

ABSTRAK

Istiqomah, 2024. Pengaruh *Live Streaming Shopping* dan Layanan *Paylater* terhadap Niat Beli Ulang Konsumen Shopee melalui Kepuasan Pelanggan sebagai Variabel Intervening. (Studi Kasus Pada Mahasiswa D3 Dan S1 Universitas PGRI Madiun). Skripsi. Program Studi Manajemen. Fakultas Ekonomi dan Bisnis. Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Sidanti, S.E., M.M., Pembimbing (II) Indra Ayu Fatmala, S.E., M.M., CPSMM.

Penelitian ini bertujuan untuk mengetahui pengaruh *live streaming shopping* dan layanan *paylater* terhadap niat beli ulang melalui kepuasan pelanggan sebagai variabel intervening pada mahasiswa D3 dan S1 Universitas PGRI Madiun. Sampel penelitian ini sebanyak 372 mahasiswa yang pernah melakukan pembelian di Shopee. Penelitian menggunakan metode deskriptif kuantitatif dengan menggunakan analisis *Structural Equation Model – Partial Least Square* (SEM-PLS). Analisis data dilakukan dengan bantuan *software* SmartPLS versi 4.1.0.4.

Hasil penelitian menunjukkan bahwa *live streaming shopping* memiliki pengaruh positif terhadap niat beli ulang. Selain itu, layanan *paylater* juga berpengaruh positif terhadap niat beli ulang. Kesimpulan menunjukkan bahwa *live streaming shopping* dan layanan *paylater* memiliki kontribusi signifikan terhadap niat beli ulang melalui kepuasan pelanggan. Hasil ini dapat membantu perusahaan *e-commerce* seperti Shopee dalam meningkatkan strategi pemasaran dan meningkatkan loyalitas konsumen.

Kata Kunci: *Live Streaming Shopping*, Layanan *Paylater*, Niat Beli Ulang, Kepuasan Pelanggan

ABSTRACT

Istiqomah, 2024. The Effect of Live Streaming Shopping and Paylater Services on Repurchase Intention through Customer Satisfaction as an Intervening Variable (Study on D3 and S1 PGRI Madiun University Students). Thesis. Department of Management, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Heny Sidanti, S.E., M.M., Advisor (II) Indra Ayu Fatmala, S.E., M.M., CPSMM.

This study aims to determine the effect of live streaming shopping and paylater service on repurchase intention through customer satisfaction as an intervening variable for D3 and S1 students at and S1 students of PGRI Madiun University. The sample of this study were 372 students who have made purchases at Shopee. Research using the method method using quantitative descriptive analysis using the Structural Equation Model – Partial Least Square (SEM-PLS) analysis. Analysis data analysis was carried out with the help of software SmartPLS version 4.1.0.4.

The results showed that live streaming shopping has a positive positive influence on repurchase intention. In addition, paylater services also have a positive effect on repurchase intention. The conclusion shows that live streaming shopping and paylater services have a significant contribution to repurchase intentions through customer satisfaction. through customer satisfaction. These results can help e-commerce companies like Shopee in improving marketing strategies and increasing consumer loyalty improve marketing strategies and increase consumer loyalty.

Keywords: Live Streaming Shopping, Paylater Service, Repurchase Intention, Customer Satisfaction