



FACTOR INFLUENCING THE REPURCHASE INTENTION ON TIKTOK FOR BABY BOTTLES

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ABSTRACT

This study examines the factors influencing repurchase intention in the context of social commerce, particularly on TikTok Shop, with a focus on baby bottle products. While prior studies have explored purchase intention in digital environments, limited research has addressed repurchase intention and the mediating mechanisms underlying consumer behavior in short video-based platforms.

This study aims to analyze the role of short video content, customer experience, perceived value, and customer satisfaction in shaping repurchase intention. A quantitative approach was employed using purposive sampling, involving 118 respondents who had made at least two purchases on TikTok Shop. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

The results reveal that customer satisfaction has the strongest and most significant effect on repurchase intention, while short video content, customer experience, and perceived value influence repurchase intention indirectly through customer satisfaction. The model demonstrates strong explanatory power, with R-square values of 0.642 for customer satisfaction and 0.781 for repurchase intention.

This study contributes to the literature by highlighting the central role of customer satisfaction as a mediating mechanism in social commerce and emphasizing the importance of short video-based marketing strategies in shaping long-term consumer behavior. Practically, the findings suggest that businesses should focus on enhancing customer satisfaction through engaging, informative, and relevant video content to foster customer loyalty and repeated purchases.

INTRODUCTION

Indonesia is currently experiencing dynamic demographic changes characterized by continuous population growth alongside a gradual decline in fertility rates. According to data from Badan Pusat Statistik (2024), the population increased from 278.7 million in 2023 to 281.6 million in 2024. Although the total population continues to rise, the Total Fertility Rate (TFR) shows a decreasing trend, from 3.1 in 1990 to 2.18 in 2023 and is projected to reach 1.95 by 2050. This phenomenon reflects a structural shift in household composition, parenting patterns, and consumption behavior, particularly among young families.

Table 1. Population in Indonesia

Indonesia	Mid-Year Population (Thousands of People)		
	2022	2023	2024
	275.773,8	278.696,2	281.603,8

Source : (Badan Pusat Statistik, 2024)

One important implication of this demographic transition is the changing profile of parents, especially the increasing proportion of working mothers. Data indicates that women's participation in professional sectors continues to grow, reaching 49.53% in 2023. This shift significantly affects how parents, particularly working mothers, make consumption decisions regarding childcare products. Unlike traditional consumers, working mothers tend to prioritize efficiency, convenience, and reliable information in purchasing decisions due to their dual responsibilities at work and at home.

In this context, baby care products such as feeding bottles and pacifiers are essential goods that require careful consideration. These products are directly related to infant health and safety, making purchase decisions more complex and risk sensitive. As a result, parents not only rely on product attributes but also seek external information sources, including reviews, demonstrations, and recommendations, to reduce uncertainty.

The rapid development of digital technology has transformed how consumers access such information. Social commerce platforms, particularly TikTok Shop, have emerged as a dominant channel that integrates entertainment, information, and transaction processes in a single ecosystem. TikTok Shop utilizes short form video content to deliver product information in a more engaging, visual, and interactive manner compared to traditional e-commerce platforms. This format allows consumers to observe product usage, compare alternatives, and evaluate product quality more efficiently.

For working mothers, this digital environment aligns closely with their needs. Short video content provides quick, easily digestible information, enabling them to make informed decisions without extensive time investment. In addition, algorithm driven content personalization enhances product discovery by presenting relevant items based on user preferences and browsing behavior. Consequently, TikTok Shop is not only a purchasing platform but also an experiential environment that shapes consumer perceptions and decision making processes.

Despite the growing relevance of TikTok Shop, consumer behavior within this platform particularly regarding repurchase intention, requires deeper investigation. Repurchase intention is a critical indicator of customer loyalty and long-term business sustainability. In digital commerce contexts, it is influenced by multiple factors, including perceived value, customer experience, and satisfaction.

Previous studies have examined the role of short video content in influencing consumer engagement and purchase intention. For example, Lin et al. (2022) highlight that short video characteristics such as informativeness, entertainment, and interactivity can positively affect consumer perceptions and behaviors. Similarly, Ducoffe (1996) emphasizes the importance of advertising value derived from informational and entertainment elements in shaping user experience. Furthermore, established marketing theories (Kotler & Keller, 2016; Zeithaml et al., 1996; Hellier et al., 2003) suggest that customer experience, perceived value, and satisfaction are key determinants of repurchase intention.

However, several important gaps remain in the existing literature. First, most prior studies focus on general purchase intention rather than repurchase intention, particularly in the context of social commerce platforms like TikTok Shop. Repurchase behavior involves post purchase evaluation and satisfaction, which differ conceptually from initial purchase decisions. Second, previous research tends to examine short video content as a direct predictor of purchase intention, without fully exploring its indirect effects through mediating variables such as customer experience, perceived value, and customer satisfaction. Third, limited studies specifically investigate high involvement and risk sensitive products such as baby care items, where trust, safety, and emotional considerations play a significant role.

Additionally, there is a lack of contextual integration between demographic shifts such as the rise of working mothers and digital consumption behavior in social commerce environments. While demographic factors influence consumer needs and preferences, their connection to digital marketing mechanisms, particularly short video based platforms, remains underexplored.

Addressing these gaps, this study aims to develop and test a comprehensive model that examines how short video content influences repurchase intention through the mediating roles of customer experience, perceived value, and customer satisfaction within the context of TikTok Shop. By focusing on baby bottle products, this study also contributes to understanding consumer behavior in high involvement product categories that require both rational and emotional evaluation.

This research is expected to provide both theoretical and practical contributions. Theoretically, it extends existing literature on digital marketing and consumer behavior by integrating short video content into a structural model of repurchase intention. Practically, it offers insights for marketers and businesses in optimizing content strategies on TikTok Shop to enhance customer satisfaction and foster long-term customer loyalty.

LITERATURE REVIEW

Theoretical and Conceptual Background

Short Video Content

Short video content is not merely a communication tool but a stimulus that shapes how consumers interact with digital platforms. Unlike static content, short videos provide dynamic visual demonstrations, storytelling, and real-time engagement, which enhance cognitive and emotional involvement. According to Lin et al. (2022), the effectiveness of short video content lies in its ability to deliver information quickly while maintaining entertainment value.

From a theoretical perspective, this aligns with the concept of advertising value proposed by Ducoffe (1996), where informativeness and entertainment directly influence user experience. When consumers perceive video content as both useful and enjoyable, they are more likely to develop a positive interaction with the platform.

Thus, short video content plays a critical role in shaping customer experience by reducing information asymmetry and increasing engagement, leading to the following hypothesis:

H1: Short video content positively influences customer experience.

Customer Experience

Customer experience represents the overall cognitive and emotional response resulting from interactions with a platform. In a social commerce context like TikTok Shop, experience is formed through content exposure, platform usability, and perceived convenience.

A positive customer experience enhances consumers' evaluation of benefits relative to costs, which is conceptualized as perceived value (Zeithaml et al., 1996). When users find the platform easy to use, informative, and enjoyable, they tend to perceive higher value in the products offered.

Empirical findings (e.g., Lin et al., 2022) suggest that immersive and engaging digital experiences significantly improve value perception, particularly in video-based environments.

Therefore, a better customer experience is expected to increase perceived value:

H2: Customer experience positively influences perceived value.

Perceived Values of Customers

Perceived value is a key determinant of customer satisfaction, as satisfaction arises when perceived benefits meet or exceed expectations. According to Zeithaml et al. (1996), consumers continuously evaluate whether the value received justifies the cost incurred.

In the context of TikTok Shop, value is not only derived from product quality but also from how effectively the information is delivered through short videos. When consumers perceive that they receive high-quality information and product benefits with minimal effort, satisfaction increases.

This relationship is also supported by prior research indicating that perceived value significantly contributes to satisfaction in digital commerce environments. Thus:

H3: Perceived value positively influences customer satisfaction.

Customer Satisfaction

Customer satisfaction is widely recognized as a primary driver of repurchase intention. According to Hellier et al. (2003), satisfied customers are more likely to engage in repeat purchasing due to positive past experiences.

In social commerce, satisfaction is reinforced not only by product performance but also by the overall digital experience, including content interaction and platform usability. When customers consistently experience satisfaction, they develop trust and loyalty toward the platform. Therefore:

H4: Customer satisfaction positively influences repurchase intention.

Repurchase Intention

Rather than acting independently, the variables in this study form a sequential mechanism. Short video content initiates the process by shaping experience, which then influences perceived value, leading to satisfaction and ultimately repurchase intention.

This indirect pathway highlights the importance of understanding the mediating roles of experience, value, and satisfaction rather than examining direct effects alone. Thus:

H5: Short video content indirectly influences repurchase intention through customer experience, perceived value, and customer satisfaction.

Empirical Review and Hypothesis

In the context of digital marketing, short video content plays an important role in shaping customer perceptions and experiences. (Lin et al., 2022) stated that informative, interesting, and relevant video content can increase consumer engagement and create positive experiences when interacting on e-commerce platforms such as TikTok. In line with this view, (Ducoffe, 1996) emphasized that the entertainment and information value in an

advertisement including in the form of short videos contributes to the effectiveness of digital advertising. Well packaged short videos not only build a positive customer experience but also influence perceived value. According to (Kotler & Keller, 2016), customer experience is the accumulation of customer perceptions and feelings formed from their interactions with a brand, while perceived value is the customer's evaluation of the benefits received compared to the costs incurred (Zeithaml et al., 1996). Furthermore, customer satisfaction arises when the perceived value exceeds customer expectations, which then has implications for loyalty and repurchase intentions. (Kotler & Keller, 2016) emphasize that customer satisfaction is the key to maintaining long-term loyalty. This is supported by the findings of (Hellier et al., 2003), which showed that customer satisfaction significantly influences repurchase intention, or the desire to make a repeat purchase in the future. (Lin et al., 2022) also support this relationship in their study observing consumer behavior in social media-based e-commerce, where interactions through visual content such as short videos trigger a pleasant experience, increase perceived value, satisfy customers, and ultimately drive repurchase intention.

Based on this empirical review, several hypotheses can be formulated:

H1: Short video content has a positive effect on customer experience.

H2: Customer experience has a positive effect on perceived value.

H3: Perceived value has a positive effect on customer satisfaction.

H4: Customer satisfaction has a positive effect on repurchase intention.

H5: Short video content indirectly influences repurchase intention through customer experience, perceived value, and customer satisfaction.

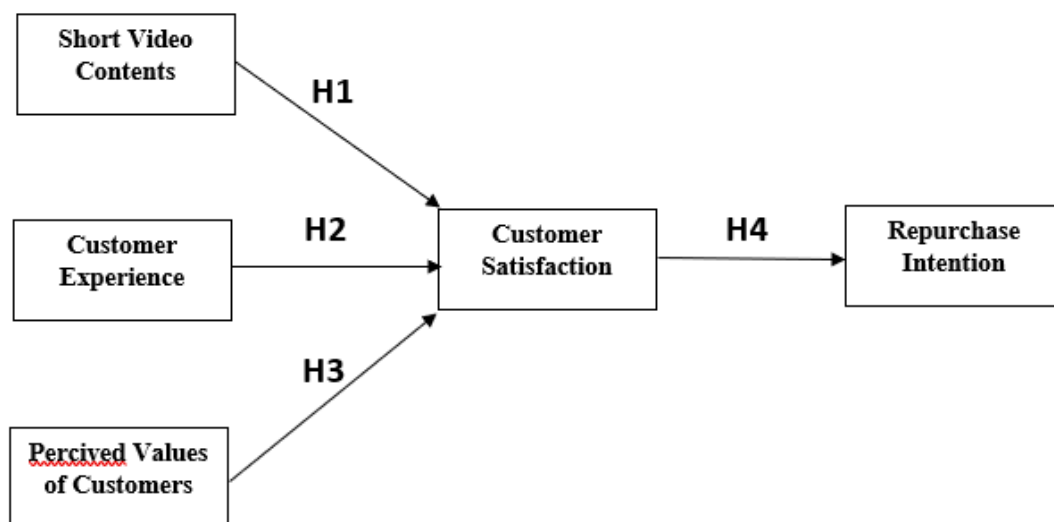


Figure 1. Conceptual Model of the Study

Source: Authors (2025)

RESEARCH AND METHODOLOGY

The measurement items used in this study were adapted from established scales in prior literature to ensure both validity and reliability. Each construct was operationalized based on widely recognized theoretical foundations and empirical studies.

Specifically, short video content was measured using items adapted from Kotler and Keller (2016) and Lin et al. (2022), focusing on informativeness, attractiveness, and the ability of video content to stimulate purchase interest. Customer experience items were derived from Ducoffe (1996) and Lin et al. (2022), capturing aspects such as perceived efficiency, personalization, and overall interaction quality within the platform.

Perceived value was measured using items adapted from Zeithaml et al. (1996), which emphasize consumers' evaluation of benefits relative to costs. Customer satisfaction and repurchase intention were measured based on prior studies by Lin et al. (2022) and Hellier et al. (2003), respectively, reflecting post-consumption evaluation and behavioral intention.

To ensure contextual relevance, all items were slightly modified to reflect the specific setting of TikTok Shop and baby product purchases. For example, general statements about online shopping were adjusted to explicitly refer to short video-based shopping experiences on TikTok.

Furthermore, a pre-test was conducted with a small group of respondents to ensure clarity, readability, and content validity of the questionnaire. Feedback from this process was used to refine wording and improve item comprehension before the full-scale data collection was conducted.

All items were measured using a six-point Likert scale ranging from 1 (strongly disagree) to 6

(strongly agree), which was chosen to avoid neutral responses and encourage more discriminative answers

Table 2. Research Instrument Table

Variable	Code	Indicator	Source
Short Video Content	SVC 1	I would buy baby bottles and nipples if a short video on TikTok could show how good the product is.	(Kotler & Keller, 2016), (Lin et al., 2022)
	SVC 2	I will buy baby bottles and nipples if short videos on TikTok can stimulate my shopping desire.	
	SVC 3	Short videos on TikTok make it easier for me to understand how a product works compared to images on other shopping platforms.	
Customer Experience	CE1	I think, it is very efficient to shop on platforms with short videos like TikTok.	(Ducoffe, 1996), (Lin et al., 2022)
	CE2	Short video apps like TikTok will recommend items I might be interested in based on my browsing history.	
	CE3	Compared to other similar products, products sold on platforms with short videos such as on TikTok have better quality at more affordable prices.	
Perceived Values of Customers	PVC 1	I think baby bottles and nipples products sold on the platform with TikTok short videos have good performance.	(Zeithaml et al., 1996), (Lin et al., 2022)
	PVC 2	I think, baby bottles and nipples products sold on the platform with TikTok short videos are of high quality.	
	PVC 3	I think, baby bottles and nipples products sold on the platform with the presence of TikTok short videos are reliable.	
Customer Satisfaction	CS1	I am satisfied shopping on the TikTok application	(Lin et al., 2022)
	CS2	I think it is wise to buy baby bottles and nipples products on the TikTok application.	
	CS3	I am more satisfied shopping on the TikTok app than on other platforms.	
Repurchase Intention	RI1	I have wanted to use the TikTok platform for a long time.	(Hellier et al., 2003), (Lin et al., 2022)
	RI2	I would like to recommend my friends to shop for baby bottles and nipples on the TikTok platform.	
	RI3	If necessary, I might buy other products on the TikTok platform	

Source: Authors (2025)

Population and Sample

The population in this study were all TikTok e-commerce users in Indonesia who had experience shopping through the platform. This population was chosen because TikTok has now developed into a social media platform that supports e-commerce activities directly through features such as TikTok Shop. Given the very large number of TikTok e-commerce users and is spread widely across various regions in Indonesia, the researcher used a sample to obtain representative data. The sampling method used was non-probability sampling with a purposive sampling technique, which is a sample selection technique based on certain criteria that are relevant to the research objectives. The criteria set were respondents who were active TikTok users and had made purchases through TikTok Shop.

Data Collection Techniques

In this study, data were collected through an online survey distributed using GoogleForms media. This survey was created to measure respondents' perceptions of Short Video Content, Customer Experience, Perceived Values of Customers, Customer Satisfaction, and Repurchase Intention. Questions were structured on a Likert scale to facilitate quantitative analysis.

Data Analysis Technique

The data in this study were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0 software. PLS-SEM was selected as the primary analytical approach because it is suitable for analyzing complex models involving multiple latent constructs and indirect relationships.

Unlike traditional covariance-based SEM or multiple regression analysis, PLS-SEM allows simultaneous estimation of both the measurement model (outer model) and the structural model (inner model). This capability makes it particularly appropriate for this study, which examines mediating relationships among variables such as short video content, customer experience, perceived value, customer satisfaction, and repurchase intention. Furthermore, PLS-SEM is well-suited for exploratory research and predictive analysis, especially when the research model is relatively complex and the sample size is moderate. Given that this study involves 118 respondents and aims to predict behavioral outcomes (repurchase intention), PLS-SEM provides robust and reliable results.

The analysis procedure consists of two main stages. First, the measurement model is evaluated by assessing indicator reliability, internal consistency reliability (Cronbach's alpha and composite reliability), convergent validity (average variance extracted/AVE), and discriminant validity. Second, the structural model is evaluated by examining path coefficients, coefficient of determination (R-square), effect size (f-square), and predictive relevance (Q-square)

RESULT AND DISCUSSION

Result

Data analysis in this study used the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the help of SmartPLS 4.0 software which aims to evaluate the extent to which the indicators used in the study can measure the desired constructs and the latent constructs they represent.

1. Descriptive Statistics

Table 3. Respondent Criteria

Deskripsi	Description	Respondent	Percentage
Primary Data	Questionnaire	118	100%
Gender	Male /Father	42	36%
	Female /Mother	76	64%
Age	18 - 28 years	17	14%
	29 - 44 years	85	72%
	45 - 57 years	2	2%
	45 - 60 years	14	12%
Education	Junior High School	1	1%
	Middle School	29	25%
	D1 /Certificate, D2/ Associate's Degree, D3/Associate's Degree.	9	8%
	Bachelor's degree	64	54%
	Master's degree	14	12%
	Doctoral degree	1	1%
Domicile	Bali	2	2%
	Banten	6	5%
	Special Region of Yogyakarta	6	5%
	Special Capital Region of Jakarta	29	25%
	West Java	22	19%
	Central Java	49	42%
	East Java	1	1%
	Lampung	1	1%
	Riau	2	2%
Occupation	ASN	11	9%
	Not Working	3	3%
	BUMD	1	1%
	BUMN	3	3%
	Lecturer	2	2%

	Driver shopee food	1	1%
	Housewife	16	14%
	Private Employee	62	53%
	Driver OJOL	1	1%
	Retired	1	1%
	Retiree	1	1%
	Voice Over	1	1%
	Entrepreneur	15	13%
Average Income Per Month	< 2.000.000	16	14%
	> 10.000.000	23	19%
	2.000.000 - 3.500.000	13	11%
	3.500.000 - 5.000.000	28	24%
	5.000.000 - 7.500.000	25	21%
	7.500.000 - 10.000.000	13	11%

Source: Authors (2025)

The number of respondents in this study was 118 people obtained through online questionnaire distribution. Based on demographic characteristics, the majority of respondents were female (76 people) and male (42 people) (36%). In terms of age range, the majority of respondents were in the 29–44 age category (85 people) (72%), indicating that TikTok e-commerce users are dominated by the productive age group. In terms of education, the majority of respondents came from Bachelor's degree (64 people) (54%). Respondents were spread across various regions in Indonesia, with the largest domicile coming from Central Java (42%), followed by Special Capital Region of Jakarta (25%) and West Java (19%). Based on the type of employment, the majority of respondents were private employees (53%), followed by housewives (14%) and entrepreneurs (13%). Meanwhile, the average monthly income of respondents varied, with the income group of IDR 3,500,000 – IDR 5,000,000 being the most dominant, namely 28 people (24%). These data show that the samples obtained are quite diverse and reflect the characteristics of TikTok e-commerce users from various social, economic, and geographical backgrounds so that they can provide a comprehensive picture of the phenomenon being studied.

Table 4. Table Descriptive Statistics

Construct		Mean	Standard deviation	Scale min	Scale max
SVC	SVC1	4.686	1.240	1.000	6.000
	SVC2	4.229	1.368	1.000	6.000
	SVC3	4.712	1.256	1.000	6.000
CE	CE1	4.602	1.136	1.000	6.000
	CE2	4.814	1.242	1.000	6.000
	CE3	4.373	1.241	1.000	6.000
PVC	PVC1	4.373	1.241	1.000	6.000
	PVC2	4.042	1.343	1.000	6.000
	PVC3	4.212	1.206	1.000	6.000
CS	CS1	4.568	1.245	1.000	6.000
	CS2	4.331	1.186	1.000	6.000
	CS3	4.059	1.349	1.000	6.000
RI	RI1	4.415	1.404	1.000	6.000
	RI2	4.347	1.217	1.000	6.000
	RI3	4.636	1.253	1.000	6.000

Source: Authors (2025)

Table 4 provides an overview of descriptive statistics in the structural model developed covering five main constructs: Customer Experience (CE), Perceived Value of Convenience (PVC), Service Value (SVC), Customer Satisfaction (CS), and Repurchase Intention (RI). As seen from the average value, standard deviation, and minimum/maximum score. Based on the results of the Descriptive Statistics Table, provide an overview of the level of respondents' perception of the five main constructs, namely Short Video Content, Customer Experience, Perceived Values of Customers, Customer Satisfaction, and Repurchase Intention, based on three indicators for each construct. Overall, all indicators have a minimum scale of 1,000 and a maximum scale of 6,000, indicating

that the instrument uses a 6-point Likert scale. The average value (mean) of all indicators is above 4,000, which reflects that respondents' perceptions of each construct tend to be positive. The indicator with the highest average value is CE2 (4.814) which means that user experience is the most appreciated aspect. The lowest average value is in PVC2 (4.042), indicating that the perception of value towards the product/service can still be improved. The highest standard deviation is in the indicator RI1 (1.404) and the lowest in CE1 (1.136), indicating that the perception of customer experience is more uniform than the perception of repurchase intention.

2. Validity Test

Based on (Hair et al., 2014), a valid loading factor value must exceed 0.70. This means that the higher the loading factor value, the stronger the relationship between the indicator and the construct, which indicates the validity of the indicator in measuring the intended construct.

Table 5. Outer Loading Test Result

Item	T-Count	T-critical	Decision
SVC1	0.815	0.700	Valid
SVC2	0.848	0.700	Valid
SVC3	0.867	0.700	Valid
CE1	0.866	0.700	Valid
CE2	0.903	0.700	Valid
CE3	0.860	0.700	Valid
PVC1	0.888	0.700	Valid
PVC2	0.935	0.700	Valid
PVC3	0.915	0.700	Valid
CS1	0.912	0.700	Valid
CS2	0.922	0.700	Valid
CS3	0.888	0.700	Valid
RI1	0.937	0.700	Valid
RI2	0.920	0.700	Valid
RI3	0.903	0.700	Valid

Source: Authors (2025)

All indicators in this research instrument meet the validity criteria based on (Hair et al., 2014). This shows that each statement item is able to measure its variable construct accurately and is suitable for use in further analysis such as reliability testing or structural analysis.

3. Realibility Test

Table 6. Table Realiability Test Result

Variable s	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
SVC	0.797	0.799	0.881	0.712
CE	0.850	0.853	0.909	0.769
PVC	0.900	0.904	0.937	0.833
CS	0.893	0.895	0.933	0.823
RI	0.909	0.912	0.943	0.847

Source: Authors (2025)

Based on the results of the reliability and validity tests in the table above, all variables in this study showed very good results and met the criteria recommended by (Hair et al., 2014). The Cronbach's Alpha value of all variables is above the minimum threshold of 0.70, which indicates that this research instrument has high internal consistency. The highest value was obtained in the Repurchase Intention variable (0.909), while the lowest was Short Video Content (0.797), but it is still in the reliable category. Furthermore, the Composite Reliability values (rho_a and rho_c) for all variables also showed values above 0.70, which means that all constructs have very good composite reliability. The highest value for rho_c was recorded in the Repurchase Intention variable (0.943), and the lowest value in Short Video Content (0.881), which is still considered very adequate in measuring latent

constructs. In terms of convergent validity, as measured by the Average Variance Extracted (AVE) value, all variables obtained values above 0.50. This indicates that the indicators of each construct are able to explain more than 50% of the variance of the construct. The highest AVE value is in Repurchase Intention (0.847), and the lowest value is in Short Video Content (0.712), both of which exceed the minimum threshold so that they are considered convergently valid. Thus, it can be concluded that all instruments in this study have met the reliability and validity criteria based on the guidelines from (Hair et al., 2014), and can be used for further analysis in research.

4. Structural Model Evaluation (Inner Model)

Table 7. R-Square dan Q-Square Test Result Test

Variable	R-squar e	Q-Squar e
CS	0.642	0.498
RI	0.781	0.650

Source: Authors (2025)

Based on the results of the structural model evaluation (inner model) shown in the R-Square and Q-Square Tables, it is known that the R-square (R^2) value for the Customer Satisfaction (CS) variable is 0.642 and for Repurchase Intention (RI) is 0.781. According to Hair et al. (2019), the R-square value is categorized as moderate if it is in the range of 0.50–0.75, and substantial if it is above 0.75. Thus, the independent variable can explain the variability of CS by 64.2% (moderate category), and RI by 78.1% (substantial category), which means that the model has good explanatory power against the dependent variable. Meanwhile, the Q-square value for the CS variable is 0.498 and for RI is 0.650. A Q-square value greater than zero indicates that the model has good predictive ability (predictive relevance). In general, the closer to 1, the stronger the model's predictive ability against the construct. With this fairly high Q-square value, it can be concluded that the structural model built not only has adequate explanatory power, but also has relevant predictive ability, so it is worthy of being used in further hypothesis testing.

Table 8. F-Square Result Test

Variable	f-squar e	Effect Category
CE -> CS	0.065	Small
CS -> RI	3.562	Large
PVC -> CS	0.078	Small
SVC -> CS	0.093	Small

Source: Authors (2025)

Based on the results of the structural model evaluation (inner model) displayed in the F-Square Table, it can be seen that the influence of each independent variable on the dependent variable has different effect categories based on the f-square value (f^2). According to Hair et al. (2019), an f-square value of 0.02 indicates a small effect, 0.15 indicates a medium effect and 0.35 or more indicates a large effect. In the table, it can be seen that the Customer Satisfaction (CS) variable on Repurchase Intention (RI) has an f^2 value of 3.562, which is included in the large category, indicating that the influence of CS on RI is very strong and substantially significant. Meanwhile, the influence of Customer Experience (CE) on Customer Satisfaction (CS) has an f-square value of 0.065, the influence of Perceived Value of Customers (PVC) on CS is 0.078, and the influence of Short Video Content (SVC) on CS is 0.093. All three values are in the small category, which means that although the influence is statistically significant, the strength of its effect on changes in the CS variable is relatively small. Thus, this evaluation shows that the Customer Satisfaction variable plays an important role as a very strong mediation of repurchase intention (RI), while other variables provide a smaller contribution to the formation of customer satisfaction.

Discussion

The results of this study indicate that Customer Satisfaction has the most significant influence on Repurchase Intention in the context of purchasing baby bottle products through TikTok Shop. This finding is reinforced by the results of the f-square test which shows a value of 3.562, which is categorized as a large effect based on the criteria of (Hair et al., 2014). This confirms that customer satisfaction is a determinant factor in forming loyalty and driving repurchase decisions (Hellier et al., 2003). Although the variables of Short Video Content, Customer Experience, and Perceived Value have a small direct influence on Customer Satisfaction, their

indirect influence is proven to be significant in forming repurchase intentions. This finding is in line with the concept of Integrated Marketing.

Communication from (Kotler & Keller, 2016), which states that relevant and consistent communication, including through short video content, can form positive perceptions and strengthen customer experience. In particular, Short Video Content plays an important role in building a positive Customer Experience, by the results of (Lin et al., 2022) show that informative, entertaining, and visual video content can increase engagement and emotional appeal. This supports (Ducoffe, 1996) theory on advertising value, which emphasizes that content that conveys information with entertainment without irritating can increase the overall customer experience value.

Furthermore, the concept of Perceived Value as proposed by (Zeithaml et al., 1996), shows that consumers evaluate the benefits of a product compared to the sacrifices made. In this study, although the average value of product quality perception was at a moderate level, effective video content was able to increase the perception of value and contribute to customer satisfaction. Thus, it can be concluded that in the context of social media-based e-commerce such as TikTok, a short video-based visual communication strategy is a strategic factor in shaping customer perception and loyalty. This strategy needs to be focused on strengthening customer experience and satisfaction as the main path to increasing repurchase intentions.

CONCLUSION

The findings of this study confirm that customer satisfaction is the most influential factor affecting repurchase intention in the context of TikTok Shop. This result is consistent with prior studies (Hellier et al., 2003; Lin et al., 2022), which emphasize that satisfaction serves as a key determinant of customer loyalty and repeated purchasing behavior.

The dominant role of customer satisfaction can be explained through the expectation-confirmation perspective, where consumers evaluate whether their initial expectations are met or exceeded during the consumption experience. In the context of social commerce, satisfaction is not only derived from product performance but also from the overall digital experience, including content interaction, ease of use, and perceived convenience.

In this study, although short video content, customer experience, and perceived value contribute to the model, their effects on repurchase intention are largely indirect and mediated through customer satisfaction. This indicates that these variables function as antecedents that shape satisfaction rather than directly driving behavioral intention. Therefore, customer satisfaction acts as a central mechanism that translates cognitive and emotional evaluations into actual behavioral outcomes.

This finding highlights the importance of adopting a holistic approach in digital marketing strategies. For platforms such as TikTok Shop, creating engaging short video content alone is insufficient unless it ultimately leads to customer satisfaction. Marketers should focus on delivering not only visually appealing content but also reliable information, positive user experience, and perceived value to ensure that customer expectations are fulfilled.

From a theoretical perspective, this study reinforces the role of customer satisfaction as a mediating construct in consumer behavior models, particularly in social commerce environments. It extends prior research by demonstrating that in short video-based platforms, satisfaction becomes the key pathway through which digital marketing stimuli influence repurchase intention.

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