

How Digital Engagement Shapes Loyalty: The Combined Influence of Live Streaming and Influencer Marketing on Repurchase Behavior in TikTok Shop

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Abstract: This study aims to analyse the effect of live streaming and influencer marketing on repeat purchase interest in Skintific products on TikTok Shop among Generation Z in Jombang. The scope of the study focuses on Gen Z consumers who have purchased Skintific products through the TikTok Shop platform. The research method used was explanatory quantitative with primary data collection through an online questionnaire of 100 respondents selected purposively. The data were analysed using multiple linear regression analysis with the help of SPSS. The results showed that both live streaming and influencer marketing had a positive and significant effect on repurchase intention, with a coefficient of determination (R^2) of 0.520. Simultaneously, both variables were able to explain 52% of the variation in repurchase intention. The research conclusion confirms that digital marketing strategies through live streaming and influencer collaborations are effective in increasing loyalty and repurchase intention for Skintific products among Gen Z. The implications of this research can be used as a reference for companies in developing more interactive and trustworthy promotional strategies on social media platforms.

Key Words: Live Streaming; Influencer Marketing; Repurchase Intention; Generation Z; TikTok Shop

Introduction

The development of digital technology has had a significant impact on various aspects of life, including the economy and people's consumption behavior. The digital era allows for global connectivity through the internet, accelerating the exchange of information around the world (Nyoman, 2024). One of the main consequences of this development is the increasing use of social media as a means of communication, entertainment, and marketing. The concept of social commerce then comes as a new form of transaction that allows users to make purchases directly on social media platforms. Platforms such as TikTok, Instagram, and Facebook Marketplace have added shopping features to make the transaction process easier. By 2025, social commerce in Indonesia is projected to experience maximum growth in line with the increasing number of social media users (Optima Technology Indonesia, 2024). This phenomenon is very popular with Generation Z, including in Jombang Regency which has a high level of social media use.

One of the leading features in social commerce is live streaming, which provides an opportunity for sellers to interact directly with buyers, showcase products, and build closeness through real-time communication. In addition, influencer marketing is also

increasingly popular as a digital promotion strategy that utilizes influential individuals to increase consumer trust in a product (Revika, 2025). This phenomenon is in line with the rapid growth of the beauty industry in Indonesia. The Ministry of Industry (2025) estimates that the national cosmetics market value will reach USD 9.7 billion by 2025, with a growth of around 4.33 percent per year until 2030 and an 89% contribution from small and medium industry players (Kemenperin.go.id, 2025).

One of the fast-growing beauty brands is Skintific, a Canadian brand that was officially launched in Indonesia in August 2021 (Ratih Ika, 2023). Various awards were won, including "Best Moisturizer" from Female Daily, Sociolla, Beautyhaul, and TikTok Live Awards 2022. Based on Compas.co.id report, Skintific recorded sales of more than IDR 70 billion throughout 2024, with a contribution of IDR 64 billion from official stores and IDR 7 billion from unofficial stores. Viral products such as 5x Ceramide Moisturizer, Mugwort Acne Clay Stick, and Truffle Biomi Skin Reborn Moisturizer make Skintific the leader of the beauty category on various e-commerce platforms. This success is inseparable from digital marketing strategies through live streaming and influencer marketing, including collaboration with influencer Tasya Farasya which has a great influence in shaping consumer perception and buying interest (Mash Moshem Indonesia, 2025).

In the study of consumer behavior, repurchase interest or repurchase intention is an important indicator that shows the tendency of consumers to make repeat purchases. Morwitz (2014) explained that repurchase interest plays a role in predicting actual purchasing behavior and helps companies in assessing the effectiveness of marketing strategies. These variables are often influenced by product quality, trust in the brand, and perceived value by consumers (Yu, 2023). Previous research has shown a consistent relationship: live streaming and influencer marketing have been shown to have a significant influence on interest in repurchasing skincare products (Luh et al., 2025), and even live streaming has a direct or indirect effect through trust (Ridhaningsih, 2025). Research by Pratiwi (2025) also strengthens that influencer marketing increases repurchase interest through increased consumer trust and closeness.

Based on these phenomena and empirical findings, research on the influence of live streaming and influencer marketing on repurchase interest is relevant for further study. By focusing on Skintific product users from Generation Z in Jombang Regency, this research is expected to provide a deeper understanding of the effectiveness of digital marketing strategies in influencing consumer purchasing behavior. Therefore, the author raises the title "The Influence of Live Streaming and Influencer Marketing on Skintific Repurchase Interest in TikTok Shop in Gen Z (Study of Skintific Users on Gen Z in Jombang)."

Method

This study uses a survey method to test the proposed theoretical model. The sampling method used was *purposive sampling*, with the respondent criteria, namely: (1) users of Skintific skincare products, (2) aged 13-28 years and (3) domiciled in Jombang. The number of samples in this study was 100 respondents.

To measure live streaming variables, influencer marketing and repurchase interest survey instruments were developed based on the identification of relevant indicators from a comprehensive literature review. The measurements of each variable are shown in table 1.

Table 1. Measurements

Variable	Items
Live Streaming (X1) (Siregar, 2021)	LS1. Immersion in watching live streaming LS2. Presence or the sense of presence during the live session LS3. Social presence in the interaction from audience to seller LS4. Telepresence through a direct product display
Influencer Marketing (X2)(Solis, 2012)	IM1 Influencer Reach IM2. Influencer content relevance to the product IM3. Vibration/level of interaction generated by influencers
Repurchase Intention (Y) (Hasan, 2018)	RI1. Transactional intention RI2. Preferential intention RI3. Referential intention

Results and Discussion

Hypothesis testing was carried out using multiple linear regression analysis through SPSS software. Regression analysis techniques were used to determine the magnitude of the influence of independent variables, namely live streaming (X1) and influencer marketing (X2) on the variable bound to Repurchase Interest (Y). The significance test was carried out by looking at the t-count value on each regression path. A variable is declared to have a significant influence if it meets the provisions of the $t\text{-value} > t\text{-table}$ (1.96) or $p\text{-value} < 0.05$ (Sugiyono, 2019). Meanwhile, the F test was used to see if live streaming and influencer marketing simultaneously had a significant effect on repurchase interest.

Tabel 2. T-test

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	5.246	0.820		6.394	0.000
live streaming (X1)	0.231	0.036	0.480	6.360	0.000
influencer marketing (X2)	0.318	0.062	0.390	5.167	0.000

a. Dependent Variable: repurchase intention Y)

Based on table 2, the *variables of live streaming and influencer marketing* have a calculated t value of 6,360 with a significant value of 0.000. Because t is larger than t table (6,360 > 1,982) and sig <0.05, it can be concluded that *live streaming* has a positive and significant effect on repurchase interest. The *influencer marketing* variable showed a calculated t-value of 5.167 with a significance value of 0.000. Because t is larger than t table (5,167 > 1,982) and Sig. < 0.05, it can be concluded that *influencer marketing* has a positive and significant effect on repurchase interest.

Table 3. F-Test

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.246	2	47.623	52.641	.000 ^b
	Residual	87.754	97	0.905		
	Total	183.000	99			

a. Dependent Variable: repurchase intention (Y)

b. Predictors: (Constant), influencer marketing (X2), live streaming (X1)

Based on the results of the ANOVA test, an F value of 52,641 was obtained with a significance value of 0.000. With a total of 100 respondents, the degree of freedom for the model is $df_1 = 2$ and $df_2 = 97$, so the F value of the table at the significance level of 0.05 is about 3.09. Since the calculated F value is much larger than the F of the table ($52,641 > 3.09$) and the Sig. value < 0.05 , it can be concluded that the regression model is simultaneously significant. This means that the variables of live streaming and influencer marketing together have a significant effect on repurchase interest. Thus, the regression model is feasible to use and H3 is accepted.

Discussion

The results of the study show that live streaming has a positive and significant influence on repurchase interest. These findings are in line with Chen et al. (2018) who explained that live broadcasts are able to provide real-time information delivery and allow direct interaction between sellers and buyers. Zhang et al. (2020) also assert that live streaming strengthens consumer engagement by providing an interactive experience that increases their confidence in the product. This is emphasized by live streaming indicators according to Siregar (2021) immersion, presence, social presence, and telepresence which overall create a more immersive and convincing shopping experience for consumers. The consistency of the findings of this study with previous research by Arsida (2025) and Ridhaningsih (2025) further strengthens that live streaming is an effective marketing strategy in increasing repurchase intention in TikTok Shop users, including users of Skintific products.

In the context of this study, the mechanism of live streaming has been shown to influence consumer behavior through increased interaction and product transparency. Immersion makes consumers feel emotionally engaged, while presence creates a sense of closeness to the seller. Social presence provides an opportunity for sellers to build a warmer relationship with their audience, while telepresence creates the perception as if consumers are directly at the sales location. TikTok as a live commerce platform supports this aspect through live comment features, product demonstrations, and exclusive offers during broadcasts. This is in line with the concept of Marketing 4.0 (Kotler, 2017) which states that modern digital marketing emphasizes the two-way relationship between marketers and consumers as the foundation for loyalty formation. The findings show that Gen Z consumers,

including in Jombang, have a strong tendency to respond to marketing based on this visual-informative interaction that encourages interest in re-buying.

This study also found that influencer marketing has a positive and significant effect on repurchase interest. Influencers are able to exert influence because they have emotional closeness, high trust, and credibility in the eyes of their followers. This opinion is in line with Oktapia (2023) and Nisa (2019) who stated that influencers have a great impact on consumer perception and repurchase intention through content that is interesting and relevant to the needs of the audience. Based on Solis (2012) indicators in this proposal, reach, suitability, and vibe, it is known that influencer credibility and content suitability with consumer needs are important aspects in encouraging repurchase interest. This finding is in line with Pratiwi's (2025) research which shows that influencer marketing is able to increase repurchase intention through strengthening consumer trust and emotional closeness to the promoted product.

Influencer marketing works through persuasive communication mechanisms that blend storytelling, product demonstrations, and authentically shared personal experiences. Influencer reach expands product exposure, content suitability to audience needs increases a sense of relevance, while vibes or levels of engagement strengthen the emotional bond between consumers and products. On TikTok Shop, this promotion technique is even more effective because influencers can show the results of using Skintific products directly and show visual evidence that increases trust. This supports the findings of Mukhlis et al. (2023) that the credibility and emotional connections built by influencers are key factors influencing consumer repurchase intention in the digital age.

Simultaneously, this study found that live streaming and influencer marketing together had a significant effect on repurchase interest. The combination of the two creates strong marketing synergies as live streaming provides visual evidence and real-time interactions, while influencer marketing builds consumer credibility and trust. These findings are consistent with Ridhaningsih's (2025) research which shows that integrated digital strategies, especially live streaming and influencer marketing, have greater ability to increase repurchase intent than if used separately. In the skincare industry such as Skintific, which relies heavily on consumer trust, the quality of visual information from live streaming, and the credibility of influencers are two elements that reinforce each other in encouraging loyalty and repurchase interest of Gen Z consumers in Jombang.

Conclusion

This study shows that live streaming and influencer marketing have a positive and significant effect on the repurchase interest of Skintific consumers in Jombang. Live streaming has proven to be an interactive medium that is able to increase consumer trust and engagement through real-time product demonstrations, direct interactions, and the delivery of information that is considered more transparent and convincing. Consumers feel more confident when they can see visual evidence, get answers directly from sellers and witness the experience of using the product during the live broadcast. This makes live streaming one of the factors that strengthens consumers' decisions to make a repurchase.

In addition, influencer marketing also plays an important role in shaping consumer perception and belief. Influencers who have credibility, proximity to the audience, and value match with the product are able to increase trust in Skintific. Recommendations, reviews and promotional content submitted by influencers are considered more authentic and relevant, so they are effective in influencing consumers' assessment of product quality and benefits. These findings reinforce the view that influencer-based marketing strategies are highly influential in increasing repurchase interest, especially for Gen Z consumers who tend to be responsive to public figures on social media.

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