

TIKTOK SHOP LIVE STREAMING AND GEN Z'S REPURCHASE INTENTION IN FASHION RETAIL: THE MEDIATING ROLE OF CUSTOMER EXPERIENCE

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Abstract

Fashion sellers on TikTok Shop increasingly rely on live streaming marketing to engage Generation Z consumers, although how well this approach translates into repeat purchases remains underexplored, particularly the extent to which customer experience functions as a psychological link between the two. This study examines how live streaming marketing influences repurchase intention through customer experience as a mediating variable, focusing on Generation Z fashion consumers who use TikTok Shop in Makassar City. A quantitative design was applied, drawing on a purposive sample of 280 respondents, with data analyzed through SEM-PLS using SmartPLS 4. Findings reveal that live streaming marketing has a positive and significant influence on customer experience, whereas its direct effect on repurchase intention is not significant. Customer experience, in turn, positively and significantly affects repurchase intention and fully mediates the link between live streaming marketing and repurchase intention. These patterns suggest that Generation Z consumers remain skeptical of direct marketing cues and instead give greater weight to personal experience quality when deciding to repurchase. The study extends the Stimulus-Organism-Response framework to the live commerce setting and offers practical guidance for sellers to redirect marketing efforts from promotional intensity toward building immersive, personalized shopping experiences.

Keywords: Customer Experience, Generation Z, Live Streaming Marketing, Repurchase Intention

1. INTRODUCTION

The shift of online shopping toward an interactive, live streaming based format has become a mainstream force in digital commerce, particularly in Indonesia, one of the world's fastest social media penetrating markets. According to the Digital 2026: Indonesia report, the number of active social media users in Indonesia reached 180 million in October 2025, a twenty six percent increase from 143 million in the same period the previous year (Kemp, 2026). This growth has been driven in part by the dominance of TikTok, whose advertising reach covers 180 million users aged 18 and above, equivalent to 88.9 percent of Indonesia's adult population by the end of 2025 (Kemp, 2026), cementing Indonesia's position as TikTok's largest market in Southeast Asia, with more than 160 million monthly active users in the first quarter of 2025 (Murphy, 2025).

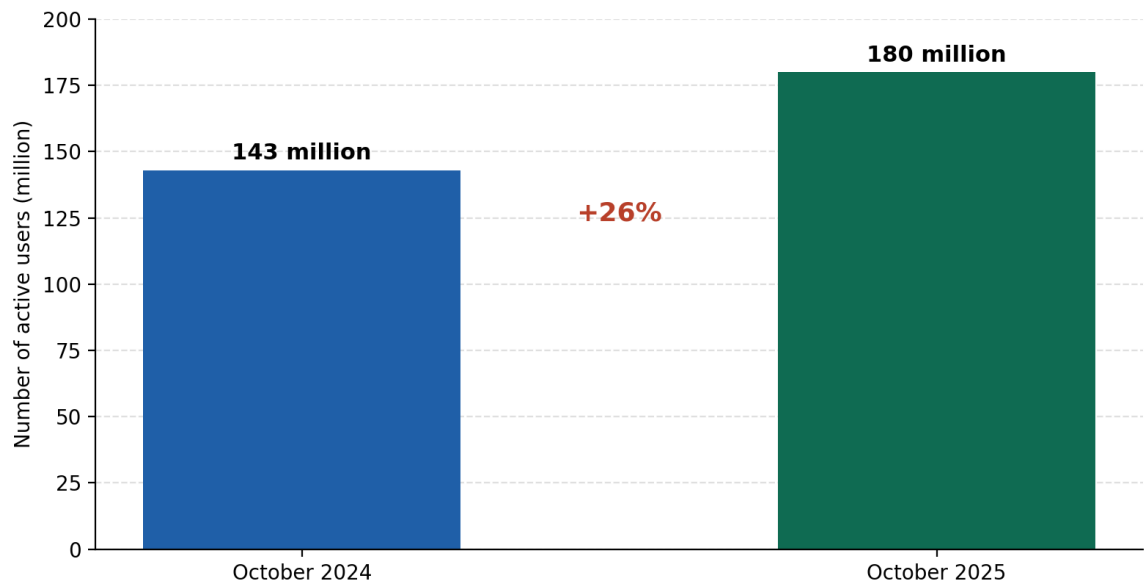


Figure 1. Growth of Indonesia's active social media users (Kemp, 2026)

This growth in the user base is mirrored by the value of live commerce transactions: Indonesia recorded the world's second-largest TikTok Shop Gross Merchandise Value (GMV) at USD 6.198 billion, ahead of Thailand, Vietnam, and the Philippines, driven by high adoption of live shopping and direct interaction between sellers and consumers (GoodStats, 2025).

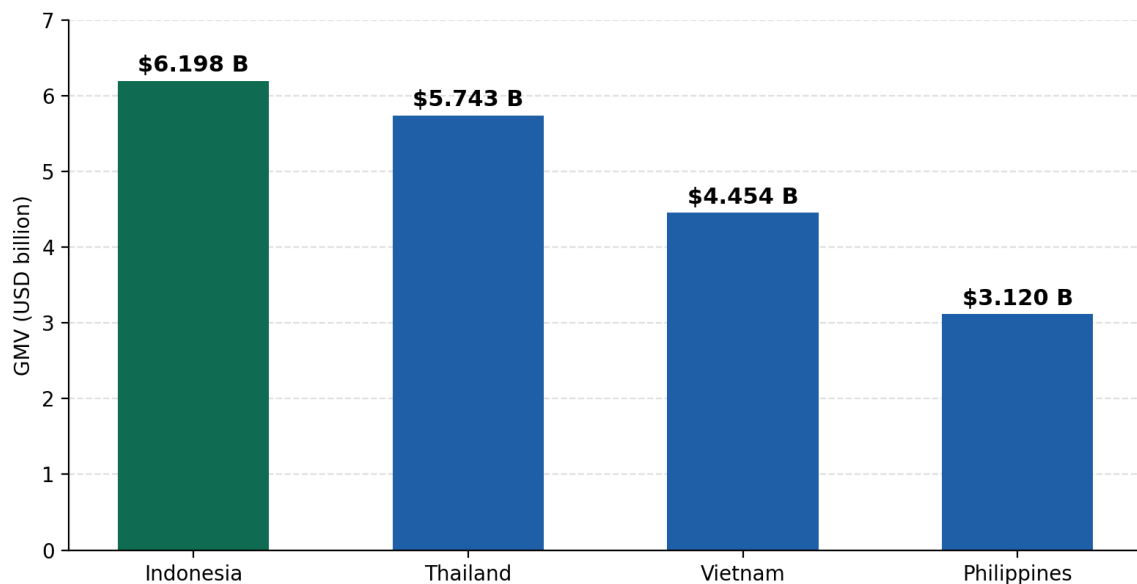


Figure 2. TikTok Shop GMV in Southeast Asia, 2024 (GoodStats, 2025)

Among the various product categories, fashion consistently stands out as TikTok Shop Indonesia's leading category, owing to its highly visual nature and ease of virality through outfit of the day and haul content (Accio, 2026). Local fashion sellers such as Gwenza.Official Shop and Geulis routinely run hours long live streaming broadcasts as their

primary sales strategy, reflecting how live commerce has become a mainstream fashion sales channel not merely a complement among digitally native Generation Z consumers.

This phenomenon can be explained through the Stimulus-Organism-Response (S-O-R) framework, in which live streaming marketing attributes act as a stimulus that shapes consumers' psychological state (organism) before producing a behavioral response (Mehrabian & Russell, 1974; Zhou & Huang, 2023). Lin et al, (2021) and Zhou and Huang (2023) found that host professionalism and interactivity heighten perceived value, which in turn shapes live streaming audiences' shopping intentions, however, that research stopped at shopping intention and did not extend to repeat-purchase behavior. Meanwhile, the shopping experience formed while watching a live stream constitutes a crucial organism level element, drawing on the concept of experiential marketing, which views consumers as both rational and emotional individuals seeking pleasurable experiences across the sense, feel, think, act, and relate dimensions (Schmitt, 1999). In the context of live streaming shopping, these five dimensions have been shown to significantly increase consumer satisfaction and purchase interest (Feng et al., 2025).

Although the growth of live commerce in Indonesia shows a strongly positive trend, successful transactions during a live streaming session do not necessarily reflect the formation of a long-term relationship between consumers and sellers. According to Jakpat's Online Shopping Trends 2024 report, 9 out of 10 Generation Z respondents had watched live shopping, and 62 percent of them had made a transaction through the feature (Jakpat, 2025a), while a related survey shows that 71 percent of consumers are drawn to live shopping because of discounts and promotions, 66 percent because of lower prices, and 65 percent because they can interact directly with sellers (Jakpat, 2025a). This indicates that purchasing decisions in live streaming remain heavily influenced by short term incentives, so that transactions occurring in live shopping have the potential to be more transactional than relational if sellers fail to build a positive shopping experience and sustained consumer trust. Meanwhile, Jakpat's report on Indonesia's e-commerce trends for the first semester of 2025 shows that TikTok Shop usage continues to increase, but average consumer spending has declined, particularly in secondary product categories such as fashion (Jakpat, 2025b), indicating that fashion sellers are required not only to attract initial purchases but also to retain consumers so that they are willing to make repeat purchases.

This phenomenon is increasingly relevant given that fashion products are one of the categories with the highest transaction rates on social commerce platforms, yet high transaction volume does not automatically indicate loyalty to a particular seller. In a highly competitive live commerce environment, consumers can easily switch from one live streaming session to another upon finding a more attractive promotion. Therefore, the sustainability of a live commerce business is determined not only by its ability to generate momentary purchases, but also by its ability to build repurchase intention, consumers' willingness to shop again from the same seller. Based on the S-O-R framework, online customer experience is a psychological mechanism that potentially explains how live streaming marketing activities can produce sustained repurchase intention. According to this framework, live streaming marketing acts as the stimulus (S), customer experience as the organism (O), and repurchase intention as the response (R) (Liu et al., 2022; Zhou & Huang, 2023).

Several prior studies have examined consumer behavior in live commerce relevant to the context of fashion and Indonesian Generation Z. Phan et al. (2026) examined repurchase intention in e-commerce livestreaming through customer inspiration theory and social cognitive theory, but did not position shopping experience as a mediator. Thuy & Quang. (2025) found that sales content and seller credibility in TikTok live streaming influence attitudes, trust, and purchase interest in fashion products, but that study was conducted in the Vietnamese context and stopped at the purchase interest stage without extending to repeat purchases. Specifically in Indonesia, Sandira et al. (2026) found that consumer experience and trust influence purchasing decisions on TikTok Live Commerce, but used a cross-category product scope, with the dependent variable stopping at the initial purchase decision. Another study by Sandira et al. (2025) examined the influence of influencers and viral marketing on brand engagement for fashion products on TikTok, but did not touch on the psychological mechanisms of consumer experience and trust. Based on this discussion, a research gap is identified, no study has yet integratively examined how live streaming marketing influences fashion consumers repurchase intention through customer experience as a mediator, specifically among Generation Z consumers who use TikTok Shop in Makassar City. The novelty of this study lies in three aspects, its focus on the fashion category, TikTok Shop Indonesia's leading category, its use of repurchase intention as the outcome variable, and the experience mediation mechanism examined within the context of Generation Z fashion live streaming. Based on this background, this study aims to analyze the influence of live streaming marketing on the repurchase intention of fashion consumers on TikTok Shop, as well as to examine the role of customer experience as a mediator in this relationship, among Generation Z consumers in Makassar City.

Grand Theory: Stimulus-Organism-Response (S-O-R)

S-O-R theory explains that stimuli from the external environment (S) shape an individual's internal psychological state (O), which then produces a particular behavioral response (R) (Mehrabian & Russell, 1974). In the context of live commerce, this theory is widely used to explain how marketing attributes in a live broadcast influence viewers' psychological state before culminating in a shopping decision (Zhou & Huang, 2023). Liu et al. (2022) position live streaming marketing as the stimulus (S), customer experience as the organism (O), and repurchase intention as the response (R).

Live Streaming Marketing

Live streaming marketing is a marketing strategy that utilizes real time video broadcasting features to promote products to consumers (Rahmayanti & Dermawan, 2023). According to Rahmayanti and Dermawan (Rahmayanti & Dermawan, 2023), live streaming quality has a positive influence on consumer purchasing decisions on TikTok Shop. Thuy & Quang (2025) argue that sales content and seller credibility in live streaming shape consumer attitudes and trust, particularly for fashion products on TikTok. Live streaming marketing is measured through indicators such as perceived product quality, host credibility, discounts, product description, and promotion timing (Rahmayanti & Dermawan, 2023).

Customer Experience

Drawing on the concept of experiential marketing, consumer experience is viewed as a combination of consumers' rational and emotional responses across five dimensions: sense, feel, think, act, and relate (Schmitt, 1999). According to research conducted by Feng et al.

(2025), these five dimensions increase consumer satisfaction and purchase interest in the context of live stream sales. Customer experience is measured using the sense, feel, think, act, and relate indicators (Schmitt, 1999).

Repurchase Intention

Repurchase intention is an individual's assessment of whether to buy a product again from the same seller, taking into account previous experiences and circumstances. Based on research conducted by (Phan et al., 2026), repurchase intention in e-commerce livestreaming is shaped by technical, personal, and experiential factors. Purchase intention is measured through the indicators of transactional interest, referential interest, preferential interest, and exploratory interest.

2. RESEARCH METHOD

This study uses a quantitative approach of the explanatory type, seeking to explain the causal relationships between variables while testing hypotheses formulated at the outset (Sugiyono, 2019). Its design is cross sectional, meaning data collection was conducted at a single point in time across a set of different respondents. The study was conducted in February 2026 in Makassar City, and the population covers Generation Z individuals who have purchased fashion products through the live streaming feature on TikTok Shop in that city. The sampling technique applied is non probability sampling using the purposive sampling method, in which respondents were selected based on several criteria: (1) residing in Makassar City; (2) belonging to Generation Z (aged 12–30); (3) having purchased fashion products through the TikTok Shop live streaming feature; and (4) having made such a purchase at least twice within the past six months. The sample size was calculated using Hair's formula from (Hair et al., 2021), which relates sample size to the number of statements in the questionnaire (5 to 10 times the number of statements). This study's questionnaire contains 14 indicators with 28 statements, so multiplying 28 by 10 yields a sample size of 280 respondents. Data were collected through a five-point Likert-scale questionnaire, ranging from Strongly Disagree (1) to Strongly Agree (5) (Sugiyono, 2019).

This study establishes repurchase intention (Y) as the dependent variable, while live streaming marketing (X) serves as the independent variable, with customer experience (Z) included as the mediating variable bridging the relationship between the two. Data processing uses Structural Equation Modeling based on Partial Least Squares (SEM-PLS), operated with the assistance of SmartPLS 4 software.

3. RESULTS AND DISCUSSION

3.1 Validity and Reliability Testing

Prior to hypothesis testing, this study first conducted a measurement model (outer model) evaluation to ensure that the indicators used are valid and reliable in measuring the research constructs. Convergent validity testing was conducted by examining the outer loading values of each indicator with the assistance of SmartPLS 4 software, as shown in Table 1.

Table 1. Outer Loading Test Results

Variable	Indicators	Outer Loading
Live Streaming Marketing	X1, X7, X8, X9, X10	0.727 - 0.837
Customer Experience	Z1 - Z10	0.717 - 0.874
Repurchase Intention	Y1 - Y8	0.670 - 0.747

Source: Primary data processed, 2026

All indicators show outer loading values ranging from 0.670 to 0.874. According to the criteria of Hair et al. (2019), the ideal outer loading value is ≥ 0.708 , although values in the range of 0.40–0.70 can still be retained if the Average Variance Extracted (AVE), Composite Reliability, and construct content validity criteria are met. One indicator of Repurchase Intention (Y4) shows a value of 0.670 but was retained because these supporting criteria were met. Of the 10 initial indicators of Live Streaming Marketing, 5 indicators (X2, X3, X4, X5, X6) were removed from the model because they did not meet the outer loading threshold in the initial testing stage.

Reliability testing was conducted by examining Cronbach's Alpha and Composite Reliability values, while convergent validity was tested through the Average Variance Extracted (AVE) value, as shown in Table 2.

Table 2. Reliability and Convergent Validity Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE
Live Streaming Marketing	0.846	0.890	0.619
Customer Experience	0.929	0.940	0.611
Repurchase Intention	0.870	0.896	0.520

Source: Primary data processed, 2026

All three research variables obtained Cronbach's Alpha and Composite Reliability values above the 0.7 threshold, as well as AVE values above 0.5, so all variables in this study are declared reliable and have met the convergent validity criteria. Discriminant validity testing uses the Heterotrait-Monotrait Ratio (HTMT) criterion, chosen because it is more sensitive in detecting discriminant validity issues in reflective models (Henseler et al., 2015); a construct is declared to have good discriminant validity if its HTMT value is below 0.85, as shown in Table 3.

Table 3. Discriminant Validity Test Results (HTMT)

Variable	Live Streaming Marketing	Customer Experience
Customer Experience	0.252	-
Repurchase Intention	0.268	0.811

Source: Primary data processed, 2026

All HTMT values between research variables are below the 0.85 threshold. Thus, the discriminant validity between the Live Streaming Marketing, Customer Experience, and Repurchase Intention variables in this study is confirmed.

3.2 Hypothesis Testing

Hypothesis testing was conducted through a bootstrapping procedure with the assistance of SmartPLS 4 software, to test the significance of the direct effect between research variables. A hypothesis is accepted if the T-Statistics value > 1.96 and P-Values < 0.05 , as shown in Table 4.

Table 4. Direct Effect Test Results

Hypothesis	Path	Coefficient	T-Statistics	P-Values	Result
H1	LSM $\rightarrow$ CE	0.230	3.714	0.000	Significant
H2	LSM $\rightarrow$ RI	0.066	1.772	0.077	Not Significant
H3	CE $\rightarrow$ RI	0.748	24.528	0.000	Significant

Source: Primary data processed, 2026

Live Streaming Marketing has a positive and significant effect on Customer Experience ($T=3.714$; $p=0.000$), so H1 is accepted; Live Streaming Marketing does not have a significant direct effect on Repurchase Intention ($T=1.772$; $p=0.077$), so H2 is rejected; and Customer Experience has a positive and highly significant effect on Repurchase Intention ($T=24.528$; $p=0.000$), so H3 is accepted.

Testing of the indirect effect was conducted to examine the mediating role of Customer Experience in the relationship between Live Streaming Marketing and Repurchase Intention, as shown in Table 5.

Table 5. Indirect Effect Test Results

Hypothesis	Path	Coefficient	T-Statistics	P-Values	Result
H4	LSM $\rightarrow$ CE $\rightarrow$ RI	0.172	3.692	0.0002	Significant

Source: Primary data processed, 2026

The indirect effect of Live Streaming Marketing on Repurchase Intention through Customer Experience is significant ($T=3.692$; $p=0.0002$), so H4 is accepted. Considering Table 4 and Table 5 together, Customer Experience acts as a full mediator in the relationship between Live Streaming Marketing and Repurchase Intention, because the direct effect of Live Streaming Marketing on Repurchase Intention is not significant, while its indirect effect through Customer Experience is proven significant. The R Square value for Customer Experience was 0.053 (5.3%), classified as weak (Chin, 1998), meaning Live Streaming Marketing explains only a small portion of the variation in Customer Experience. The R Square value for Repurchase Intention was 0.587 (58.7%), classified as moderate, indicating that Live Streaming Marketing and Customer Experience together explain 58.7% of the variation in Repurchase Intention.

Live Streaming Marketing's Effect on Customer Experience (H1)

The results of this study show that live streaming marketing has a direct effect on customer experience, meaning the hypothesis is accepted. The acceptance of H1 reinforces the logic of the S-O-R framework used in this study, in which live streaming marketing encompassing perceived product quality, clarity of product description, host credibility, discounts, and precise promotion timing acts as an external stimulus that directly shapes the

shopping experience. This is supported by research conducted by Rahmayanti and Dermawan (2023), which shows that live streaming quality plays an important role in shaping consumer responses on TikTok Shop, as well as by Thuy and Quang (2025), who found that sales content and seller credibility shape consumer attitudes and trust for fashion products on the same platform. As a group that has grown up with short video content and digital interaction from an early age, Gen Z has a low tolerance threshold for static, one way marketing content. Live streaming precisely answers this need because of its real time, interactive nature through comment sections and live reactions, and because it allows hosts to build personal closeness with viewers, a combination that aligns with Gen Z's preference for shopping experiences that feel authentic and social rather than merely transactional (Kawibawa, 2025). This is supported by research conducted by Feng et al. (2025), showing that elements of experiential marketing in live stream sales can increase consumer satisfaction and interest, involving the five experience dimensions according to Schmitt (1999) namely sense, feel, think, act, and relate, reflected during the viewing session. However, based on the results of this study, the contribution of Live Streaming Marketing to shaping Generation Z's Customer Experience does not stand dominantly on its own. Consumers' shopping experience in the context of live streaming shopping is likely also shaped by factors outside this study, such as exposure to content from multiple creators simultaneously, prior online shopping experiences on other platforms, or mood at the time of accessing the application. Generation Z is known as a consumer group exposed to a great many digital stimuli simultaneously (multi-exposure), so the experience formed while watching a particular live streaming session is only one of many factors shaping their overall shopping experience. This explains why, although the influence of Live Streaming Marketing on Customer Experience is statistically proven, its contribution to the overall variation in consumer experience is relatively limited compared to other external factors.

Live Streaming Marketing's Effect on Repurchase Intention (H2)

The results of this study show that live streaming marketing does not have a direct effect on repurchase intention, meaning the hypothesis is rejected. The S-O-R framework asserts that a stimulus (S) does not automatically produce a behavioral response (R) without first passing through an internal process within the organism (O) (Mehrabian & Russell, 1974). This means that exposure to content quality, discounts, or host credibility alone is not sufficient to drive repurchase intention unless it has first been processed into a meaningful psychological experience for the consumer. This is in line with research conducted by (Wang et al., 2026), which shows that the influence of host characteristics in live streaming on shopping interest is in fact fully mediated by consumers' perceived value. Specifically for Generation Z, this study's findings are relevant to their well-known characteristic of being skeptical toward direct and explicit marketing tactics. Unlike previous generations, Gen Z has grown up amid massive exposure to digital advertising, developing a heightened sensitivity to and even fatigue with conventional promotional cues such as discounts or explicit calls to purchase. For this generation, the decision to shop again from the same seller is rarely driven by the marketing stimulus itself, but rather by the quality of the experience they personally feel while interacting with the live stream. This is supported by research from Yi et al. (2024), which shows that selfperceived customer experience serves as a psychological bridge that is far more decisive for repurchase intention than direct marketing stimuli. According to Phan et al. (2026), repurchase intention in e-commerce livestreaming

is shaped more by personal and experiential factors than by technical marketing attributes alone. This study is also consistent with Sandira et al. (2026), which shows that purchase intention in TikTok live commerce is explained more by the role of customer experience and trust built over time than by one-way marketing exposure. This means that repurchase intention is a long-term behavioral construct formed cumulatively through repeated experience, trust in the seller, and social validation from fellow users, not the result of any single live streaming session alone. Therefore, the contribution of Live Streaming Marketing as a standalone variable in explaining Generation Z's repurchase intention is relatively limited their repeat-purchase behavior is determined more by the accumulation of experience and trust over time than by marketing stimuli at any given moment.

Customer Experience's Effect on Repurchase Intention (H3)

Customer experience has a significant effect on repurchase intention, meaning H3 is accepted. This means that consumers' internal psychological condition (organism), once formed, ultimately produces a tangible behavioral response (response) in the form of repurchase intention, consistent with the S-O-R theory. This result is in line with research conducted by Yi et al. (2024), which specifically shows that self-perceived customer experience is the primary determinant of repurchase intention in the context of live streaming shopping, not merely a supporting factor, but the main driver. This is also consistent with experiential marketing theory, which emphasizes that multidimensional experience (sense, feel, think, act, relate) forms a much stronger emotional bond than mere rational transaction. It is this emotional bond that ultimately drives repeat behavior. According to Lin et al. (2021), consumer emotion and engagement during a live streaming session play an important role in driving shopping behavior, in other words, the affective dimension of the viewing experience carries substantial weight. Feng et al. (2025) also state that elements of experiential marketing increase consumer satisfaction and purchase interest in live stream sales. For Generation Z, the strong influence of Customer Experience on Repurchase Intention can be understood through how they interpret online shopping as a whole. Unlike previous generations, who tend to shop based on functional needs or price, Gen Z has grown up in a consumption culture that highly values experience, they are more attached to how a brand or seller makes them feel entertained, engaged, and personally connected than to simply obtaining a product at the best price. When a live streaming session successfully creates a moment that is enjoyable, interactive, and relevant to their identity or lifestyle, this naturally forms a long-term preference for that seller. Consumer experience has been shown to be one of the main drivers of purchasing decisions in TikTok live commerce (Sandira et al., 2026).

Live Streaming Marketing's Effect on Repurchase Intention through Customer Experience (H4)

The results show that although live streaming marketing does not have a direct effect on repurchase intention, the indirect path through customer experience has a significant effect, meaning the hypothesis is accepted. The acceptance of H4 indicates a full mediation pattern. The rejection of the direct effect of Live Streaming Marketing on Repurchase Intention (H2), alongside the acceptance of the indirect effect through Customer Experience, confirms that the shopping experience is not merely a supporting variable, but an essential

psychological bridge required for marketing stimuli to be translated into behavioral intention. This is consistent with the S-O-R framework, which states that behavioral responses can only be formed through the processing of the organism's internal state, not directly from external stimuli. This is supported by research from Zhou and Huang (2023), showing that the influence of host characteristics on shopping interest is mediated by consumers' perceived value likewise, research conducted by Liu et al. (2022) shows that the influence of live streaming features on purchase intention in the tourism e-commerce context is mediated by flow experience and consumer trust. The consistency of this mediation pattern across various live streaming contexts tourism, retail, and fashion in this study reinforces the argument that the role of consumer experience as a mediator is fundamental and not specific to any single product category. This study's finding of full mediation confirms that a live streaming marketing strategy no matter how high the content quality, how credible the host, or how attractive the discounts offered will not effectively drive Generation Z repurchases if it fails to create a meaningful viewing experience. This is relevant to Gen Z's character of being skeptical toward direct marketing tactics, yet highly responsive to authentic and personal experiences (Kawibawa, 2025). In other words, marketing efforts that focus solely on technical promotional attributes without attending to the quality of the interactive and emotional experience during the session risk failing to generate long-term loyalty from this consumer segment. Authentic brand engagement through marketing strategy is highly important for Gen Z on TikTok (Sandira et al., 2025).

4. CONCLUSION

Live Streaming Marketing has a positive and significant effect on Customer Experience, but does not have a significant direct effect on Repurchase Intention among Generation Z fashion consumers who use TikTok Shop in Makassar City. Customer Experience has a positive and significant effect on Repurchase Intention and acts as a full mediator between Live Streaming Marketing and Repurchase Intention. High-quality Live Streaming Marketing reflected in informative product descriptions, host credibility, discount information, perceived product quality, and precise promotion timing is able to create an enjoyable and interactive viewing experience, but this marketing stimulus does not directly drive repurchase intention without first being translated into a meaningful shopping experience. Generation Z consumers tend to be skeptical of direct marketing tactics such as discounts or explicit calls to purchase, and instead prioritize the quality of personal experience and authentic interaction before deciding to shop again from the same seller. Theoretically, this study strengthens the relevance of the Stimulus-Organism-Response framework in the live commerce context by confirming the full mediating role of Customer Experience, while practically providing a basis for fashion sellers on TikTok Shop to shift their marketing strategy focus from promotional intensity toward creating an immersive, interactive, and personal shopping experience for Generation Z consumers. Fashion sellers utilizing TikTok Shop's live streaming feature are encouraged to shift their strategic focus from discount-based promotion toward creating an immersive and personal viewing experience, particularly for Generation Z consumers. Future research may expand the variables examined, such as Trust, EWOM, and Consumer Engagement, and may extend the population scope to other regions in Indonesia or to product categories other than fashion, to test the consistency of the full-mediation pattern found in this study.

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