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The Influence of Live Streaming, Influencer Marketing, and e-WOM on Skintific Repurchase Intention on Shopee

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Abstract

This study addresses the increasing importance of digital marketing strategies in online marketplaces and their impact on consumer repurchase behavior. With the rapid growth of e-commerce platforms, particularly Shopee, understanding the role of emergent promotional tools such as live streaming, influencer marketing, and Electronic Word of Mouth (E-WoM) is essential for brands seeking sustained consumer engagement. The primary objective of this research was to analyze the influence of live streaming, influencer marketing, and E-WoM on the repurchase intention of Skintific products on the Shopee marketplace. A total of 100 Shopee users in Yogyakarta who had previously purchased Skintific products were surveyed using a non probability sampling technique via online questionnaires. Instrument tests confirmed that all collected data were both valid and reliable. Classical assumption tests indicated normal data distribution and a regression model free from multicollinearity and heteroscedasticity. The results reveal that live streaming and E-WoM have positive and significant effects on repurchase intention, whereas influencer marketing does not exhibit a significant influence. These findings suggest that interactive and peer driven communication channels are more effective in fostering repeat purchase intentions in the context of online skincare products.

Keywords

E-WoM, Influencer Marketing, Live Streaming, Repurchase Intention.

1. Introduction

The skincare industry in Indonesia has experienced rapid growth, driven by increasing public awareness of self-care and the shift of consumer purchasing behavior toward e-commerce platforms. According to Oversea (2024), the value of Indonesia's online beauty and skincare market on Shopee reached USD 1,819 million in 2023, with the skincare segment accounting for USD 595 million an increase of over 40% compared to the previous year. This condition reflects both high demand and intensifying competition in the digitally based skincare market, necessitating marketing strategies to stimulate consumers' repurchase intentions.

Repurchase intention refers to consumers' tendency to make repeat purchases based on prior purchase experiences (Purnamawati et al., 2020). In the context of online shopping, repurchase intention or online repurchase intention represents consumers' willingness to buy products again through the same platform (Matute et al., 2016; Liaqat, 2023). High repurchase intention serves as a critical indicator for business sustainability and consumer loyalty in competitive industries. One rapidly growing digital marketing strategy in e-commerce is live streaming. Live streaming enables sellers or influencers to promote products in real-time while directly interacting with consumers, thereby enhancing product trust and perceived value (Sun et al., 2019; Karimah et al., 2023). Several studies by Damayanti and Handayani (2023), Febrianti et al. (2025), and Liu and Fan (2025) have demonstrated that live streaming positively influences repurchase intention, although other research reports non-significant results, suggesting that its effects may be more associated with short-term impulsive purchases.

In addition to live streaming, influencer marketing represents a promotional strategy that utilizes socially influential individuals to shape consumer attitudes, perceptions, and brand trust (Athaya & Irwansyah, 2021). Influencers with high credibility are able to strengthen consumer confidence, enhance perceived product value, and encourage positive behavioral responses, including repurchase intention (Amalia & Nurlinda, 2022; Eldon et al., 2025). Through persuasive communication and personal engagement, influencers can create emotional connections that support long-term consumer relationships with brands. Nevertheless, prior research suggests that the effectiveness of influencer marketing is not always consistent across purchasing stages. Its influence tends to be more dominant during the initial purchase decision rather than in sustaining repurchase intention over time (Naibaho, 2024).

Electronic word of mouth (E-WoM) also plays a significant role in forming repurchase intention. E-WoM involves consumer-to-consumer communication regarding product experiences via digital platforms, which is perceived as more authentic and credible (Yulindasari & Fikriyah, 2022). High-quality E-WoM can strengthen perceived value and trust, thereby encouraging repurchase intention (Priyatna & Agisty, 2023; Haeruddin, 2025). Nonetheless, its effectiveness may decrease due to information overload or low relevance of reviews (Law et al., 2024). This study focuses on Skintific products marketed through Shopee. Skintific, a Canadian skincare brand, holds the largest market share in Indonesia within the moisturizer category. Growing competition and mixed results from earlier research underscore the need to reassess the effects of live streaming, influencer marketing, and E-WoM on the intention to repurchase. Thus, this study seeks to examine how these three variables affect the intention to repurchase Skintific products on the Shopee platform.

2. Literature Review

2.1. The Effect of Live Streaming on Repurchase Intention

Live streaming has emerged as a rapidly growing digital marketing strategy due to its ability to facilitate real-time interaction between sellers and consumers (Sun et al., 2019). By presenting products in a live format, combined with interactive features and easy access to product information, live streaming can capture consumer attention and stimulate purchase behavior (Karimah et al., 2023). Visual evidence, demonstrations, and transparent explanations provided during live sessions contribute to building consumer trust and confidence in their purchasing decisions (Heindyantoro, 2024; Irdiana et al., 2025). This interactive nature also allows consumers to ask questions, receive immediate feedback, and evaluate product benefits directly, which enhances their perception of the product's value and reliability.

Empirical studies support the positive influence of live streaming on repurchase intention. Research by Marlina et al. (2024) and Sofia and Ridhaningsih (2025) demonstrated that high-quality live streaming content significantly increases consumers' willingness to make repeat purchases. Factors such as information accuracy, product quality, service performance, and overall trust conveyed through live streaming foster long-term relationships between sellers and buyers, which are essential for sustaining loyalty in competitive markets (Liu & Fan, 2025). Therefore, the interactive and transparent characteristics of live streaming not only drive initial purchase decisions but also strengthen repurchase intention by reinforcing consumer confidence and satisfaction.

H1: Live streaming has a positive effect on repurchase intention.

2.2. The Effect of Influencer Marketing on Repurchase Intention

Influencer marketing is a digital marketing strategy that leverages public figures and creative content on social media to influence consumer attitudes and behaviors (Lou & Yuan, 2019). This approach establishes emotional closeness through authentic, relevant, and valuable content, which strengthens the persuasive effect on product or brand perception (Hollebeek & Macky, 2019; Naibaho, 2024). Alignment between the influencer's values and lifestyle with those of their audience also plays a critical role in sustaining consumer engagement and trust. Through repeated exposure and relatable messaging, influencers can shape brand preferences and encourage consumers to make repeat purchases. This emotional and psychological connection enhances brand credibility and fosters long-term loyalty among consumers.

Previous research confirms the positive and significant impact of influencer marketing on repurchase intention. Studies by Pratiwi and Zaenudin (2025) and Richadinata et al. (2025) show that when influencers are perceived as credible and relatable, consumers are more likely to repurchase products. In addition to its cost-effectiveness, influencer marketing allows more organic interactions between brands and consumers, increasing engagement and fostering a sense of community (Athaya & Irwansyah, 2021; Parwati et al., 2025). By leveraging social proof, authenticity, and personalized communication, influencer marketing not only drives initial purchase decisions but also reinforces repeat buying behavior, making it a vital strategy in competitive online marketplaces.

H2: Influencer marketing has a positive effect on repurchase intention.

2.3. The Effect of Electronic Word of Mouth on Repurchase Intention

Electronic Word of Mouth (E-WoM) plays a pivotal role in promoting repurchase intention by enhancing consumer trust, loyalty, and reducing perceived risk in online shopping (Bulut & Karabulut, 2018). Reviews, ratings, and recommendations shared by other users provide credible information about product quality, performance, and reliability, which directly influence consumers' decision-making processes (Assifah, 2021; Ningtyas & Sugiyanto, 2023). High-quality E-WoM allows consumers to compare experiences, validate product claims, and feel more confident in their purchase decisions, thereby increasing the likelihood of repurchasing the same product or service.

Empirical evidence indicates that E-WoM has a positive and significant effect on repurchase intention. Studies conducted by Amado-Mateus et al. (2025) and Jiayu et al. (2021) show that consumers who receive relevant, credible, and informative E-WoM are more inclined to repeat purchases. The strength of this effect depends on factors such as message relevance, source credibility, and the perceived authenticity of shared experiences (Firdaus & Firdaus, 2024). By providing a trustworthy and informative digital communication channel, E-WoM not only supports initial purchase decisions but also reinforces repurchase intention, ultimately contributing to customer retention and long-term business sustainability.

H3: E-WoM has a positive effect on repurchase intention.

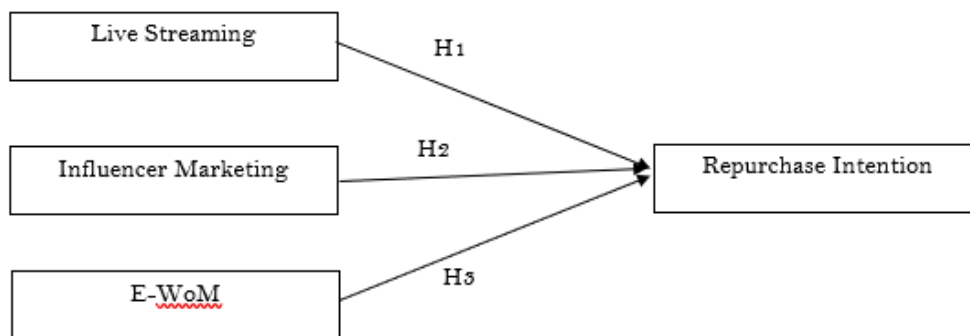


Figure 1. Conceptual Framework

Figure 1 shows a conceptual research model that illustrates the relationship between three independent variables, namely live streaming, influencer marketing, and electronic word of mouth (E-WoM), on repurchase intention as the dependent variable. Each independent variable is assumed to have a direct influence on repurchase intention, as indicated by the hypothesized paths H1, H2, and H3. This model explains that consumers' decisions to make repurchases are influenced by live streaming-based promotional activities, the role of influencers, and information and reviews spread online.

3. Methods

This research utilizes a quantitative method with an explanatory framework focused on exploring the impact of live streaming, influencer marketing, and Electronic Word of Mouth (E-WoM) on the intention to repurchase through statistical data evaluation. The explanatory design is selected to identify causal links between the independent variables (live streaming, influencer marketing, and E-

WoM) and the dependent variable (repurchase intention), while offering empirical support for theoretical claims.

Structured questionnaires were used to collect primary data from consumers in Yogyakarta who have purchased Skintific skincare products through the Shopee marketplace. The population for this research is regarded as infinite because there is no specific maximum on the number of possible participants. Sampling utilized non-probability methods employing a purposive sampling approach grounded in defined inclusion criteria: participants were required to be a minimum of 17 years old and to have purchased Skintific products at least one time. The necessary sample size was determined with the Lemeshow formula, yielding a total of 100 participants (Sugiyono, 2023). Surveys were conducted online using Google Forms and shared through WhatsApp and Instagram, utilizing a five-point Likert scale from “strongly disagree” to “strongly agree” to assess perceptions of the variables.

The analysis of data included multiple phases to guarantee the accuracy and legitimacy of the outcomes. Validity and reliability assessments were performed to ensure that the measurement tools effectively and consistently reflect the desired constructs. Normality assessments were conducted to evaluate data distribution, succeeded by tests for multicollinearity and heteroscedasticity to identify potential problems in regression analysis. Subsequently, multiple linear regression analysis was performed to examine the proposed relationships between the independent variables and the dependent variable. T-tests were utilized for hypothesis testing to evaluate the significance of each predictor, while the coefficient of determination (R^2) was applied to gauge the model's explanatory strength. All statistical evaluations were conducted using SPSS software, which offers a strong platform for executing descriptive statistics, inferential analysis, and regression modeling in an organized and dependable way. This methodological approach guarantees that the research both evaluates the direct impacts of live streaming, influencer marketing, and E-WoM on repurchase intent and offers an in-depth insight into the connections among these digital marketing tactics and consumer behavior in Indonesia's skincare market.

4. Results

The empirical results of this study, which are based on information collected from respondents, are presented in this section. To ensure that each questionnaire item reliably measures the target variables, namely live streaming (X1), influencer marketing (X2), E-WoM (X3), and Repurchase Intention (Y), the analysis begins with a validity test of the research instrument. Table 1 provides a summary of the validity test results, which are used to evaluate whether the measurement items are appropriate for further statistical analysis.

Table 1. Validity Test

Variable	Statement	r-count	r-table	Significance
Live Streaming (X1)	X1.1	0.760	0.1966	0.001
	X1.2	0.797	0.1966	0.001
	X1.3	0.811	0.1966	0.001
	X1.4	0.730	0.1966	0.001
	X1.5	0.837	0.1966	0.001
	X1.6	0.753	0.1966	0.001
	X1.7	0.729	0.1966	0.001
Influencer Marketing (X2)	X2.1	0.779	0.1966	0.001
	X2.2	0.812	0.1966	0.001
	X2.3	0.835	0.1966	0.001
	X2.4	0.819	0.1966	0.001
	X2.5	0.873	0.1966	0.001

Variable	Statement	r-count	r-table	Significance
E-WoM (X3)	X2.6	0.771	0.1966	0.001
	X3.1	0.871	0.1966	0.001
	X3.2	0.823	0.1966	0.001
	X3.3	0.786	0.1966	0.001
	X3.4	0.818	0.1966	0.001
	X3.5	0.848	0.1966	0.001
	X3.6	0.853	0.1966	0.001
Repurchase Intention (Y)	X3.7	0.749	0.1966	0.001
	Y.1	0.817	0.1966	0.001
	Y.2	0.880	0.1966	0.001
	Y.3	0.796	0.1966	0.001
	Y.4	0.928	0.1966	0.001
	Y.5	0.843	0.1966	0.001

According to Table 1, it is evident that every questionnaire item for the variables utilized in this research exhibits r-values exceeding the critical r-value and a significance level (p) under 0.05. This suggests that every item is statistically valid, indicating that the questionnaire is suitable and dependable for assessing the intended constructs in this study.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Critical Value	Description
Live Streaming (X1)	0.885	0.60	Reliable
Influencer Marketing (X2)	0.898	0.60	Reliable
E-WoM (X3)	0.917	0.60	Reliable
Repurchase Intention (Y)	0.907	0.60	Reliable

Based on Table 2, it can be concluded that all variables used in this study have Cronbach's Alpha values greater than 0.60. This indicates that the questionnaire instruments are reliable and, therefore, suitable for use in measuring the constructs under investigation.

Table 3. Normality Test

Test	Unstandardized Residual
N	100
Normal Parameters ^{a b} Mean	0.0000000
Normal Parameters ^{a b} Std. Deviation	3.05415289
Most Extreme Absolute	0.087
Most Extreme Positive	0.068
Most Extreme Negative	-0.087
Test Statistic	0.087
Asymp. Sig. (2-tailed)	0.057 ^c

According to Table 3, the outcomes of the normality test conducted with the one-sample Kolmogorov-Smirnov test indicate an asymptotic significance (2-tailed) value of 0.057. Because this value exceeds 0.05, it suggests that the data in this research follow a normal distribution.

Table 4. Multicollinearity Test

Variable	Tolerance	VIF
Live Streaming (X1)	0.401	2.494
Influencer Marketing (X2)	0.248	4.027
E-WoM (X3)	0.362	2.762

Table 4 indicates that all independent variables had VIF values under 10 and tolerance values exceeding 0.10, suggesting that there is no notable correlation among the independent variables. Consequently, it can be inferred that multicollinearity is absent in this research.

A heteroscedasticity test was conducted to determine whether there are differences in the variance of residuals that are not constant within the regression model. This test was carried out using the Glejser test in Table 5.

Table 5. Heteroscedasticity Test

Variable	Sig.
Live Streaming (X1)	0.074
Influencer Marketing (X2)	0.926
E-WoM (X3)	0.269

Table 5, the Glejser method for testing heteroscedasticity indicates that the significance levels for all independent variables exceed 0.05. Hence, it can be determined that there is no evidence of heteroscedasticity in the regression model. The multiple linear regression analysis performed in this study aimed to assess the effect and direction of live streaming, influencer marketing, and E-WoM on repurchase intention.

Table 6. Multiple Linear Regression Test Results

Variable	Unst. Coeff. B	Unst. Coeff. Std. Error	Stand. Coeff. Beta	t	Sig.
(Constant)	0.929	1.872		0.496	0.621
Live Streaming (X1)	0.333	0.090	0.423	3.707	<0.001
Influencer Marketing (X2)	-0.079	0.132	-0.087	-0.601	0.549
E-WoM (X3)	0.378	0.103	0.440	3.665	<0.001

The results of the multiple linear regression analysis yield the following regression equation:

$$Y = 0,929 + 0,333 X1 - 0,079 X2 + 0,378 X3 + e$$

Based on Table 6, the constant value (β_0) of 0.929 indicates that when the independent variables live streaming, influencer marketing, and E-WoM are considered zero, the repurchase intention still has a baseline value of 0.929. The regression coefficient for live streaming (X1) is 0.333, suggesting a positive effect on repurchase intention (Y); in other words, a one-unit increase in the live streaming score is associated with an increase of 0.333 in the repurchase intention score, assuming all other variables remain constant. In contrast, the regression coefficient for influencer marketing (X2) is -0.079, indicating a negative effect on repurchase intention, meaning that a one-unit increase in influencer marketing score corresponds to a 0.079 decrease in repurchase intention, assuming other variables are unchanged. Finally, the coefficient for E-WoM (X3) is 0.378, showing a positive

relationship with repurchase intention; a one-unit increase in the E-WoM score is expected to raise the repurchase intention score by 0.378, assuming other variables remain constant.

Table 7. t-Test Results (Partial Test)

Model	t-statistic	Sig.	criteria	Conclusion
X1 → Y	3.707	<0.001	P < 0.05	H ₁ accepted
X2 → Y	-0.601	0.549	P > 0.05	H ₂ rejected
X3 → Y	3.665	<0.001	P < 0.05	H ₃ accepted

According to Table 7, the findings of the t-test can be summarized as such. The initial hypothesis (H1) that investigates the impact of live streaming on repurchase intention displays a significance value of $p < 0.05$, resulting in the dismissal of Ho1 and the endorsement of Ha1. This suggests that live streaming positively and significantly influences the intention to repurchase Skintific products. Conversely, the second hypothesis (H2) concerning influencer marketing's impact on repurchase intention indicates a significance value of $p > 0.05$, leading to the acceptance of Ho2 and the dismissal of Ha2. This indicates that influencer marketing does not substantially influence the intention to repurchase. Ultimately, the third hypothesis (H3) examining the impact of E-WoM on repurchase intention reveals a significance value of $p < 0.05$, resulting in the rejection of Ho3 and the acceptance of Ha3, suggesting that E-WoM has a positive and significant effect on the repurchase intention for Skintific products

Table 8. R²

Model	Value
R	0.707 ^a
R Square	0.500
Adjusted Square	0.484
Std. Error of the Estimate	3.10151

According to the Table 8, the adjusted R² value is 0.484, suggesting that live streaming, influencer marketing, and E-WoM together account for 48.8% of the variation in repurchase intention. The other 51.2% is impacted by factors not analyzed in this research.

5. Discussion

The results of this study indicate that live streaming has a positive and significant effect on the repurchase intention of Skintific products on the Shopee marketplace. These findings by Sofia and Ridhaningsih (2025) suggest that the more effectively a live streaming strategy is implemented, the higher the consumers' intention to repurchase, whereas less effective live streaming tends to reduce consumers' willingness to make repeat purchases. Descriptively, live streaming was considered well-executed through clear product information delivery, direct communication between sellers and consumers, and the host's ability to explain product benefits and usage instructions.

Interactions through comment sections, special offers during broadcasts, and prompt responses from the host further strengthened consumer trust in purchase decision-making, with the strongest indicator being the streamer's ability to convey product information. These findings by Marlina et al. (2024) and Sofia and Ridhaningsih (2025) align with previous research indicating that live streaming

positively and significantly influences repurchase intention by enhancing trust, consumer participation, and the effectiveness of product information delivery.

The results also show that influencer marketing does not have a significant effect on the repurchase intention of Skintific products on Shopee. This finding suggests that the role of influencers is not yet strong enough to drive repeat purchases. While influencer marketing can attract consumer attention at the initial stage, its effect does not persist significantly in forming repurchase intention. Descriptively, this strategy was rated positively in terms of informativeness, appeal, and influencer expertise; however, these attributes were insufficient to directly motivate consumers to repurchase. Consumers tended to consider other factors, such as personal experience, product quality, and trust developed after product use. Indicators of influencer marketing that did not meet consumer expectations included the entertainment aspect of promotion and alignment between the influencer's product choices and consumer preferences. These results are consistent with prior studies by Naibaho (2024), suggesting that the effectiveness of influencer marketing does not always guarantee increased repurchase intention, as consumers with personal product experience rely more on subjective evaluation than influencer recommendations.

Furthermore, the results demonstrate that electronic word of mouth (E-WoM) has a positive and significant effect on repurchase intention of Skintific products on Shopee. These findings emphasize that online reviews and recommendations that are informative, credible, and relevant play a crucial role in shaping consumer perceptions, enhancing trust, and encouraging repeat purchases. Descriptive analysis indicates that the primary E-WoM indicators driving repurchase intention are the frequency and depth of online reviews discussing product variations and quality. This result aligns with previous research by Jiayu et al. (2021) and Amado-Mateus et al. (2025), stating that E-WoM significantly increases repurchase intention by fostering trust and reducing perceived risk during the repurchase process.

The findings of this study provide important managerial implications for companies marketing Skintific products on the Shopee marketplace. Businesses should prioritize optimizing live streaming strategies by improving product information delivery, interactive communication, and responsive engagement during broadcasts, as these elements effectively enhance repurchase intention. Companies are also encouraged to strengthen E-WoM by facilitating credible consumer reviews and encouraging user-generated feedback to build trust and reduce perceived risk. Meanwhile, influencer marketing should be repositioned as an awareness-building tool rather than a primary driver of repeat purchases, with greater emphasis placed on product experience quality and long-term consumer satisfaction to sustain repurchase behavior.

6. Conclusion

This study aimed to analyze the factors influencing the repurchase intention of Skintific products on the Shopee marketplace. The results show that live streaming has a positive and significant effect on repurchase intention, indicating that an effective live streaming strategy can increase consumers' willingness to repurchase, while less effective implementation may reduce it. In contrast, influencer marketing does not have a significant effect, suggesting that promotion through influencers alone is not enough to form repurchase intention, as consumers tend to rely more on personal experience and product evaluation. Meanwhile, Electronic Word of Mouth (E-WoM) has a positive and significant effect, emphasizing the importance of informative and credible online reviews in building consumer trust and encouraging repeat purchases. These findings have practical implications, showing that investing

in interactive live streaming and maintaining high-quality E-WoM content is more effective for fostering consumer loyalty than relying solely on influencer marketing.

Nonetheless, this research has various constraints. The coefficient of determination indicates that live streaming, influencer marketing, and E-WoM account for only 48.8% of the variation in repurchase intention, implying that additional factors might play a more significant role and warrant investigation in future studies. Furthermore, this research focused solely on online Shopee users, meaning the results may not completely reflect the behavior of those who buy products in physical stores. Hence, it is suggested that future studies investigate both online and offline buying behaviors to acquire a broader insight into the elements influencing repurchase intention, aiding companies in crafting more focused and effective marketing strategies.

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