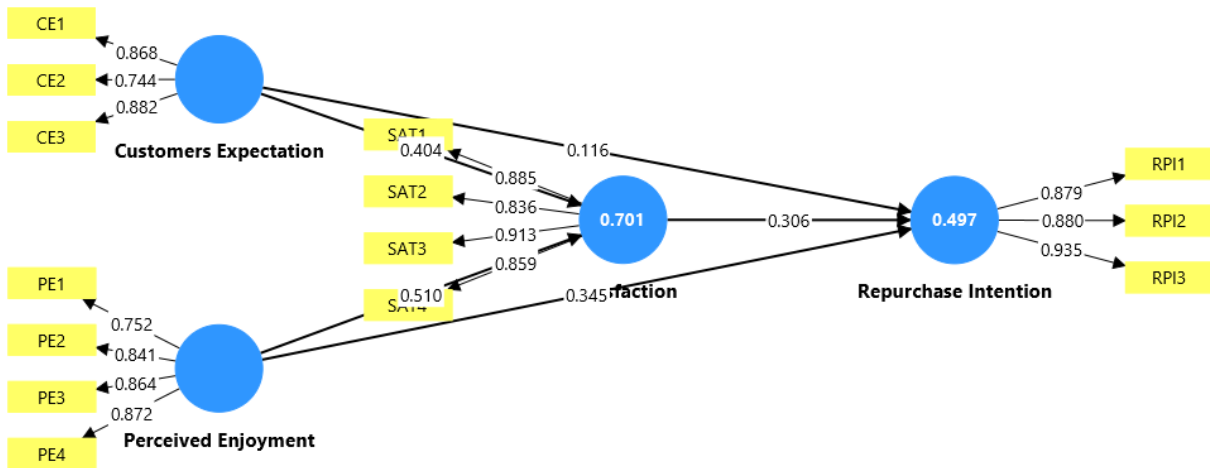


Figure 1. Output of the PLS SEM Algorithm

**Hypothesis Testing**

Table 6. Hypotesis Testing

Variabel	t Statistics	p Value
H1. Customers expectation -> Repurchase intention	1.619	0.106
H2. Perceived enjoyment -> Repurchase intention	4.848	0.000
H3. Customers expectation -> Satisfaction	6.192	0.000
H4. Perceived enjoyment -> Satisfaction	7.876	0.000
H5. Satisfaction -> Repurchase intention	3.141	0.002

Source: SmartPLS 4 data processed by researchers, 2025

Based on the results of the hypothesis test shown in Table 6, the effect of customer expectations on repurchase intention (H1) has a t-statistic value of 1.619 with a p-value of 0.106, so that the relationship is declared insignificant because the significance value exceeds the limit of 0.05. Conversely, the effect of perceived enjoyment on repurchase intention (H2) shows a t-statistic value of 4.848 with a p-value of 0.000, indicating a positive and significant effect. Furthermore, the relationship between customer expectations and satisfaction (H3) is also proven to be significant with a t-statistic value of 6.192 and a p-value of 0.000. The effect of perceived enjoyment on satisfaction (H4) obtained significant results with a t-statistic value of 7.876 and a p-value of 0.000. In addition, satisfaction had a significant effect on repurchase intention (H5) with a t-statistic value of 3.141 and a p-value of 0.002. Overall, these findings indicate that almost all research hypotheses were supported by the data, except for the direct effect of customer expectations on repurchase intention, which was not proven to be significant.

**Mediation Analysis**

Table 7. Mediation Analysis

Variabel	t Statistics	p Value
H6. Customer Expectation -> Satisfaction -> Repurchase Intention	2.866	0.004
H7. Perceived Enjoyment -> Satisfaction -> Repurchase Intention	2.801	0.005

Source: SmartPLS 4 data processed by researchers, 2025

Based on Table 7, the mediation test results show that the indirect effect of Customer Expectations on Repurchase Intention through Satisfaction is positive and significant, as

indicated by a t-statistic value of 2.866 and a p-value of 0.004. At the same time, the direct effect of Customer Expectations on Repurchase Intention (H1) is not significant. According to the mediation criteria proposed by Hair et al., (2019), this condition indicates full mediation, meaning that the influence of customer expectations on repurchase intention occurs entirely through satisfaction; therefore, hypothesis H6 is supported. Meanwhile, the indirect effect of Perceived Enjoyment on Repurchase Intention through Satisfaction is also significant, with a t-statistic value of 2.801 and a p-value of 0.005, while the direct effect of perceived enjoyment on repurchase intention (H2) remains significant. Referring to Hair et al., (2019), this pattern represents partial mediation, indicating that perceived enjoyment influences repurchase intention both directly and indirectly through satisfaction; therefore, hypothesis H7 is supported.

### **Development Hypothesis**

Hypothesis 1 tests the effect of customer expectations on repurchase intention. According to the expectancy confirmation model theory, customer expectations are believed to influence repurchase intention because fulfilled expectations can form positive beliefs about a platform (Bhattacharjee, 2001). However, the test results show that customer expectations do not have a significant effect on repurchase intention, with a t-statistic value of 1.619 and a p-value of 0.106. These findings indicate that even though customers have certain expectations of TikTok Shop, these expectations are not strong enough to directly encourage repurchase intention. This is possible because in the context of live streaming commerce, consumers are more influenced by actual experiences and emotional factors than by initial expectations alone.

Hypothesis 2 tests the effect of perceived enjoyment on repurchase intention. In entertainment-based platforms such as TikTok, the enjoyment experienced by users is an important factor that influences engagement and sustainable behaviour (Ashfaq et al., 2019). Recent research indicates that entertaining and interactive shopping experiences can significantly increase consumers' repurchase intentions (Jurnal et al., 2022). The results of this study indicate that perceived enjoyment has a positive and significant effect on repurchase intention (t-statistics = 4.848; p-value = 0.000), confirming that the entertainment aspect of TikTok Shop live streaming can encourage consumers to make repeat purchases.

Hypothesis 3 tests the effect of customer expectations on satisfaction. Research conducted by Nobar et al., (2018) states that customer satisfaction is formed from consumer evaluations of the suitability between initial expectations and perceived service performance. In e-commerce, meeting expectations related to product quality, clarity of information, and ease of transactions plays an important role in increasing customer satisfaction (Cem Bölen & Özen, 2020). The test results show that customer expectations have a positive and significant effect on satisfaction (t-statistics = 6.192; p-value = 0.000), indicating that the better the fulfilment of customer expectations, the higher the level of satisfaction felt.

Hypothesis 4 tests the effect of perceived enjoyment on satisfaction. Research conducted by Awan, (2021) states that enjoyment and positive emotional experiences during online shopping contribute greatly to customer satisfaction. In the context of live streaming commerce, elements of entertainment, real-time interaction, and an engaging atmosphere have been shown to increase consumer satisfaction (Joo et al., 2017). The results of this study indicate that perceived enjoyment has a positive and significant effect on satisfaction (t-statistics = 7.876; p-value = 0.000), suggesting that an enjoyable shopping experience is a key factor in shaping customer satisfaction on TikTok Shop.

Hypothesis 5 tests the effect of satisfaction on repurchase intention. Customer satisfaction has been recognised as a key determinant in building loyalty and repurchase intention in e-commerce (Sari et al., 2020). Recent studies also show that satisfied customers tend to have a higher commitment to return to the same platform (Anifa & Sanaji, 2022). The test results show that satisfaction has a positive and significant effect on repurchase intention

(t-statistics = 3.141; p-value = 0.002), confirming the important role of satisfaction in encouraging sustainable purchasing behaviour on TikTok Shop.

Hypothesis 6 the indirect effect of customer expectations on repurchase intention through satisfaction, which produces a t-statistic value of 2.866 and a p-value of 0.004, indicating that the indirect effect is positive and statistically significant. On the other hand, the results of the direct effect test in H1 show that customer expectations do not have a significant direct effect on repurchase intention. According to Hair et al., (2019), this condition indicates full mediation, where the indirect effect is significant while the direct effect is insignificant. This means that the influence of customer expectations on repurchase intention is fully transmitted through satisfaction. Therefore, satisfaction acts as a full mediating variable in the relationship between customer expectations and repurchase intention, and hypothesis H6 is supported.

Hypothesis 7 the indirect effect of perceived enjoyment on repurchase intention through satisfaction shows a t-statistic value of 2.801 and a p-value of 0.005, indicating that the indirect effect is positive and statistically significant. Furthermore, the direct effect of perceived enjoyment on repurchase intention remains significant (H2), and perceived enjoyment also has a significant effect on satisfaction. According to Hair et al., (2019), when both the direct and indirect effects are significant, mediation is classified as partial mediation. This indicates that perceived enjoyment influences repurchase intention both directly and indirectly through satisfaction. These findings are consistent with previous studies suggesting that enjoyable shopping experiences increase customer satisfaction and simultaneously encourage repurchase intention in the context of e-commerce and live commerce (Ni et al., 2021)

## CONCLUSION

Based on the results of data analysis and hypothesis testing that has been carried out, it can be concluded that perceived enjoyment and customer expectations play an important role in shaping TikTok Shop user satisfaction. The results of the study show that customer expectations have a positive and significant effect on satisfaction, indicating that meeting customer expectations regarding product quality, information, and transaction processes can increase customer satisfaction levels. In addition, perceived enjoyment has also been proven to have a positive and significant effect on satisfaction, confirming that an enjoyable and entertaining shopping experience through TikTok live streaming is a major factor in creating user satisfaction.

Furthermore, the test results show that perceived enjoyment and satisfaction have a positive and significant effect on repurchase intention. These findings indicate that the enjoyment felt during the shopping process and customer satisfaction encourage consumers to make repeat purchases on TikTok Shop. However, customer expectations do not have a direct effect on repurchase intention, indicating that customers' initial expectations are not strong enough to drive repurchase intention without being supported by experience and perceived satisfaction.

The mediation test results show that satisfaction does not mediate the effect of customer expectations on repurchase intention, because the direct effect of customer expectations on repurchase intention is not positive and significant. Conversely, satisfaction was found to partially mediate the effect of perceived enjoyment on repurchase intention, indicating that customer satisfaction plays an important role in strengthening the effect of enjoyable shopping experiences on repurchase intention. Overall, this study confirms that enhancing the entertainment and positive experience aspects of TikTok Shop live streaming is a key strategy for increasing satisfaction and encouraging customer repurchases.

## Appendix

No	Variable	Items	Source
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1. Customers Expectation	<ol style="list-style-type: none"> <li>1. My experience shopping online via TikTok live streaming was better than I expected.</li> <li>2. The level of service provided during TikTok live streaming was better than I expected.</li> <li>3. Overall, most of my expectations regarding online shopping via TikTok live streaming were met.</li> </ol>	(Bhattacharjee, 2001)
2. Perceived Enjoyment	<ol style="list-style-type: none"> <li>1. I enjoy shopping online through TikTok live streaming.</li> <li>2. Shopping online through TikTok live streaming gives me pleasure.</li> <li>3. Shopping online through TikTok live streaming entertains me.</li> <li>4. Shopping online through TikTok live streaming makes me happy.</li> </ol>	(Moon & Kim, 2001)
3. Satisfaction	<ol style="list-style-type: none"> <li>1. I am very satisfied with shopping online through TikTok live streaming.</li> <li>2. The service provider during TikTok live streaming has met my expectations.</li> <li>3. I am very happy shopping online through TikTok live streaming.</li> <li>4. Overall, I am very satisfied shopping online through TikTok live streaming.</li> <li>5. I am satisfied with purchasing products through TikTok live streaming compared to offline purchases.</li> </ol>	(Kim et al., 2011) (Bhattacharjee, 2001)
4. Repurchase Intention	<ol style="list-style-type: none"> <li>1. I plan to continue shopping online through TikTok live streaming.</li> <li>2. I intend to continue shopping online through TikTok live streaming rather than using alternative methods (offline shopping).</li> <li>3. If possible, I would like to continue shopping online through TikTok live streaming.</li> </ol>	(Bhattacharjee, 2001)

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