International Journal of
Economics Development Research, Volume 6(1), 2025
pp. 20-35

Professionalism, Credibility, and Ease of Use as Determinants of Repurchase Intention Mediated by E-Satisfaction: A Study of Generation Z on TikTok Shop

Dativa Robert Saputra[1], Catur Sugiarto[2]

Abstract:

This study aims to analyse the impact of professionality, credibility, ease of use, and security on repurchase intention in TikTok Shop, mediated by customer satisfaction among Generation Z. The research employs a quantitative approach with data collection through online questionnaires distributed to 390 respondents who are active users of TikTok Shop. The findings show that professionality, credibility, ease of use, and security have a positive influence on repurchase intention, both directly and through mediation by customer satisfaction. These results provide valuable insights for TikTok Shop managers to enhance the shopping experience and encourage Repurchase Intention among consumers.

Keywords*: Professionality; Credibility, Ease of Use, Security, Customer Satisfaction, Repurchase Intention*

Submitted: November 29, 2024, Accepted: December 13, 2024, Published: January 20, 2025

1. Introduction

The rapid growth of live streaming-based e-commerce platforms, such as TikTok Shop, has significantly transformed consumer shopping behaviours. Leveraging interactive technology, TikTok Shop offers a more personalized shopping experience, enabling consumers to interact directly with streamers and receive real-time product information. This increases consumer trust and reduces uncertainty when making purchasing decisions (Meng & Lin, 2023). Generation Z, highly connected to technology and social media, is an active consumer group on TikTok Shop, making it a highly potential market segment. The online shopping behaviour of Generation Z is influenced by various factors, including professionality, credibility, ease of use, and perceived security during transactions.

In this study, professionality refers to the ability and expertise of the streamer in delivering clear and convincing product information. As a critical factor in live streaming interactions, the professionality of the streamer can influence consumer trust in the promoted products (Meng & Lin, 2023). Credibility refers to the extent to

[1] *Universitas Sebelas Maret, Indonesia.* dativarobert@student.uns.ac.id
[2] *Universitas Sebelas Maret, Indonesia.* catursugiarto@staff.uns.ac.id

which consumers believe the information provided by the streamer is honest and trustworthy. Streamer credibility plays a vital role in building strong relationships with consumers and influences their repurchase decisions (Luo et al., 2021). Ease of use pertains to how comfortable and easy users feel while navigating the platform to complete transactions. A user-friendly platform can enhance consumer satisfaction and encourage repeat purchases (Davis et al., 1989). Security relates to consumers' perceptions of the protection of their personal data and transactions on the platform. A high level of perceived security can increase consumer trust, which in turn affects their decision to make repeat purchases (Zhu et al., 2019).

This study adopts the Stimulus-Organism-Response (SOR) theory to understand how external factors, such as professionality, credibility, ease of use, and security, influence consumer responses in the form of satisfaction and repurchase intention. According to this theory, external stimuli such as the quality of information provided by the streamer and perceptions of security during transactions will affect the consumer (organism), which then leads to a response in the form of a repurchase decision (Mehrabian & Russell, 1974)

The issue addressed in this study is how factors such as professionality, credibility, ease of use, and security influence Repurchase Intention on TikTok Shop. This study also explores the role of customer satisfaction as a mediator in this relationship. While many studies have discussed these factors individually in the context of e-commerce, this research aims to fill the gap by analyzing how these factors interact within the context of TikTok Shop, particularly among Generation Z consumers.

The gap analysis in this study identifies the disparity between existing theory (das sollen) and the reality in practice (das sein). Much of the previous research has focused on factors affecting repurchase intention individually, with limited exploration of the relationships between these factors in the context of TikTok Shop. This research seeks to address this gap by analysing the effects of professionality, credibility, ease of use, and security on repurchase intention, and the role of customer satisfaction as a mediator.

This study offers a novel contribution (state of the art) to the field of e-commerce by integrating the factors influencing repurchase decisions on TikTok Shop. By connecting the professionality and credibility of streamers, ease of use of the platform, and security, this research aims to provide deeper insights into Generation Z's consumer behaviour. Furthermore, this study introduces a model that links all these factors with customer satisfaction as a mediator, a concept that has not been extensively explored in previous research.

The primary objective of this study is to analyse the impact of professionality, credibility, ease of use, and security on repurchase intention on TikTok Shop, with customer satisfaction as a mediator. This research is expected to provide valuable insights for TikTok Shop managers in enhancing the shopping experience and fostering Repurchase Intention among Generation Z consumers.

2. Theoretical Background

Stimulus-Organism-Response (SOR) Model
The SOR model, proposed by Mehrabian & Russell (1974), is a framework that explains consumer behaviour based on three main components: stimulus, organism, and response. The model is rooted in the stimulus-response theory developed by Watson, the founder of behaviourist psychology (Mehrabian & Russell, 1974). In recent years, this model has been widely applied in online consumption behaviour research (Meng & Lin, 2023). The "stimulus" refers to external factors that influence the organism, while the "organism" represents the psychological processes that transform the stimulus into information. Finally, the "response" is the behavioural reaction of the consumer to the information provided by the stimulus.

Stimulus (S)
In the context of e-commerce through live streaming, consumers are exposed to various stimuli such as the streamer's professionalism, the accuracy and reliability of product information, the visual appeal of the presentation, and the interactive communication with the audience. These external stimuli influence consumer perceptions and experiences during the live streaming session. According to Meng & Lin (2023), these factors, along with platform features like personalized recommendations and secure transactions, contribute to building trust in the live streaming platform, which in turn affects consumer satisfaction and loyalty (Meng & Lin, 2023).

Organism (O)
The organism component in the SOR model represents the internal processes that occur within the consumer when exposed to the stimuli. These processes include emotional and cognitive evaluations of the live streaming experience. Customer satisfaction, as an emotional and cognitive response to the interaction with the streaming content, is a key mediator between the stimuli and the consumer's subsequent behaviour (M. J. Kim et al., 2020). Satisfaction is influenced by various factors, such as the ease of use of the platform, the credibility of the streamer, and the perceived security of the transaction.

Response (R)
The response is the consumer's behaviour following their interaction with the live streaming stimuli. In the context of live streaming e-commerce, the primary response is repurchased intention—whether consumers are likely to purchase again from the same streamer or platform. Studies by Kotler & Armstrong (2018) highlight that a positive customer experience and satisfaction increase the likelihood of repeat purchases, indicating a direct link between consumer satisfaction and future purchasing decisions (Kotler & Armstrong, 2018).

Live Streaming in E-commerce
Live streaming e-commerce refers to the practice of using live video broadcasts to promote and sell products to online viewers. According to Liu (2020), the primary

goal of live streaming in e-commerce is to encourage viewers to make purchases by showcasing products in real-time (Liu, 2020). Streamers engage viewers by demonstrating products, providing real-time feedback, and interacting directly with potential customers.

Professionality
Professionality refers to the extent to which a streamer is knowledgeable and skilled in presenting products. Zhao et al. (2021) argue that professional streamers are perceived as more trustworthy, which positively affects consumers' purchase decisions (Zhao et al., 2021). Expert recommendations help build consumer trust and facilitate faster decision-making, which is crucial in the live streaming e-commerce environment.

Credibility
Credibility refers to the consumer's perception of the streamer's honesty and trustworthiness. Luo et al. (2021) suggest that credible streamers are more likely to gain consumer trust, which is essential for increasing the likelihood of purchase decisions (Luo et al., 2021). In a crowded online market, where consumers are exposed to a vast amount of information, the trustworthiness of the information provided by streamers plays a critical role in shaping consumer behaviour.

Ease of Use
According to Davis (1989), perceived ease of use refers to the degree to which a consumer believes that using a particular technology (such as a live streaming platform) will be free from effort (Davis et al., 1989). Studies by Gefen (2003) indicate that when consumers perceive a platform to be easy to use, they are more likely to engage with it and make purchases (Gefen et al., 2003). Ease of use influences consumer satisfaction by reducing the cognitive load associated with navigating the platform, thus enhancing the overall shopping experience (Driediger & Bhatiasevi, 2019).

Security
E-commerce Security concerns are one of the major barriers to online shopping due to risks such as identity theft and financial fraud (Lee & Turban, 2001). Kalakota & Whinston (1997) define perceived security as the potential threat of economic loss due to data breaches, hacking, or fraudulent activities (Kalakota & Whinston, 1997). Secure payment systems and data protection measures are essential in maintaining consumer trust. Kim et al. (2011) emphasize that higher levels of perceived security lead to increased customer satisfaction and loyalty, which are crucial factors for repurchase intention (M.-J. Kim et al., 2011).

Customer e-Satisfaction
Customer e-satisfaction refers to the consumer's emotional and cognitive evaluation of their online shopping experience. Meyer & Schwager (2007) define satisfaction as the net result of positive and negative experiences during a purchase process (Meyer & Schwager, 2007). In the context of live streaming, satisfaction is shaped by various factors, such as ease of use, security, and the quality of the streaming experience (H.-

R. Kim, 2005, p. 200). Satisfied customers are more likely to exhibit loyalty, increasing their likelihood of repeat purchases (Rita et al., 2019).

Repurchase Intention
Repurchase intention refers to a consumer's likelihood of returning to purchase from the same platform or seller. Zhang (2011) argue that Repurchase Intention are influenced by factors such as satisfaction and trust in the platform (Zhang et al., 2011). Consumers who have had positive experiences with a live streaming platform are more likely to return for future purchases, demonstrating a direct relationship between customer satisfaction and future buying behavior (Hellier et al., 2003).

3. Methodology

Research Design
This study employs a quantitative descriptive approach to examine the influence of professionality, credibility, ease of use, and security on repurchase intention, mediated by customer e-satisfaction, in the context of TikTok Shop.

Population and Sampling
The population consists of Generation Z consumers who have purchased gadget accessories from TikTok Shop. A purposive sampling technique was used, targeting respondents who meet the following criteria:

1. Belong to Generation Z (born between 1995 and 2010).
2. Have purchased gadget accessories through TikTok Shop.

The sample size was determined based on (Hair et al., 2019), which suggests a minimum of 10 times the number of indicators. With a total of 17 indicators in this study, the minimum sample size required is 170 respondents. However, to enhance the validity and accuracy of the results, 390 respondents were included in the final sample (Kline, 2015).

Data Collection
Primary data were collected using an online questionnaire distributed via Google Forms. Respondents rated their agreement with statements on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Operational Definitions of Variables
The variables and their definitions are summarized in the table below:

Table 1. Operational Definitions of Variables

Variable	Origin	Definition
Professionality	(Meng & Lin, 2023)	The level of expertise and competence demonstrated by live streamers.
Credibility	(Meng & Lin, 2023)	The degree to which live streamers are perceived as trustworthy.

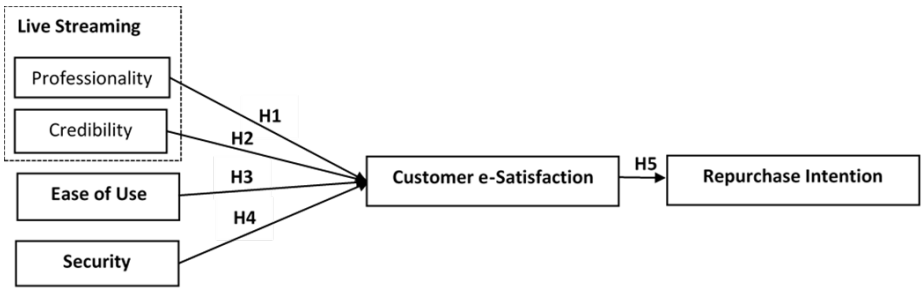
Variable	Origin	Definition
Ease of Use	(Trivedi & Yadav, 2020)	The simplicity and convenience of using TikTok Shop during purchases.
Security	(Trivedi & Yadav, 2020)	The perception of safety and confidentiality in transactions.
Customer e-Satisfaction	(Al-Adwan et al., 2022; Meng & Lin, 2023; Oliver, 2010)	The overall contentment of customers with their purchase experience.
Repurchase Intention	(Meng & Lin, 2023; Rita et al., 2019)	The likelihood of customers making repeat purchases.

Data Analysis

Data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 3 software. The analysis includes:

1. **Measurement Model Evaluation**: Assessing validity and reliability through outer loading, Average Variance Extracted (AVE), and Composite Reliability (CR).
2. **Structural Model Evaluation**: Testing hypotheses using path coefficients (β) and p-values.

Research Framework



Source: (Matute et al., 2016; Meng & Lin, 2023; Trivedi & Yadav, 2020)

The conceptual framework of this study, based on the Stimulus-Organism-Response (SOR) model, proposes that professionalism, credibility, ease of use, and security directly influence customer e-satisfaction (Meng & Lin, 2023; Trivedi & Yadav, 2020), which in turn is expected to enhance repurchase intention (Elbeltagi & Agag, 2016).

Data Analysis Tools

Table 2. Data Analysis Tools

Analysis	Description	Reference
Descriptive Analysis	Presents information about respondent characteristics and the distribution of the variables under investigation.	(Sekaran & Bougie, 2016)
Outer Model Testing	Validity: Assesses convergent and discriminant validity using factor loading and the Fornell-Larcker Criterion.	(Fornell & Larcker, 1981; Hair et al., 2019)
Reliability Testing	Uses Cronbach's alpha to measure consistency of responses, with values >0.70 considered reliable.	(Hair et al., 2019; Sekaran & Bougie, 2016)
Inner Model Testing	R Square: Measures the predictive power of endogenous variables, with values >0.75 considered strong.	(Hair et al., 2019)
Goodness of Fit	Uses the Normed Fit Index (NFI) to assess model fit, with values close to 1 indicating good model fit.	(Hair et al., 2019; Henseler et al., 2016)
Hypothesis Testing	Uses the bootstrapping method with SmartPLS, with t-values >1.96 considered significant.	(Hair et al., 2019)
Mediation Testing	Uses bootstrapping to test mediation effects, with p-values ≤ 0.05 and t-values ≥ 1.96 indicating significant mediation.	(Hair et al., 2019; Preacher & Hayes, 2008; Zhao et al., 2021)

4. Empirical Findings/Result

Geographic Information

Table 3. Respondent Characteristic

Description	Frequency	Percentage
Female	227	58,2%
Male	163	41,8%

Source : Data processed by SEM PLS (2024)

The analysis shows that the majority of survey respondents are female, accounting for 58.2%, while male respondents make up only 41.8%. This indicates that females are the dominant demographic in this study. The dominance of female respondents may reflect a greater interest or engagement with the topic being studied. This trend could suggest that females, particularly within Generation Z, are more active or have a higher interest in gadget accessories purchased through the TikTok Shop platform, which may influence their e-satisfaction and Repurchase Intention.

Outer Model Test

Table 4. Validity and Reliability Test of the Research Instrument

Variabel	*Outer Loading*	*Cronbanch's Alpha*	*rho_A*	*Composite Reliability*	*Average Variance Extracted (AVE)*
Professionality	0,89	0,71	0,713	0,873	0,775
	0,87				
Credibility	0,881	0,73	0,731	0,881	0,787
	0,893				
Ease of Use	0,843	0,803	0,805	0,884	0,718
	0,833				
	0,865				
Security	0,899	0,73	0,735	0,881	0,787
	0,874				
Customer e-Satisfaction	0,87	0,808	0,81	0,887	0,723
	0,826				
	0,854				
Repurchase Intentions	0,884	0,715	0,715	0,875	0,778
	0,88				

Source : Data processed by SEM PLS (2024)

According to Hair (2019), predictors or items are considered valid if the loading factor value is greater than 0.7. Based on the analysis results using the SmartPLS 3.0 algorithm, the indicators showed satisfactory outer loading values, with all values exceeding the 0.7 threshold, confirming the validity of the measurement model (Hair et al., 2019). As can be seen in the table, the outer loadings for all variables, such as Professionality (0.89), Credibility (0.881), Ease of Use (0.843), and others, are well above the required 0.7 level, indicating that these indicators meet the convergent validity criteria. These results confirm that the data is valid and reliable for further analysis. Consequently, no indicators were eliminated, and the test results validate the robustness of the measurement model. The results can be seen in Table 2, showing the successful outcome of the validity test based on outer loading values.

Based on the results shown in Table 4, all constructs have an Average Variance Extracted (AVE) value greater than 0.5, which confirms the validity of each indicator. According to Hair (2019), a construct is considered valid if its AVE exceeds 0.5. In this study, the AVE values for Professionalism Streamer (0.775), Credibility Streamer (0.787), and Ease of Use (0.718) are well above the threshold, indicating that the constructs are valid and represent their respective items effectively (Hair et al., 2019).

Additionally, the reliability of the constructs is confirmed through Cronbach's Alpha values, all of which exceed the recommended threshold of 0.7 (Hair et al., 2019). For example, Cronbach's Alpha for Professionalism Streamer is 0.71, and for Customer e-Satisfaction, it is 0.808, both of which indicate good internal consistency. Moreover, Composite Reliability (CR) values also surpass the 0.7 threshold, further supporting the reliability of the measurement model.

These results confirm that both the validity (via AVE) and reliability (via Cronbach's Alpha and CR) of the constructs are robust, ensuring that the measurement model used in this study is appropriate for further hypothesis testing and analysis (Hair et al., 2019).

Discriminant Validity

Table 5. Cross Loadings Values

	Credibility	*Customer e-Satisfaction*	*Ease of Use*	*Profesio-nality*	*Repurchase Intention*	*Security*
PE1	0,695	0,685	0,684	**0,89**	0,626	0,662
PE2	0,63	0,633	0,654	**0,87**	0,603	0,632
CB1	**0,881**	0,626	0,662	0,646	0,58	0,613
CB2	**0,893**	0,658	0,656	0,69	0,575	0,619
EU1	0,628	0,669	**0,843**	0,673	0,638	0,628
EU2	0,634	0,666	**0,833**	0,625	0,622	0,622
EU3	0,626	0,712	**0,865**	0,635	0,615	0,65
SC1	0,656	0,725	0,687	0,665	0,691	**0,899**
SC2	0,573	0,653	0,638	0,639	0,641	**0,874**
CF1	0,612	**0,868**	0,709	0,663	0,713	0,684
CF2	0,639	**0,823**	0,67	0,646	0,628	0,626
CF3	0,598	**0,859**	0,676	0,605	0,647	0,674
RI1	0,57	0,694	0,659	0,61	**0,883**	0,67
RI2	0,579	0,683	0,641	0,621	**0,882**	0,656

Source : Data processed by SEM PLS (2024)

The cross-loading values for each construct in this study are presented. Each value in the indicator row reflects the correlation between that indicator and the relevant construct. Cross-loading values illustrate the strength of the relationship between an indicator and its corresponding construct, as well as the comparison with its correlation to other constructs. For example, the indicator PE1 has a higher value on the Professionalism construct (0.89) compared to other constructs, indicating that PE1 is most relevant to Professionalism. Similarly, other indicators show higher correlations with their respective constructs compared to other constructs. This demonstrates the distinctiveness and validity of each construct (Hair et al., 2019).

Table 6. Fornell-Larcker Criterion Values

	Credibility	***Customer e-Satisfaction***	***Ease of Use***	***Professionality***	***Repurchase Intention***	***Security***
Credibility	0,887					
Customer e-Satisfaction	0,724	0,85				
Ease of Use	0,743	0,806	0,847			
Professionality	0,754	0,75	0,76	0,88		

Repurchase Intention	0,651	0,78	0,737	0,698	0,882	
Security	0,694	0,778	0,748	0,735	0,752	0,887

Source : Data processed by SEM PLS (2024)

Based on the Fornell-Larcker criterion Table 6, the square root of the Average Variance Extracted (AVE) for each construct must be greater than the highest correlation between that construct and others, indicating clear separation between constructs in the model. This criterion is crucial to ensure that each construct has a stronger correlation with itself than with other constructs, thus validating it as unique and properly measured. If a construct meets the Fornell-Larcker criterion, it signals that the construct is distinct and not overlapping with other constructs in the model, strengthening its validity as an independent and measurable construct.

For example, in the Fornell-Larcker values shown, the construct of Credibility has an AVE square root value of 0.887, which is higher than the highest correlation with other constructs. Similarly, other constructs such as Customer e-Satisfaction (AVE 0.85), Ease of Use (AVE 0.847), Professionalism (AVE 0.88), Repurchase Intention (AVE 0.882), and Security (AVE 0.887) all exceed this threshold. These values indicate that the constructs meet the Fornell-Larcker criterion, confirming convergent validity and clear construct separation in the model (Hair et al., 2019).

Inner Model Test
R-Square

Table 7. R Square

	R Square	R Square Adjusted
Customer e-Satisfaction	0,739	0,736
Repurchase Intention	0,610	0,609

Source : Data processed by SEM PLS (2024)

The R-Square values presented in the table indicate the proportion of variance explained by the model for each construct. Specifically, Customer e-Satisfaction has an R-Square of 0.739, indicating that 73.9% of the variance in customer e-satisfaction is explained by the independent variables in the model. Similarly, the Repurchase Intention construct has an R-Square of 0.610, suggesting that 61% of the variance in Repurchase Intention is explained by the model. The Adjusted R-Square values, which account for the number of predictors, are also reported as 0.736 for customer e-satisfaction and 0.609 for Repurchase Intention. These values suggest a good fit of the model for both constructs and support the explanatory power of the proposed relationships.

F-Square

Table 8. F Square

	Credibility	Customer E-satisfactio	Ease of use	Repurchase Intention	Professionality	Security
Credibility		0,20				
Customer e-Satisfaction				1,562		
Ease of Use		0,167				
Professionality		0,028				
Repurchase Intention						
Security		0,127				

Source : Data processed by SEM PLS (2024)

The F^2 value between Credibility and Customer e-Satisfaction is 0.20, indicating a small effect. Ease of Use shows a F^2 value of 0.167, reflecting a moderate effect on Customer e-Satisfaction. Professionalism has a low effect with an F^2 value of 0.028, while Security shows a medium effect with a value of 0.127. The highest F^2 value is observed between Repurchase Intention and Customer e-Satisfaction (1.562), indicating a very large effect. Overall, Customer e-Satisfaction plays a significant mediating role, particularly in the relationship with Repurchase Intention.

Hypothesis Testing

Hypothesis testing is conducted by examining the path coefficient results and p-values obtained through the bootstrapping procedure with a significance level of 0.05 (see Table 9.

Table 9. Hypothesis Testing

Hypothesis		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H_1	*Profesionality -> Customer e-Satisfaction*	0,15	0,153	0,059	2,589	0,005
H_2	*Credibility -> Customer e-Satisfaction*	0,111	0,114	0,051	2,177	0,015
H_3	*Ease of Use -> Customer e-Satisfaction*	0,376	0,377	0,054	7,012	0,000
H_4	*Security -> Customer e-Satisfaction*	0,309	0,308	0,057	5,416	0,000
H_5	*Customer e-Satisfaction ->*	0,525	0,521	0,066	7,899	0,000

	Repurchase Intention

Source : Data processed by SEM PLS (2024)

From Table 9, it can be seen that:

1. **H1: Professionalism positively influences Customer e-Satisfaction** The p-value for the path from Professionalism to Customer e-Satisfaction is 0.005, which is less than 0.05, so Ho is rejected. This means that Professionalism has a significant effect on Customer e-Satisfaction.
2. **H2: Credibility positively influences Customer e-Satisfaction** The p-value for the path from Credibility to Customer e-Satisfaction is 0.015, which is less than 0.05, so Ho is rejected. This indicates that Credibility has a significant effect on Customer e-Satisfaction.
3. **H3: Ease of Use positively influences Customer e-Satisfaction** The p-value for the path from Ease of Use to Customer e-Satisfaction is 0.000, which is less than 0.05, so Ho is rejected. This shows that Ease of Use significantly influences Customer e-Satisfaction.
4. **H4: Security positively influences Customer e-Satisfaction** The p-value for the path from Security to Customer e-Satisfaction is 0.000, which is less than 0.05, so Ho is rejected. This indicates that Security significantly affects Customer e-Satisfaction.
5. **H5: Customer e-Satisfaction positively influences Repurchase Intention** The p-value for the path from Customer e-Satisfaction to Repurchase Intention is 0.000, which is less than 0.05, so Ho is rejected. This means that Customer e-Satisfaction has a significant effect on Repurchase Intention.

5. Discussion

The findings of this study provide significant insights into the theoretical framework of the Stimulus-Organism-Response (S-O-R) model within the context of TikTok Shop. The results highlight the critical role of professionalism, credibility, ease of use, and security in shaping customer e-satisfaction, which in turn influences Repurchase Intention. The positive relationship between professionalism and customer e-satisfaction supports prior research suggesting that knowledgeable and engaging live streamers can build consumer trust and deliver a pleasant shopping experience. Streamers who effectively communicate product information while maintaining a professional demeanour contribute to increased customer satisfaction, fostering a favourable shopping environment (Fang, 2014; Meng & Lin, 2023).

Credibility also emerged as a key factor, significantly impacting customer e-satisfaction. When live streamers are perceived as credible, consumers are more likely to trust the information presented, enhancing their overall satisfaction with the shopping experience. This finding aligns with previous studies emphasizing the

importance of credible information in fostering trust and satisfaction in e-commerce settings. Moreover, ease of use was shown to have a substantial effect on customer e-satisfaction, underscoring the necessity of user-friendly interfaces and seamless navigation. These factors make the shopping process more accessible and enjoyable, aligning with research that identifies ease of use as a pivotal element in technology adoption and consumer satisfaction (Davis et al., 1989; Huang & Benyoucef, 2017).

Finally, security played a significant role in influencing customer e-satisfaction, reaffirming the importance of secure transactions in building consumer trust and confidence. A secure platform not only safeguards consumers' personal and financial information but also enhances their overall satisfaction with the shopping experience. This study further confirms that customer e-satisfaction is a strong predictor of Repurchase Intention, highlighting that satisfied consumer are more likely to revisit and make repeat purchases. These findings collectively emphasize the importance of optimizing live streaming strategies, ensuring credible communication, and improving platform usability and security to enhance customer satisfaction and drive repeat business in the context of TikTok Shop.

6. Conclusions

This study investigates factors influencing repurchase intention in e-commerce on TikTok Shop, focusing on Generation Z's purchase of gadget accessories. The findings emphasize the importance of professionalism, credibility, ease of use, and security in shaping customer e-satisfaction, which in turn drives Repurchase Intention. Specifically, professional and credible live streamers positively impact customer satisfaction, while an intuitive platform and secure transactions enhance the overall shopping experience. These results align with prior research and highlight that satisfied customer are more likely to repurchase.

Despite these contributions, the study has limitations, particularly in addressing external factors such as impulsive behavior, social validation, and information overload, which may also influence Repurchase Intention. Additionally, cultural dynamics and regulatory factors were not fully explored, leaving room for further research to examine how these elements interact with customer satisfaction and e-satisfaction in the context of e-commerce.

References:

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, *35*(8), 982–1003. https://doi.org/10.1287/mnsc.35.8.982

Driediger, F., & Bhatiasevi, V. (2019). Online grocery shopping in Thailand: Consumer acceptance and usage behavior. *Journal of Retailing and Consumer Services*, *48*, 224–237. https://doi.org/10.1016/j.jretconser.2019.02.005

Elbeltagi, I., & Agag, G. (2016). E-retailing ethics and its impact on customer satisfaction and repurchase intention: A cultural and commitment-trust theory perspective. *Internet Research*, *26*(1), 288–310. https://doi.org/10.1108/IntR-10-2014-0244

Fang, Y.-H. (2014). Beyond the Credibility of Electronic Word of Mouth: Exploring eWOM Adoption on Social Networking Sites from Affective and Curiosity Perspectives. *International Journal of Electronic Commerce*, *18*(3), 67–102. https://doi.org/10.2753/JEC1086-4415180303

Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, *18*(1), 39. https://doi.org/10.2307/3151312

Gefen, Karahanna, & Straub. (2003). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, *27*(1), 51. https://doi.org/10.2307/30036519

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, *37*(11/12), 1762–1800. https://doi.org/10.1108/03090560310495456

Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management & Data Systems*, *116*(1), 2–20. https://doi.org/10.1108/IMDS-09-2015-0382

Huang, Z., & Benyoucef, M. (2017). The effects of social commerce design on consumer purchase decision-making: An empirical study. *Electronic Commerce Research and Applications*, *25*, 40–58. https://doi.org/10.1016/j.elerap.2017.08.003

Kalakota, R., & Whinston, A. (1997). *Electronic Commerce: A Manager's Guide*. https://api.semanticscholar.org/CorpusID:166767885

Kim, H.-R. (2005). Developing an index of online customer satisfaction. *Journal of Financial Services Marketing*, *10*.

Kim, M. J., Lee, C.-K., & Jung, T. (2020). Exploring Consumer Behavior in Virtual Reality Tourism Using an Extended Stimulus-Organism-Response Model. *Journal of Travel Research*, *59*(1), 69–89. https://doi.org/10.1177/0047287518818915

Kim, M.-J., Chung, N., & Lee, C.-K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea. *Tourism Management*, *32*(2), 256–265. https://doi.org/10.1016/j.tourman.2010.01.011

Kline, R. B. (2015). *Principles and Practice of Structural Equation Modeling, Fourth Edition*. Guilford Publications.

Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th [edition]). Pearson Higher Education.

Lee, M. K. O., & Turban, E. (2001). A Trust Model for Consumer Internet Shopping. *International Journal of Electronic Commerce*, *6*(1), 75–91. https://doi.org/10.1080/10864415.2001.11044227

Liu, F. (2020). The Impact of Network Celebrities' Information Source Characteristics on Purchase Intention. *Chinese Journal of Management*, *17*(1), 94.

Luo, H., Cheng, S., Zhou, W., Yu, S., & Lin, X. (2021). A Study on the Impact of Linguistic Persuasive Styles on the Sales Volume of Live Streaming Products in Social E-Commerce Environment. *Mathematics*, *9*(13), 1576. https://doi.org/10.3390/math9131576

Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*, *40*(7), 1090–1110. https://doi.org/10.1108/OIR-11-2015-0373

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology.* (pp. xii, 266). The MIT Press.

Meng, Z., & Lin, M. (2023). The Driving Factors Analysis of Live Streamers' Characteristics and Perceived Value for Consumer Repurchase Intention on Live Streaming Platforms: *Journal of Organizational and End User Computing*, *35*(1), 1–24. https://doi.org/10.4018/JOEUC.323187

Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard Business Review*, *85 2*, 116–126, 157.

Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, *40*(3), 879–891. https://doi.org/10.3758/BRM.40.3.879

Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, *5*(10), e02690. https://doi.org/10.1016/j.heliyon.2019.e02690

Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*. Wiley.

Trivedi, S. K., & Yadav, M. (2020). Repurchase Intention in Y generation: Mediation of trust and e-satisfaction. *Marketing Intelligence & Planning*, *38*(4), 401–415. https://doi.org/10.1108/MIP-02-2019-0072

Zhang, Y., Fang, Y., Wei, K.-K., Ramsey, E., McCole, P., & Chen, H. (2011). Repurchase intention in B2C e-commerce—A relationship quality perspective. *Information & Management*, *48*(6), 192–200. https://doi.org/10.1016/j.im.2011.05.003

Zhao, K., University of Houston, USA, Hu, Y., University of Illinois, USA, Hong, Y., University of Houston, USA, Westland, J. C., & University of Illinois, USA. (2021). Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv. *Journal of the Association for Information Systems*, *22*(4), 1076–1098. https://doi.org/10.17705/1jais.00689

Zhu, B., Kowatthanakul, S., & Satanasavapak, P. (2019). Generation Y consumer online repurchase intention in Bangkok: Based on Stimulus-Organism-Response (SOR) model. *International Journal of Retail & Distribution Management*, *48*(1), 53–69. https://doi.org/10.1108/IJRDM-04-2018-0071