

ABSTRACT

THE EFFECT OF LIVE STREAMING ON REPEAT PURCHASE WITH CUSTOMER SOCIAL PRESENCE AND CUSTOMER SATISFACTION AS MEDIATION VARIABLES IN SKINCARE PRODUCT CONSUMERS

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Competition in the skincare industry in Indonesia is getting tighter with the emergence of many local and international brands competing for market share. The purpose of this study is to determine and analyze the influence of live streaming on repeat purchases with customer social presence and customer satisfaction as mediators for consumers of skincare products on the TikTok application. This type of research is quantitative research, the research method used is verification. The object of this study is consumers of skincare products, with the sampling technique using the purposive sampling method. The data analysis technique used is Structural Equation Modeling (SEM) analysis. The results of the study show that there is an influence of live streaming on repeat purchases in consumers of skincare products. There is an influence of customer social presence on repeat purchases in consumers of skincare products. There is an influence of customer satisfaction on repeat purchases in consumers of skincare products. Customer social presence and customer satisfaction are able to mediate the influence of live streaming on repeat purchases in consumers of skincare products.

Keywords: *Live streaming, Repeat Purchase, Customer social presence, Customer Satisfaction*

ABSTRAK

PENGARUH *LIVE STREAMING* TERHADAP *REPEAT PURCHASE* DENGAN *CUSTOMER SOCIAL PRESENCE* DAN *CUSTOMER* *SATISFACTION* SEBAGAI VARIABEL MEDIASI PADA KONSUMEN PRODUK *SKINCARE*

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Persaingan industri skincare di Indonesia semakin ketat dengan munculnya banyak merek lokal dan internasional yang bersaing merebut pangsa pasar. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis Pengaruh *Live streaming* terhadap *repeat purchase* dengan *customer social presence* dan *customer satisfaction* sebagai mediasi pada konsumen produk skincare di aplikasi TikTok. Jenis penelitian ini adalah penelitian kuantitatif, metode penelitian yang digunakan adalah menggunakan verifikatif. Objek penelitian ini adalah Konsumen Produk Skincare, dengan teknik penarikan sampel menggunakan metode sampel *purposive sampling*. Teknik analisis data yang digunakan adalah analisis *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa terdapat Pengaruh *Live streaming* terhadap *Repeat Purchase* Pada Konsumen Produk Skincare. Terdapat Pengaruh *Customer Social Presence* terhadap *Repeat Purchase* Pada Konsumen Produk Skincare. Terdapat Pengaruh *Customer Satisfaction* terhadap *Repeat Purchase* Pada Konsumen Produk Skincare. *Customer Social Presence* dan *Customer Satisfaction* mampu memediasi Pengaruh *Live streaming* terhadap *Repeat Purchase* pada Konsumen Produk Skincare.

Kata kunci: *Live streaming, Repeat Purchase, Customer Social Presence, Customer Satisfaction*