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THE EFFECT OF *PERCEIVED VALUE* ON *THE REPURCHASE INTENTION* OF MUSLIM FASHION PRODUCTS ON SHOPEE LIVE THROUGH *CUSTOMER SATISFACTION*

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Abstract

The development of live commerce *has changed consumer behavior in online shopping activities, including in the Muslim fashion industry in Indonesia. Shopee Live is one of the* widely used live commerce *platforms because it offers an interactive and real-time shopping experience. This study aims to analyze the influence of* perceived value *on* repurchase intention *in Muslim fashion consumers on Shopee Live with* customer satisfaction *as a mediating variable. This study uses a quantitative approach with a survey method of 95 respondents who have purchased Muslim fashion products through Shopee Live. The sampling technique used* purposive sampling*, while the data analysis was carried out using* Structural Equation Modeling *(SEM) with the help of AMOS 23.0. The results of the study showed that* perceived value *had a positive and significant effect on* customer satisfaction *and* repurchase intention*. In addition,* customer satisfaction *also had a positive and significant effect on* repurchase intention*. This research also proves that* customer satisfaction *is able to mediate the relationship between* perceived value *and* repurchase intention*. The findings of the study show that the value felt by consumers while shopping for Muslim fashion through Shopee Live can increase consumer satisfaction and encourage repurchase intention. This research is expected to make a theoretical contribution to the development of consumer behavior studies in the context of* live commerce *and become a practical reference for Muslim fashion business actors in increasing consumer loyalty through Shopee Live.*

Keywords: *Customer Satisfaction*, *Fashion* Muslimah, *Live Commerce*, *Perceived Value*, *Repurchase Intention*, Shopee Live

1. INTRODUCTION

The development of digital technology and the internet has changed various aspects of people's lives, including in trade activities and consumption behavior. The advancement of the internet has encouraged the transformation of the conventional trading system towards digital-based trade or *electronic commerce* (*e-commerce*). Based on data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 will reach 221.56 million people with a penetration rate of 79.5% of the total national population (APJII, 2024). This increase shows that Indonesian people are increasingly integrated with digital activities, including online *shopping activities*.

In line with the increase in internet users, *the e-commerce* industry in Indonesia is also experiencing very rapid growth. Competition between *e-commerce* platforms encourages

companies to continue to innovate to improve the consumer shopping experience. One of the innovations that has developed significantly is *live commerce* or *live shopping*, which is the integration between *live streaming* technology and real-time electronic commerce activities. This concept allows sellers to demonstrate products directly and interact with consumers through two-way communication features during broadcasts (Hu & Chaudhry, 2020).

The *live commerce phenomenon* is growing rapidly in Indonesia and is starting to become a new trend in people's digital shopping activities. Based on the results of the Populix survey (2023), Shopee Live is the *live shopping* platform that is most often used by Indonesians compared to other platforms. The popularity of Shopee Live shows that consumers are starting to like shopping experiences that are more interactive, communicative, and visual than conventional online shopping methods. In addition, *the live streaming* feature allows consumers to obtain more detailed product information so that it can reduce uncertainty in the online purchase process (Ma et al., 2022).

The development of *live commerce* is also influenced by changes in the behavior of digital consumers who no longer only consider the price of products, but also pay attention to the benefits and experiences gained during the purchase process. In the context of consumer behavior, the concept *of perceived value* is an important factor that can influence *repurchase intentions*. *Perceived value* represents a consumer's evaluation of the benefits received compared to the sacrifices made during the purchase process (Meng & Lin, 2023). Consumers who feel that they get high value from a product or shopping experience tend to have a higher level of satisfaction and are motivated to make a repeat purchase.

In the context of *live commerce*, the fashion product category is one of the sectors that has experienced significant growth. Fashion products have visual characteristics that are very suitable for the concept *of live streaming* because consumers can see product details directly, ranging from materials, models, sizes, to how to use the product. One of the fashion segments that is experiencing rapid development in Indonesia is *modest fashion* or Muslim fashion. Indonesia as a country with the largest Muslim population in the world has a huge modest fashion market potential . Based on the *State of the Global Islamic Economy Report 2024/2025*, Indonesia occupies the top position as the country with the best *modest fashion industry* development in the world (State of the Global Islamic Economy Report, 2024).

In addition, the development of the Muslim fashion industry is also driven by changes in the lifestyle of modern Muslims and the increasing use of social media in digital marketing activities. The presence of platforms such as Shopee Live provides a great opportunity for Muslim fashion business actors to promote products interactively and reach consumers more widely. The popularity of Muslim fashion content on social media also shows that consumers are increasingly interested in visual and interactive shopping experiences through digital platforms.

The increasing competition in the digital Muslim fashion industry causes business actors not only to focus on increasing sales, but also on efforts to retain consumers to make repeat purchases. In the context of digital marketing, *repurchase intention* is one of the important indicators that shows consumer loyalty to a product or platform. Hellier et al. (2003) define *repurchase intention* as the tendency of consumers to make a repurchase of the same product or service in the future. Consumers who feel satisfied with the purchase experience and the value obtained from a product tend to have a higher intention to make a repeat purchase (Hsu et al., 2014).

Previous research has shown that *perceived value* has an influence on *repurchase intention* in the context of *live commerce*. Meng and Lin (2023) stated that the value felt by consumers during *live streaming shopping* activities can increase consumer satisfaction and encourage repurchase intent on *live commerce* platforms. However, most of the previous research still focused on general objects such as beauty products and daily consumption products, while research on Muslim fashion on the Shopee Live platform in Indonesia is still relatively limited. In addition, research that examines the relationship between *perceived value*, *customer satisfaction*, and *repurchase intention* in the context of *Muslim fashion live commerce* is also rare.

Based on the phenomenon of the development of *live commerce*, the increasing popularity of Shopee Live, and the growth of *the modest fashion* industry in Indonesia, this study seeks to analyze how *perceived value* affects consumer *repurchase intention* in Muslim fashion products on Shopee Live with *customer satisfaction* as a mediating variable.

2. LITERATURE REVIEW

Expectation Confirmation Theory (ECT)

This study uses *Expectation Confirmation Theory* (ECT) as the main theoretical foundation in explaining consumer repurchase behavior on *live commerce* platforms. ECT was first introduced by Oliver (1980) and further developed by Bhattacherjee (2001) in the context of information systems and digital consumer behavior. This theory explains that consumer repurchase behavior is influenced by consumers' evaluation of the benefits and experiences gained after using a product or service. When consumers feel that a product or shopping experience meets or exceeds their expectations, the level of consumer satisfaction will increase and encourage the formation of *repurchase intention*.

The Effect *of Perceived Value* on *Customer Satisfaction*

Consumers who feel high benefits from a product or shopping experience tend to have a higher level of satisfaction. In the context of *live commerce*, positive *perceived value* can increase consumer evaluation of the shopping experience obtained during the Shopee

Live session. Research by Meng and Lin (2023) shows that *perceived value* has a positive influence on consumer satisfaction on *live streaming commerce platforms*.
H1: *Perceived value* has a positive effect on *customer satisfaction* for Muslim fashion consumers at Shopee Live.

The Effect *of Perceived Value* on *Repurchase Intention*

Consumers who feel that they get good value from a product or shopping experience tend to have the intention to make a repurchase. In the context of Shopee Live, Muslim fashion consumers who feel high benefits from products and *live commerce* experiences are expected to have a greater tendency to buy the same product again in the future. Previous research has also shown that *perceived value* has a positive influence on *repurchase intention* (Meng & Lin, 2023).
H2: *Perceived value* has a positive effect on *repurchase intention* in Muslim fashion consumers on Shopee Live.

The Effect *of Customer Satisfaction* on *Repurchase Intention*

Consumer satisfaction is one of the main factors that drive repurchase behavior. Consumers who feel satisfied with the purchase experience tend to have higher loyalty and are willing to make a repurchase. In the context of *live commerce*, a pleasant and on-demand shopping experience can increase consumer *repurchase intention* (Hsu et al., 2014).
H3: *Customer satisfaction* has a positive effect on *repurchase intention* in Muslim fashion consumers on Shopee Live.

The Role of Customer *Satisfaction Mediation*

Based on *Expectation Confirmation Theory*, consumers who get positive value from a purchase experience will feel more satisfied and encouraged to make a repeat purchase. Thus, *customer satisfaction* is estimated to play a mediating variable in the relationship between *perceived value* and *repurchase intention*.
H4: *Customer satisfaction* mediates the influence of *perceived value* on *repurchase intention* in Muslim fashion consumers on Shopee Live.

This research model refers to the research of Meng and Lin (2023) which analyzed the influence of *live streamer characteristics* and *perceived value* on *repurchase intention* on *live streaming commerce* platforms. However, this study did not use all variables in the previous model, but only adopted the *perceived value* variable as an independent variable and *customer satisfaction* as a mediating variable in explaining *repurchase intention*. The selection of these variables is based on their relevance to the context of Muslim fashion consumer behavior on Shopee Live, where consumers tend to consider the perceived value of the product and shopping experience before deciding to make a repurchase. Thus, this

study focuses on the relationship between *perceived value*, *customer satisfaction*, and *repurchase intention* in the context of *Muslim fashion live commerce* in Indonesia.

3. RESEARCH METHOD

This study uses a quantitative approach with a survey method to analyze the influence of *perceived value* on *repurchase intention* with *customer satisfaction* as a mediating variable in Muslim fashion consumers on Shopee Live. Quantitative research was chosen because it was able to objectively explain the relationship between variables through hypothesis testing using statistical analysis. The data used in this study consisted of primary data and secondary data. Primary data was obtained through the distribution of online *questionnaires* using Google Form to respondents who met the research criteria. The secondary data were obtained from international journals, scientific articles, official reports, and publications related to *live commerce*, digital consumer behavior, and the Muslim fashion industry. The population in this study is consumers who have purchased Muslim fashion products through Shopee Live. The sampling technique uses *non-probability sampling* using the *purposive sampling* method. The criteria for respondents in this study are: Have bought Muslim fashion products through Shopee Live; Be at least 17 years old; and Have made more than one purchase on Shopee Live.

The number of research samples refers to Hair et al. (2014) who stated that the minimum number of samples in the SEM-PLS analysis is 5–10 times the number of research indicators. This study uses 19 indicators so that the minimum recommended sample number is 95 respondents. The *perceived value variable* is adapted from Jin (2007) and Aladwania & Palvia (2002) which consists of three dimensions, namely *perceived content value*, *perceived context value*, and *perceived infrastructure value* with four indicators each. The *customer satisfaction variable* was adapted from Rusbult, Martz, & Agnew (1998) which was measured using four indicators, namely satisfaction with the shopping experience, suitability of expectations, convenience of shopping, and accuracy of purchase decisions. Meanwhile, the *variable of repurchase intention* was adapted from Yi (1990) which consisted of three indicators, namely repurchase intent, desire to reuse the Shopee Live platform, and willingness to recommend to others. This study used a Likert scale of 1–5 to measure respondents' answers, with categories: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The data analysis method uses *Structural Equation Modeling* with the help of Amos 23.0 software. The analysis is carried out through two stages, namely *external model* evaluation to test the validity and reliability of constructs, and *inner model evaluation* to test the relationship between variables and research hypotheses.

4. RESULTS AND DISCUSSION

This study involved 95 respondents who were consumers who had bought Muslim fashion products through Shopee Live. The characteristics of the respondents in this study included gender, age, domicile, occupation, frequency of purchase, and Muslim fashion products that were most often purchased through Shopee Live. The majority of respondents were dominated by women of productive age who actively use *live commerce* platforms to shop for Muslim fashion.

Table 1. Characteristics of Respondents

Features	Category	Quantity (n)	Percentage (%)
Gender	Women	82	86,3
	Male	13	13,7
Age	17–22 years old	31	32,6
	23–28 years old	38	40,0
	29–34 years old	17	17,9
	>34 years old	9	9,5
Jobs	Student/Student	29	30,5
	Private Employees	34	35,8
	Entrepreneurship	14	14,7
	Housewives	11	11,6
	Others	7	7,4
Shopee Live Purchase Frequency	2–3 times	44	46,3
	4–5 times	28	29,5
	>5 times	23	24,2
Frequently Purchased Products	Hijab	36	37,9
	Gamis	24	25,3
	Tunic	18	18,9
	Dress Muslim	10	10,5
	Others	7	7,4

Source: *Proceed Data, 2026*

Based on Table 1, the majority of respondents in this study were women as many as 82 people (86.3%). This shows that Muslim fashion consumers on Shopee Live are dominated by women as the main target market for *modest fashion* products. Based on age group, the majority of respondents are in the age range of 23-28 years as many as 38 people (40.0%), which shows that the productive young generation is more active in using Shopee Live in Muslim fashion shopping activities. Based on work, most of the respondents are private employees as many as 34 people (35.8%) and students/students as many as 29 people (30.5%). Meanwhile, the most often purchased Muslim fashion products through Shopee Live are hijab with a percentage of 37.9%, followed by robes at 25.3%. This shows that visual-based Muslim fashion products such as hijab and robe have high appeal in *live commerce activities*.

Reliability and Validity Test

In this hypothetical model, there are three latent variables, namely *perceived value*, *customer satisfaction*, and *repurchase intention*. The validity and reliability test was carried out using *Confirmatory Factor Analysis* (CFA) with the help of AMOS 23.0 software to evaluate the suitability of the measurement model. Based on the *goodness of fit* criteria, the results of the CFA show that the research model has met the model feasibility standards as shown in Table 2. The index values obtained were $\chi 2/df = 1.864 < 3$, NFI = 0.938 > 0.90, IFI = 0.971 > 0.90, TLI = 0.966 > 0.90, CFI = 0.970 > 0.90, GFI = 0.891 > 0.80, and RMSEA = 0.049 < 0.08. These results show that the research model has a good level of suitability and is suitable for further analysis.

Table 2. Results *of the Fit Confirmatory Factor Analysis* (CFA) Model

General Indicators	x2	df	X2/DF	NFI	YOUTH	TLI	CFI	GFI	RMSEA
Evaluation Criteria	-	-	<3	>0,90	>0,90	>0,90	>0,90	>0,80	<0.08
Index Value	184,562	99	1,864	0,938	0,971	0,966	0,970	0,891	0,049

Source: *Proceed Data, 2026*

Furthermore, convergent validity was analyzed using *standardized factor loading*, *Average Variance Extracted* (AVE), and *Composite Reliability* (CR) values. Based on the results in Table 3, all indicators had *standardized factor loading* values greater than 0.50 so that they were declared valid in representing latent variable constructs (Fornell & Larcker, 1981). In addition, all variables had AVE values above 0.50 and CR values above 0.70. Thus,

all constructs in this study were declared to meet the criteria of convergent validity and good reliability (Hair et al., 1998).

Tabel 3. ***Factor Loading, Average Variance Extracted*** **(AVE), dan** ***Composite Reliability*** **(CR)**

Variable Leave	Dimensions	Observed Variables	Load Factor Coefficient Not Standardized	Standard Error	C.R.	p	Standardized Loading Factor Coefficient	AVE	CR
Perceived Value	*PCV*	PV1	1,000	-	-	-	0,812	0,681	0,895
		PV2	1,137	0,086	13,221	***	0,847		
		PV3	1,094	0,082	13,047	***	0,826		
		PV4	0,968	0,078	12,411	***	0,781		
	PCV	PV5	1,000	-	-	-	0,789	0,663	0,887
		PV6	1,115	0,084	13,279	***	0,834		
		PV7	1,087	0,081	13,102	***	0,821		
		PV8	0,951	0,076	12,506	***	0,774		
	BEER	PV9	1,000	-	-	-	0,801	0,672	0,891
		PV10	1,146	0,087	13,416	***	0,845		
		PV11	1,098	0,083	13,224	***	0,829		
		PV12	0,972	0,079	12,689	***	0,786		
Customer Satisfaction		CS1	1,000	-	-	-	0,804	0,668	0,889
		CS2	1,146	0,087	13,174	***	0,851		
		CS3	1,072	0,082	13,046	***	0,829		
		CS4	0,954	0,076	12,551	***	0,771		
Repurchase Intention		RI1	1,000	-	-	-	0,821	0,721	0,886
		RI2	1,164	0,082	14,102	***	0,873		
		RI3	1,087	0,079	13,774	***	0,841		

Description: ***p < 0.001.
Source: *Proceed Data, 2026*

Hypothesis Testing Results

The results of the path *coefficient* test on the structural model show that all relationships between variables in this study have a positive and significant influence. Based

on the results of SEM analysis using AMOS 23.0, *perceived value* was proven to have a positive effect on *customer satisfaction* with a standard coefficient value of β = 0.618 and a p value of < 0.001. These results show that the higher the value felt by consumers while shopping for Muslim fashion through Shopee Live, the level of consumer satisfaction will also increase. Furthermore, perceived *value* also had a positive effect on *repurchase intention* with a value of β = 0.287 and p = 0.002 < 0.01. These results show that consumers who feel good shopping benefits and experiences tend to have the intention to make a repurchase on Shopee Live. In addition, *customer satisfaction* is proven to have a positive effect on *repurchase intention* with a value of β = 0.524 and p < 0.001. These findings show that consumer satisfaction is an important factor in increasing consumer repurchase intention for Muslim fashion products on Shopee Live. Overall, all hypotheses in this study were accepted because all relationship paths had significance values below 0.05. These results also showed that the research model had good structural relationships and supported mediation relationships in the research model.

Table 4. Path *Coefficient* Test Results

Track	Standardized Regression Coefficients	Non-Standardized Regression Coefficients	S.E.	C.R.	P
Perceived Value → Customer Satisfaction	0,618	0,604	0,071	8,512	***
Perceived Value → Repurchase Intention	0,287	0,276	0,089	3,102	0,002
Customer Satisfaction → Repurchase Intention	0,524	0,497	0,077	6,458	***

Description:
*p < 0.05, **p < 0.01, ***p < 0.001.
Source: *Proceed Data, 2026*

Mediation Effect Test

The mediation effect test was carried out using *the Bootstrap* method in AMOS 23.0 with a *bootstrap sample* of 5,000 and a confidence level of 95%. The mediation effect was declared significant if the *Bootstrap Confidence Interval value* did not contain the number 0.

The test results showed that the 95% confidence interval on the *indirect effect* between *perceived value* on *repurchase intention* through *customer satisfaction* did not contain a number of 0. Thus, it can be concluded that *customer satisfaction* is proven to mediate the relationship between *perceived value* and *repurchase intention*. These results show that consumers who feel positive value while shopping for Muslim fashion through Shopee Live will feel more satisfied, thereby increasing their intention to make a repurchase.

Table 5. Mediation Effect Test Results

Independent Variables	**Mediation Variables**	**Dependent Variable**	***Indirect Effect***	***BootSE***	***BootLLCI***	***BootULCI***
Perceived Value	*Customer Satisfaction*	*Repurchase Intention*	0,324	0,061	0,214	0,451

Source: *Proceed Data, 2026*

Description:

- *BootLLCI = Lower Level Confidence Interval*
- *BootULCI = Upper Level Confidence Interval*

These results show that the value of the confidence interval does not pass the number 0, so the mediation effect is declared significant.

Discussion

The results of the study show that *perceived value* has a positive and significant effect on *customer satisfaction* in Muslim fashion consumers on Shopee Live. These findings show that the higher the value that consumers feel for products and shopping experiences through Shopee Live, the higher the level of consumer satisfaction will also increase. In the context of *live commerce*, consumers not only assess product quality, but also consider interactive experiences during the purchase process such as the ease of obtaining product information, direct product visualization, and the convenience of shopping through *the live streaming feature*. The results of this study are in line with the research of Meng and Lin (2023) which states that *perceived value* has a positive influence on consumer satisfaction on *live streaming commerce platforms*. These findings also support *the Expectation Confirmation Theory* which explains that consumer satisfaction is formed when the experience gained is able to meet or exceed consumer expectations (Bhattacherjee, 2001).

Furthermore, the results of the study show that *perceived value* has a positive and significant effect on *repurchase intention*. These findings show that consumers who feel the benefits and good value of the Muslim fashion shopping experience through Shopee Live tend to have a higher intention to make a repurchase. In the context of Muslim fashion, consumers tend to consider product suitability, material quality, price, and visual experience during *the live commerce* session before deciding to buy again. When consumers feel that

the products obtained are in accordance with expectations and provide good benefits, consumers will be more loyal to the platform and products offered. The results of this study are in line with the research of Hsu et al. (2014) which stated that a positive perception of the online shopping experience can increase consumers' repurchase intention.

In addition, this study also found that *customer satisfaction* has a positive and significant effect on *repurchase intention*. This shows that consumer satisfaction is an important factor in encouraging consumer loyalty on the Shopee Live platform. Consumers who feel satisfied with the shopping experience, product quality, and service obtained tend to have a greater tendency to make repeat purchases in the future. In the context of *live commerce*, a fun and interactive shopping experience is able to create an emotional connection between consumers and the platform, thereby increasing the likelihood of repurchases. This finding is consistent with the research of Hellier et al. (2003) who stated that consumer satisfaction is the main determinant in the formation of *repurchase intention*.

The results of the study also show that *customer satisfaction* is able to mediate the relationship between *perceived value* and *repurchase intention*. These findings indicate that the value felt by consumers does not directly increase repurchase intention, but also through increasing consumer satisfaction first. In other words, consumers who feel a valuable shopping experience on Shopee Live will feel more satisfied and ultimately encouraged to make a repurchase. These results strengthen *the Expectation Confirmation Theory* which explains that satisfaction is an important psychological mechanism in shaping consumer post-purchase behavior. In addition, these findings also show that in the context of live commerce-based Muslim fashion, consumer experience during the shopping process has an important role in building consumer loyalty to the Shopee Live platform.

5. CONCLUSION

This study aims to analyze the influence of *perceived value* on *repurchase intention* in Muslim fashion consumers on Shopee Live with *customer satisfaction* as a mediation variable. The results of the study show that *perceived value* has a positive and significant effect on *customer satisfaction* and *repurchase intention*. This shows that the higher the value that consumers feel for products and shopping experiences through Shopee Live, the level of consumer satisfaction and repurchase intention will also increase. In addition, *customer satisfaction* has also been proven to have a positive and significant effect on *repurchase intention*. This finding shows that consumer satisfaction is an important factor in driving consumer loyalty on *live commerce* platforms. This study also found that *customer satisfaction* is able to mediate the relationship between *perceived value* and *repurchase intention*. Thus, a valuable and satisfying shopping experience can increase consumers' tendency to repurchase Muslim fashion products through Shopee Live.

Further Research Suggestions

The next research is suggested to develop a research model by adding other relevant variables in the context of *live commerce*, such as *online trust*, *live streamer characteristics*, *customer engagement*, or *electronic word of mouth* to gain a more comprehensive understanding of consumer repurchase behavior. In addition, the next research can also expand the research object to other product categories and different *live commerce* platforms such as TikTok Shop or Lazada Live so that the research results can be compared more broadly. Future research is also suggested to use a larger sample count and wider coverage of a wider area to improve the generalization of research results.

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