

**INFLUENCE OF SOCIAL MEDIA MARKETING AND
CUSTOMER EXPECTATION ON SKINCARE
REPURCHASE INTENTION AMONG GEN Z WOMEN IN
TIKTOK SHOP WITH CUSTOMER SATISFACTION AS
MEDIATING VARIABLE**

THESIS

As a requirement to obtain Bachelor's Degree



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2025

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INFLUENCE OF SOCIAL MEDIA MARKETING AND CUSTOMER EXPECTATION ON SKINCARE REPURCHASE INTENTION AMONG GEN Z WOMEN IN TIKTOK SHOP WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE

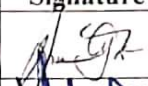
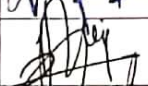
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PREFACE

We give all praise and gratitude to Allah SWT who has bestowed His blessings and gifts on the author, so that the author can complete the thesis titled “Influence of Social Media Marketing and Customer Expectation on Skincare Repurchase Intention among Gen Z Women in Tiktok Shop with Customer Satisfaction as Mediating Variable”. This thesis aims to meet one of the requirements in obtaining a Bachelor of Arts-1 degree in the Department of Management, Faculty of Economics and Business, Tanjungpura University, Pontianak.

The author realizes that this thesis and research cannot be completed without the support of various parties both morally and materially. Therefore, with humility, the author would like to express his deepest gratitude to all parties who have helped in the preparation of this thesis, especially to:

1. Prof. Dr. H. Garuda Wiko, S.H., M.Si., as the Rector of Tanjungpura Pontianak University.
2. Dr. Barkah, S.E., M.Si. as the Dean of Faculty of Economics and Business, Universitas Tanjungpura and as Examiners who has given many inputs and lead to the improvement of this thesis.
3. Heriyadi, S.E, M.E., Ph.D. as the Head of Management Department in Faculty of Economics and Business, Universitas Tanjungpura and as thesis advisor II who has been helping the author and patient taken the time to guide and given continuous support from the beginning of determining the title until the completion of this thesis.
4. Dr. Wenny Pebrianti, S.E., M.Sc. as the Secretary of Management Department in Faculty of Economics & Business, Universitas Tanjungpura and as Examiners who has given many inputs and lead to the improvement of this thesis.
5. Bintoro Bagus Purmono, S.E., M.M. as the Head of Management Program for Undergraduates in Faculty of Economics and Business, Universitas Tanjungpura and as Examiners who has given many inputs and lead to the

improvement of this thesis.

6. Anwar Azazi, S.E., DEA, as the Academic Supervisor who has guided and given meaningful advices throughout study period and has patient in giving time, effort and motivation during the process the preparation of this thesis
7. All honorable lecturers and staff in the Faculty of Economics and Business, Universitas Tanjungpura, who has given major contribution to the writer during the study process, particularly in terms of administration.
8. The author's parents, grandma, and sister have sacrificed a lot for the author's future and forgiven endless support, prayer, love, and encouragement both morally and spiritually.
9. To my supporter, MFH who always help in advice and motivation in working on the thesis.
10. All buddies Tongkrongan group and Sushi gang who have provided encouragement, support, suggestions, criticism, experience and always willing to help me out.
11. To my senior, WA and YF who always help me and giving me advice.
12. To Lia Rahmawati and Henni Pratiwi who give the advice, support, and try to make me calm to do this thesis.
13. The International Class of Management batch 2020 who became the writer's first friends in university life and has given precious memories.
14. All parties who have supported, assisted, and believed in the writer to complete this thesis that cannot be mentioned one by one.

Pontianak, 19 December 2024



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**PENGARUH PEMASARAN MEDIA SOSIAL DAN EKSPEKTASI
PELANGGAN TERHADAP NIAT MEMBELI ULANG SKINCARE PADA
WANITA GEN Z DI TOKO TIKTOK DENGAN KEPUASAN
PELANGGAN SEBAGAI VARIABEL MEDIASI**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing* dan *customer expectation* terhadap *skincare repurchase intention* dengan menggunakan *customer satisfaction* sebagai variabel mediasi pada pengguna Tiktok Shop di Kalimantan Barat. Jenis penelitian yang digunakan adalah penelitian kuantitatif berupa asosiatif kausal dan teknik pengumpulan data dilakukan melalui penyebaran kuesioner. Populasi dalam penelitian ini adalah pengguna aplikasi Tiktok atau Tiktok Shop di Kalimantan Barat. Jumlah sampel yang diambil dalam penelitian ini sebanyak 100 responden dengan menggunakan teknik pengambilan sampel yaitu *non-probability sampling* dengan metode *purposive sampling*, dan alat analisis yang digunakan adalah SEM (*Structural Equation Model*) menggunakan SmartPLS.

Hasil penelitian menunjukkan bahwa pemasaran media sosial dan ekspektasi pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Pemasaran media sosial dan kepuasan pelanggan signifikan dan berpengaruh positif terhadap niat pembelian ulang. Ekspektasi pelanggan tidak signifikan terhadap niat pembelian ulang. Kepuasan pelanggan memediasi pemasaran media sosial dan ekspektasi pelanggan untuk niat pembelian ulang.

Kata kunci: *social media marketing*, *customer expectation*, *customer satisfaction*, *repurchase intention*

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AS MEDIATING VARIABLE**

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ABSTRACT

This study aims to determine the effect of social media marketing and customer expectation on skincare repurchase intention with customer satisfaction as a mediating variable on Tiktok Shop users in West Kalimantan. The type of research used is quantitative research in the form of causal associative and data collection techniques are carried out through distributing questionnaires. The population in this study were users of the Tiktok application or Tiktok Shop in West Kalimantan. The number of samples taken in this study was 100 respondents using a sampling technique, namely non-probability sampling with a purposive sampling method, and the analysis tool used was SEM (Structural Equation Model) using SEM-PLS.

The results showed that social media marketing and customer expectations had a positive and significant effect on customer satisfaction. Social media marketing and customer satisfaction were significant and had a positive effect on repurchase intentions. Customer expectations were not significant on repurchase intentions. Customer satisfaction mediates social media marketing and customer expectations for repurchase intentions.

Keywords: social media marketing, customer expectation, customer satisfaction, repurchase intention

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SEBAGAI VARIABEL MEDIASI**

RINGKASAN

A. Latar Belakang dan Tujuan Penelitian

Pesatnya pertumbuhan platform digital di Indonesia, di mana 66,5% populasi adalah pengguna internet dan 139 juta aktif di media sosial, telah mengubah cara bisnis terlibat dengan pelanggan. TikTok, awalnya merupakan platform hiburan, telah berkembang menjadi alat pemasaran utama, mengintegrasikan e-commerce melalui fitur-fitur seperti TikTok Shop. Terlepas dari kemunduran peraturan pada tahun 2023, TikTok kembali pada tahun 2024 dengan bermitra dengan Tokopedia untuk memastikan kepatuhan.

Pemasaran media sosial, terutama di TikTok, sangat penting untuk melibatkan konsumen, meningkatkan kesadaran merek, dan mendorong niat pembelian ulang. Di Indonesia, memahami perilaku konsumen, terutama di kalangan Gen Z dan Milenial yang paham teknologi, sangat penting untuk kesuksesan bisnis. Studi ini mengeksplorasi bagaimana pemasaran media sosial dan ekspektasi pelanggan memengaruhi niat pembelian ulang, terutama di sektor perawatan kulit, di mana produk kecantikan menyumbang 49% dari penjualan TikTok Shop.

B. Pertanyaan Penelitian

1. Apakah Pemasaran Media Sosial mempengaruhi Kepuasan Pelanggan di aplikasi Tiktok?
2. Apakah Ekspektasi Pelanggan mempengaruhi Kepuasan Pelanggan pada aplikasi Tiktok?
3. Apakah Pemasaran Media Sosial mempengaruhi Niat Pembelian Ulang di aplikasi Tiktok?
4. Apakah Ekspektasi Pelanggan mempengaruhi Niat Pembelian Ulang di aplikasi Tiktok?

5. Apakah Kepuasan Pelanggan mempengaruhi Niat Pembelian Ulang di aplikasi Tiktok?
6. Apakah Kepuasan Pelanggan memediasi antara Pemasaran Media Sosial pada Niat Pembelian Ulang di aplikasi Tiktok?
7. Apakah Kepuasan Pelanggan memediasi antara Ekspetasi Pelanggan pada Niat Pembelian Ulang di aplikasi Tiktok?

C. Tujuan Penelitian

1. Untuk menguji dan menganalisis Pemasaran Media Sosial mempengaruhi Kepuasan Pelanggan di aplikasi Tiktok.
2. Untuk menguji dan menganalisis Ekspetasi Pelanggan mempengaruhi Kepuasan Pelanggan pada aplikasi Tiktok.
3. Untuk menguji dan menganalisis Pemasaran Media Sosial mempengaruhi Niat Pembelian Ulang pada aplikasi Tiktok.
4. Untuk menguji dan menganalisis Ekspetasi Pelanggan mempengaruhi Niat Pembelian Ulang pada aplikasi Tiktok.
5. Untuk menguji dan menganalisis Kepuasan Pelanggan mempengaruhi Niat Pembelian Ulang di aplikasi Tiktok.
6. Untuk menguji dan menganalisis Kepuasan Pelanggan dapat memediasi Pemasaran Media Sosial terhadap Niat Pembelian Ulang pada aplikasi Tiktok.
7. Untuk menguji dan menganalisis Kepuasan Pelanggan dapat memediasi pengaruh Ekspetasi Pelanggan terhadap Niat Pembelian Ulang pada aplikasi Tiktok.

D. Metode Penelitian

Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan pengumpulan data dilakukan melalui distribusi kualitatif. Jumlah sampel yang diambil dalam penelitian ini adalah 100 responden dengan menggunakan teknik sampling, yaitu non- probability sampling dengan metode purposive sampling dan alat analisis yang digunakan adalah SEM (Structural Equation Model) menggunakan SmartPLS.

E. Hasil dan Pembahasan

1. Pengaruh Pemasaran Media Sosial terhadap Kepuasan Pelanggan diwakili oleh koefisien 0,270. Nilai P adalah 0,002, yang berada di bawah ambang batas 0,05, dan statistik-T adalah 3,092, yang melebihi 1,96.
2. Pengaruh Ekspektasi Pelanggan terhadap Kepuasan Pelanggan diukur dengan koefisien 0,633. Nilai-P untuk hubungan ini adalah 0,000, yang kurang dari ambang signifikansi 0,05, dan statistik-T adalah 6,916, yang lebih besar dari nilai kritis 1,96.
3. Pengaruh Pemasaran Media Sosial terhadap Niat Pembelian Ulang diukur dengan koefisien 0,327. Nilai-P adalah 0,001, yang kurang dari 0,05, dan statistik-T adalah 3,256, yang lebih besar dari 1,96.
4. Pengaruh Ekspektasi Pelanggan terhadap Niat Pembelian Ulang diukur dengan koefisien 0,095. Nilai P untuk hubungan ini adalah 0,361, yang lebih besar dari ambang signifikansi 0,05, dan statistik- T adalah 0,914, yang kurang dari nilai kritis 1,96.
5. Pengaruh Kepuasan Pelanggan terhadap Niat Pembelian Ulang diukur dengan koefisien 0,531. Nilai P untuk hubungan ini adalah 0,000, yang kurang dari 0,05, dan statistik-T adalah 4,681, yang lebih besar dari 1,96.
6. Pengaruh Pemasaran Media Sosial terhadap Niat Pembelian Ulang, yang dimediasi oleh Kepuasan Pelanggan, diukur dengan nilai sampel asli 0,143. Nilai P untuk hubungan ini adalah 0,005, yang kurang dari ambang signifikansi 0,05, dan statistik T adalah 2,802, yang lebih besar dari nilai kritis 1,96.
7. Pengaruh Ekspektasi Pelanggan terhadap Niat Pembelian Ulang, yang dimediasi oleh Kepuasan Pelanggan, diukur dengan nilai sampel asli 0,295. Nilai-P untuk hubungan ini adalah 0,001, yang kurang dari ambang signifikansi 0,05, dan statistik T adalah 3,209, yang lebih besar dari nilai kritis 1,96.

F. Kesimpulan dan Rekomendasi

Kesimpulan

1. Pemasaran Media Sosial memiliki dampak yang signifikan dan positif terhadap Kepuasan Pelanggan. Oleh karena itu, semakin efektif pemasaran media sosial, semakin tinggi pula kepuasan pelanggan di kalangan wanita Gen Z di TikTok Shop.
2. Ekspektasi Pelanggan memiliki dampak yang signifikan dan positif terhadap Kepuasan Pelanggan. Dengan demikian, ekspektasi pelanggan yang lebih tinggi mengarah pada kepuasan pelanggan yang lebih besar.
3. Pemasaran Media Sosial memiliki dampak yang signifikan dan positif pada Niat Pembelian Ulang. Upaya pemasaran media sosial yang efektif secara langsung meningkatkan kemungkinan Niat Pembelian Ulang.
4. Ekspektasi Pelanggan tidak berdampak signifikan pada Niat Pembelian Ulang. Upaya pemasaran media sosial yang efektif secara langsung meningkatkan kemungkinan Niat Pembelian Ulang.
5. Kepuasan Pelanggan memiliki dampak yang signifikan dan positif terhadap Niat Pembelian Ulang. Akibatnya, kepuasan pelanggan yang lebih tinggi meningkatkan kemungkinan niat membeli kembali.
6. Pemasaran Media Sosial memiliki dampak yang signifikan dan positif pada Niat Pembelian Ulang, yang dimediasi oleh Kepuasan Pelanggan. Analisis menunjukkan nilai sampel asli 0,143, statistik-T 2,802, dan nilai-P 0,005. Oleh karena itu, pemasaran media sosial yang efektif meningkatkan Niat Pembelian Ulang melalui peningkatan kepuasan pelanggan.
7. Ekspektasi Pelanggan memiliki dampak yang signifikan dan positif pada Niat Pembelian Ulang, sepenuhnya dimediasi oleh Kepuasan Pelanggan. Oleh karena itu, ekspektasi pelanggan meningkatkan Niat Pembelian Ulang melalui pelanggan yang puas.

Rekomendasi

1. Untuk Organisasi, untuk memanfaatkan temuan ini, organisasi harus fokus pada peningkatan strategi pemasaran media sosial mereka dengan membuat konten yang menarik dan berkualitas tinggi yang disesuaikan dengan preferensi audiens mereka. Mengelola dan memenuhi harapan pelanggan melalui komunikasi yang jelas juga penting untuk mempertahankan tingkat kepuasan yang tinggi. Berinvestasi dalam inisiatif kepuasan pelanggan, seperti layanan pelanggan yang responsif dan pengumpulan umpan balik secara teratur, dapat semakin memperkuat hubungan antara kepuasan pelanggan dan niat pembelian ulang.
2. Bagi Marketer, untuk meningkatkan pemasaran media sosial dan mendorong kepuasan pelanggan di kalangan wanita Gen Z di TikTok, pemasar harus fokus pada pembuatan konten yang menarik dan berkualitas tinggi. Memanfaatkan fitur seperti jajak pendapat interaktif, tantangan, dan kolaborasi influencer dapat meningkatkan keterlibatan. Komunikasi yang jelas tentang fitur dan manfaat produk sangat penting untuk mengelola ekspektasi pelanggan secara efektif, yang pada gilirannya meningkatkan kepuasan.
3. Untuk Penelitian Masa Depan harus menggali lebih dalam karakteristik unik TikTok Shop sebagai platform pasar sosial, membedakannya dari situs web e-commerce tradisional. Diferensiasi ini dapat memiliki implikasi yang signifikan untuk strategi pemasaran media sosial.

INFLUENCE OF SOCIAL MEDIA MARKETING AND CUSTOMER EXPECTATION ON SKINCARE REPURCHASE INTENTION AMONG GEN Z WOMEN IN TIKTOK SHOP WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE

SUMMARY

A. Background and Research Objectives

The rapid growth of digital platforms in Indonesia, where 66.5% of the population are internet users and 139 million are active on social media, has changed how businesses engage with customers. TikTok, initially an entertainment platform, has evolved into a major marketing tool, integrating e-commerce through features like TikTok Shop. Despite regulatory setbacks in 2023, TikTok returned in 2024 by partnering with Tokopedia to ensure compliance.

Social media marketing, particularly on TikTok, is crucial for engaging consumers, boosting brand awareness, and driving repurchase intentions. In Indonesia, understanding consumer behavior, especially among tech-savvy Gen Z and Millennials, is essential for business success. This study explores how social media marketing and customer expectations impact repurchase intentions, particularly in the skincare sector, where beauty products account for 49% of TikTok Shop's sales.

B. Research Questions

1. Does Social Media Marketing affect the Customer Satisfaction on the Tiktok application?
2. Does Customer Expectation affect the Customer Satisfaction on the Tiktok application?
3. Does Social Media Marketing affect Repurchase Intention on the Tiktok application?
4. Does Customer Expectation affect Repurchase Intention on the Tiktok application?
5. Does Customer Satisfaction affect Repurchase Intention on Tiktok application?

6. Does Customer Satisfaction mediate between Social Media Marketing on Repurchase Intention on Tiktok application?
7. Does Customer Satisfaction mediate between Customer Expectation on Repurchase Intention on Tiktok application?

C. Research Objective

1. To test and analyze Social Media Marketing affects Customer Satisfaction on the Tiktok application.
2. To test and analyze Customer Expectation affects Customer Satisfaction on the Tiktok application.
3. To test and analyze Social Media Marketing affects Repurchase Intention on the Tiktok application.
4. To test and analyze Customer Expectation affects Repurchase Intention on the Tiktok application.
5. To test and analyze Customer Satisfaction affects Repurchase Intention on the Tiktok application.
6. To test and analyze Customer Satisfaction could mediating in the influence Social Media Marketing toward Repurchase Intention on the Tiktok application.
7. To test and analyze Customer Satisfaction could mediate in the influence Customer Expectation toward Repurchase Intention on the Tiktok application.

D. Research Method

The type of research used is quantitative research in the form of data collection techniques are qualitative distribution. The number of samples taken in this study was 100 respondents using the sampling technique, namely non-probability sampling with the purposive sampling method and the analysis tool used was SEM (Structural Equation Model) using SmartPLS.

E. Results and Discussion

1. The influence of Social Media Marketing on Customer Satisfaction is represented by a coefficient of 0.270. The P-value is 0.002, which is below the 0.05 threshold, and the T-statistics is 3.092, which exceeds 1.96.

2. The influence of Customer Expectation on Customer Satisfaction is quantified by a coefficient of 0.633. The P-value for this relationship is 0.000, which is less than the significance threshold of 0.05, and the T-statistics is 6.916, which is greater than the critical value of 1.96.
3. Social Media Marketing and Repurchase Intention: The influence of Social Media Marketing on Repurchase Intention is quantified by a coefficient of 0.327. The P-value is 0.001, which is less than 0.05, and the T-statistics is 3.256, which is greater than 1.96.
4. The influence of Customer Expectation on Repurchase Intentions is quantified by a coefficient of 0.095. The P-value for this relationship is 0.361, which is more than the significance threshold of 0.05, and the T-statistics is 0.914, which is less than the critical value of 1.96.
5. Customer Satisfaction and Repurchase Intention: The influence of Customer Satisfaction on Repurchase Intention is quantified by a coefficient of 0.531. The P-value for this relationship is 0.000, which is less than 0.05, and the T-statistics is 4.681, which is greater than 1.96.
6. The influence of Social Media Marketing on Repurchase Intention, mediated by Customer Satisfaction, is quantified by an original sample value of 0.143. The P-value for this relationship is 0.005, which is less than the significance threshold of 0.05, and the T- statistics is 2.802, which is greater than the critical value of 1.96.
7. The influence of Customer Expectation on Repurchase Intention, mediated by Customer Satisfaction, is quantified by an original sample value of 0.295. The P-value for this relationship is 0.001, which is less than the significance threshold of 0.05, and the T- statistics is 3.209, which is greater than the critical value of 1.96.

F. Conclusion and Recommendation

Conclusion

1. Social Media Marketing has a significant and positive impact on Customer Satisfaction. Therefore, the more effective the social media marketing, the higher the customer satisfaction among Gen Z women in TikTok Shop.

2. Customer Expectation has a significant and positive impact on Customer Satisfaction. Thus, higher customer expectations lead to greater customer satisfaction.
3. Social Media Marketing has a significant and positive impact on Repurchase Intention. Effective social media marketing efforts directly enhance the likelihood of repurchase intention.
4. Customer Expectation have no significant impact on Repurchase Intention. Effective social media marketing efforts directly enhance the likelihood of repurchase intention.
5. Customer Satisfaction has a significant and positive impact on Repurchase Intention. Consequently, higher customer satisfaction increases the likelihood of repurchase intention.
6. Social Media Marketing has a significant and positive impact on Repurchase Intention, mediated by Customer Satisfaction. The analysis shows an original sample value of 0.143, a T-statistics of 2.802, and a P-value of 0.005. Therefore, effective social media marketing increases repurchase intention through enhanced customer satisfaction.
7. Customer Expectation has a significant and positive impact on Repurchase Intention, fully mediated by Customer Satisfaction. Therefore, customer expectation increases repurchase intention through satisfied customer.

Recommendation

1. For Organization, to leverage these findings, the organization should focus on enhancing their social media marketing strategies by creating engaging and high-quality content tailored to their audience's preferences. Managing and meeting customer expectations through clear communication is also essential to maintaining high levels of satisfaction. Investing in customer satisfaction initiatives, such as responsive customer service and regular feedback collection, can further strengthen the relationship between customer satisfaction and repurchase intention.

2. For Marketer, to enhance social media marketing and drive customer satisfaction among Gen Z women on TikTok, marketers should focus on creating engaging and high-quality content. Utilizing features like interactive polls, challenges, and influencer collaborations can boost engagement. Clear communication about product features and benefits is essential to manage customer expectations effectively, which in turn enhances satisfaction.
3. For Future research should delve deeper into the unique characteristics of TikTok Shop as a social market platform, distinguishing it from traditional e-commerce websites. This differentiation could have significant implications for social media marketing strategies.

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CHAPTER I INTRODUCTION

1.1 Background

In today's times, there are various ways that digital platforms support internet services that lead to new innovations, continue to grow, and develop. Various actions are also taken by the platform to achieve the target they are aiming for. With the existence of this internet service provides benefits for internet users to meet the needs they want.

From data quoted from *Hootsuite* and *We Are Social*, in January 2024 internet users in Indonesia will reach 185.3 million of Indonesia's total population of 278.7 million. From this data, we can understand that 66.5% or more than half of the total population in Indonesia are active internet users. And *Hootsuite* also displays data that there are 139 million population in Indonesia who are active users of social media.

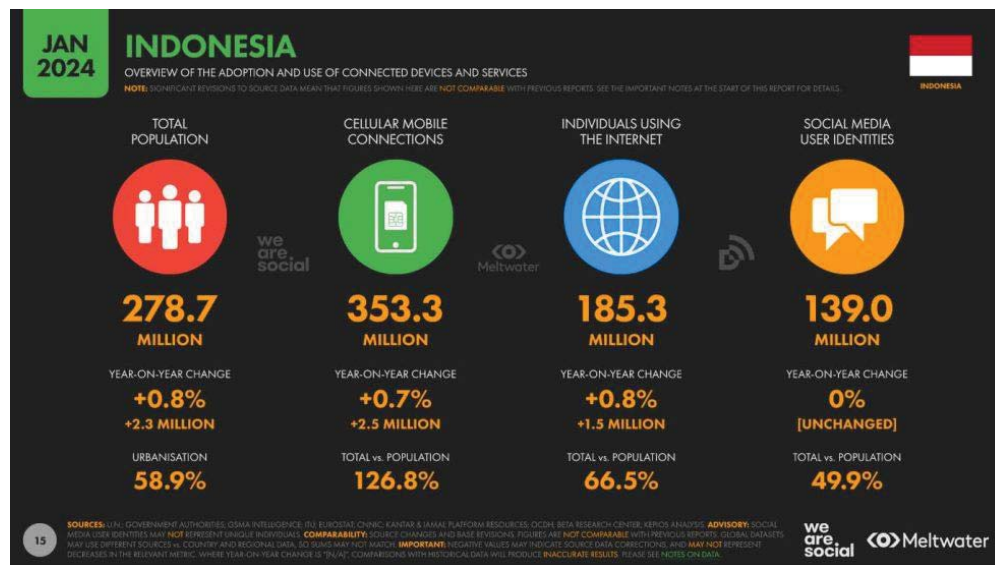


Figure 1.1 Active Indonesian Social Media Users January 2024
Source: Riyanto (2024)

At this time technology is developing rapidly throughout the world, especially in the field of information and Internet technology (Asbari et al., 2021). The internet is defined as a network that connects computer networks around the world, allowing them to interact and communicate with each other (Suroso et al., 2021). The internet

is currently an optimal structure in processing and carrying out various activities, one of which is e-commerce (Ahmad et al., 2020). In the internet, we know social media that is inherent in today's society.

Social media has changed the way businesses and they interact with their customers. Companies and brands must learn to integrate social media into their business plans constantly (Mangold & Faulds, 2009). Social media marketing is used by businesses to achieve competitive advantage. Social media marketing is a digital activity that encompasses platforms such as Tiktok, YouTube, Instagram, and Facebook. According to experts, social media is a two-way communication medium with customers (Appel et al., 2020) However, social media marketing is more than just communication; it also includes entertainment, interaction, word of mouth, and customization (A. Kim & Ko, 2012). One of the popular social media today is TikTok.

TikTok is a Chinese social networking and music video site founded in September 2016 by Toutiao creator Zhang Yiming. TikTok is the most downloaded application on the AppStore. Sensor Tower, an analytics provider, reported that TikTok was downloaded 33 million times in the first quarter of 2019. TikTok also announced a new feature called TikTok for Business, which provides businesses with a platform within its app, as part of its innovation and experimentation efforts. TikTok's latest initiatives include entering the e-commerce business with the addition of an online purchasing tool, which is one of the platform's many new features. TikTok also ranked first in the category of time spent using social media the longest worldwide, based on a survey conducted by *Meltwater* and *We Are Social*, in January 2024.

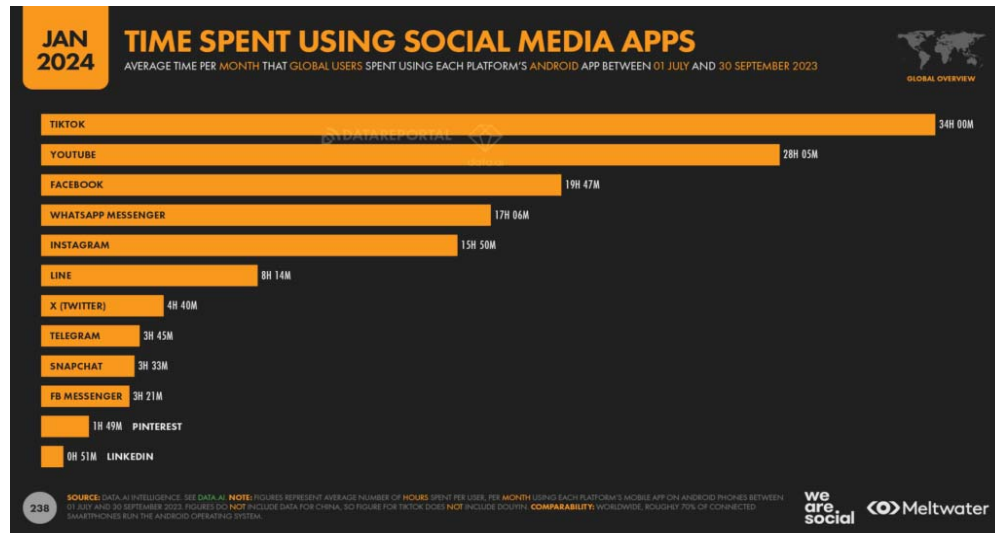


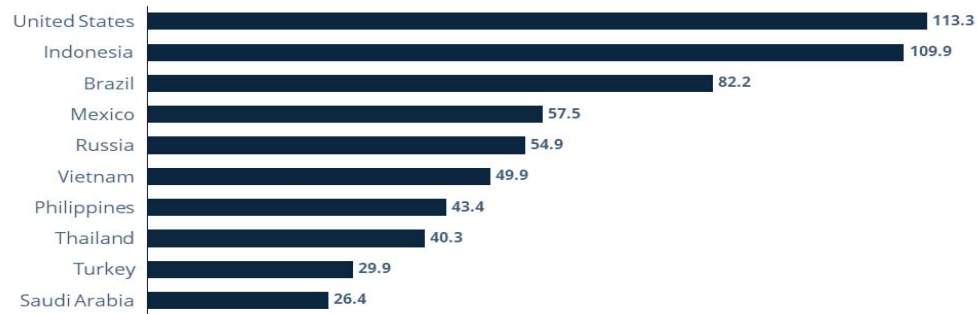
Figure 1.2 Users Spending Time on Social Media Apps January 2024

Source: Kemp (2021)

Taking advantage of the time of users of the social media application Tiktok, this platform made a decision by releasing the Tiktok Shop. Initially, Tiktok was only social media but could be a place for buying and selling transactions online, which makes it different from e-commerce. Tiktok Shop has a difference from other social media because Tiktok Shop can be a material for social media access that sells can be through videos based on the lifestyle displayed, and also Tiktok shop can display product advertisements by preparing the yellow basket provided directly can check out goods and be directed to transactions in collaboration with Tokopedia. Shopping on Tiktok Shop involves payment methods through Dana, Gopay, M-banking, and COD (Cash on Delivery).

TOP 10 COUNTRIES WITH THE MOST TIKTOK USERS, 2024

in million



Notes: China is expected to have a higher number of TikTok users, but the censored internet makes it impossible to record the numbers.
Source: Worldpopulationreview.com.

ECDB

Figure 1.3 Tiktok users in Indonesia January, 2024

Source: Görlitz (2024)

This is evidenced by eCommerce Insights the number of Tiktok users worldwide in 2024, Indonesia will be the number 2 most Tiktok users from all over the world. TikTok is a vibrant social media site that has captured the attention of people all around the world with its short-form video content, particularly younger users. Thanks to its innovative features and user-friendly layout, it offers a platform for creative expression and community participation. Through the usage of the platform's large user base and high levels of engagement, TikTok Shop, an extension of TikTok, offers e-commerce features that let users easily find and buy things within the app. TikTok is one of the social media tools that has many advantages, one of which is to be a marketing tool for its users through the TikTok shop. With the TikTok shop feature, users are able to offer their products because TikTok has an algorithm to reach the right customers according to certain products (Balkhi, 2019). Indonesia's youthful population, extensive smartphone use, and dynamic cultural scene are the reasons for its ascent to become one of TikTok's top user bases. These elements, along with easier access to the internet, have contributed to TikTok's explosive national expansion. Indonesia has a notable presence on TikTok due in part to its rich cultural landscape, which is conducive to content development and community building. Indonesia's influence on TikTok is

expected to grow as the platform develops, offering users, brands, and content creators' significant prospects.

According to Chahyanti & Shobirin (2023), TikTok Shop is distinct from other e-commerce platforms because of the way it combines social media with online buying. TikTok Shop, in contrast to conventional e-commerce platforms, provides a smooth buying experience within the TikTok app, saving consumers from having to visit other websites. Because users can easily go from viewing interesting content to making purchases with a few touches, this streamlined procedure improves user convenience and promotes impulsive purchases. TikTok Shop also makes efficient use of user-generated content and influencer marketing to help marketers connect with a highly engaged audience and increase sales. TikTok Shop is a fascinating alternative to traditional e-commerce platforms, meeting the changing needs of modern consumers by fusing entertainment, social connection, and business.

However, TikTok shop had been closed in 2023 due to regulations problem where Wardani (2023) explain that the closing of TikTok Shop on October 4, 2023, was a noteworthy event that was influenced by a number of events. Due to the platform's operational issues and strategic concerns, TikTok Shop decided to close. Although TikTok Shop first presented a promising amalgamation of social media and e-commerce, its demise was ascribed to regulatory complications and evolving market conditions. Authorities' scrutiny of the platform's operations and data privacy policies was probably a major factor, as were regulatory demands and compliance concerns. TikTok Shop may have closed as a result of competition from well-established e-commerce firms as well as changing market trends. TikTok Shop's brief existence, despite its demise, underscores the difficulties in managing the convergence of social media and e-commerce, stressing the significance of regulatory adherence and flexibility in the digital realm. This is the most interesting focus, because TikTok is able to turn social media into an effective marketing tool because TikTok allows users to transact directly from the application.

But Tiktok is able to make a comeback in 2024, it was stated by Sari & Djumena (2023) where the relaunch of TikTok Shop is a turning point in the history

of the site. Following TikTok Shop's incorporation into the Tokopedia E-commerce Association, its reopening represents a calculated step to resolve prior issues and regulatory worries. TikTok Shop hopes to increase its regulatory compliance and credibility by partnering with a well-known e-commerce organization such as Tokopedia. This would help to build confidence with users and other stakeholders. Additionally, by utilizing Tokopedia's well-established user base and infrastructure, TikTok Shop will have additional options to ease its return to the e-commerce scene. The relaunch of TikTok Shop confirms the platform's status as a trailblazing participant in the social commerce industry and highlights its tenacity and dedication to changing market conditions.

As the report points out by Chahyanti & Shobirin (2021), TikTok Shop's decision to reopen in Indonesia is in line with the country's overall trend of rapidly expanding e-commerce. Indonesia's rapidly expanding e-commerce sector offers platforms such as TikTok Shop significant prospects for profit. With a sizable population that is becoming more tech-savvy every day, Indonesia presents a favorable environment for creative e-commerce initiatives. TikTok Shop's reopening is a calculated decision to take advantage of Indonesia's booming e-commerce scene and meet the changing needs of its customers. Furthermore, TikTok Shop hopes to take advantage of the strong digital infrastructure and welcoming regulatory framework in Indonesia by reentering the market in order to promote growth and expansion. All things considered, the choice to reopen TikTok Shop in Indonesia highlights the platform's dedication to taking advantage of prospects in one of the fastest-growing e-commerce markets in the world.

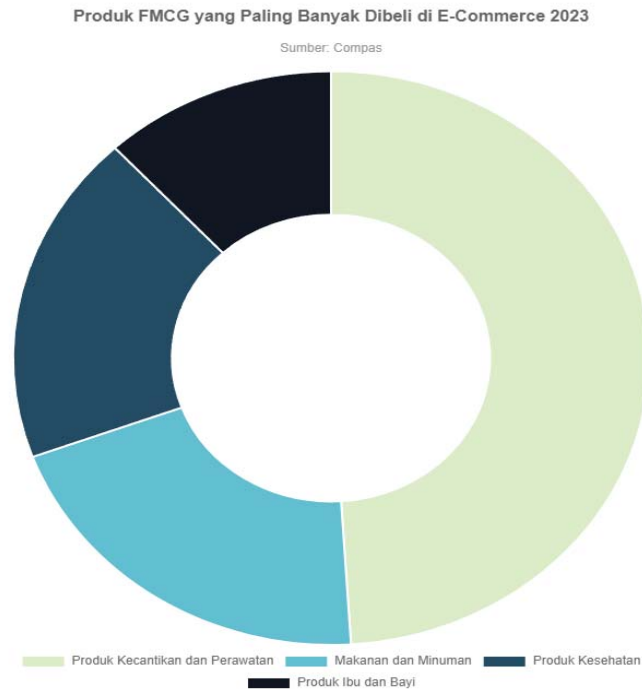


Figure 1.4 Most Purchased FMCG Products in E-commerce 2023
Source: Kompas (2024)

Based on the pie chart above, Yonatan (2024) explain that by the end of 2023, Indonesian e-commerce will still be expanding quickly. According to Statista, there will be 196 million e-commerce customers in Indonesia in 2023; by 2027, this figure is anticipated to increase to 250 million. Kompas produced the Indonesian FMCG E-commerce Report 2023, which states that the overall e-commerce sales value of FMCG (fast-moving consumer goods) in 2023 was IDR 57.6 billion, a rise of 1.03% from 2022 to 2023. When compared to previous quarters, the fourth quarter's sales increased dramatically. Beauty products accounted for 49% of overall sales, with the majority of consumers purchasing them. Of these customers, 39.4% often purchased items for their faces, while 13.7% regularly purchased products for their bodies which categorized as skincare. Several popular local skincare brands in Indonesia, such as Emina, Hanasui, Wardah, Scarlett, and Azarine, continue to gain attention due to the quality of their products that are accessible to various groups and their commitment to the needs of Indonesian consumers (Alvionitasari Rezki, 2024). In 2024, the FMCG market is anticipated

to continue expanding and reach a valuation of more over IDR 59 billion. The CEO of Kompas, Hanindia Narendrata, stressed the significance of comprehending consumer trends and habits in order to ensure the success of e-commerce in 2024. According to the Indonesian FMCG E-commerce Report 2023, he said, "As we navigate the complex world of e-commerce, understanding consumer trends and behaviors is not an option but a necessity for success in 2024 and beyond".

Zaid (2021) stated that in Indonesia, women make up a substantial portion of people who engage in online buying activities, making them the primary users of e-commerce in Indonesia. Female consumers are drawn to e-commerce platforms because of its convenience, accessibility, and customized marketing tactics, which encourage them to participate actively in the online market. And explain that Muazam (2020) when it comes to e-commerce consumption, Generation Z (Gen Z) and Millennials stand out as the two main cohorts, accounting for a significant portion of online transactions. Their dominance in the e-commerce market can be attributed to their digital fluency, desire for digital transactions, and proficiency in navigating online platforms. The importance of comprehending and accommodating the distinct requirements and behaviours of younger populations, in addition to women, cannot be overstated in defining the dynamics of e-commerce in Indonesia. Companies that want to effectively engage and attract the attention of these important consumer groups must acknowledge the impact of these demographics and adjust their marketing tactics and services accordingly.

Social Media Marketing is the process of attracting public attention through social media sites. Social Media Marketing activities revolve around the act of luring users to share content on the social media networks they use (Chary, 2014). According to Abboud (2020) Social Media Marketing is a collection of digital platforms that utilize technology, and where users share information, especially in making decisions, including the decision to buy a product.

Marketing managers rely on repurchase intentions to predict sales in a variety of marketing activities. The introduction of new products, such as (Bird & Ehrenberg, 1966; Silk & Urban, 1978), and the evaluation of advertising effectiveness, as explored by Bird & Ehrenberg (1966), are critical components of

business strategy. In service management, Sánchez-Pérez (2007) highlighted the importance of understanding customer needs and managing service quality to ensure customer satisfaction. Similarly, demand forecasting for existing products plays a pivotal role in sustaining business operations. A commonly utilized metric in consumer behavior research is repurchase intention, which serves as a proxy for actual purchase behavior. Morwitz (2007) suggests that repurchase intention can predict future sales trends, making it a key indicator of consumer loyalty. Importantly, Morgan & Rego (2006) argue that repurchase intentions are the most widely used indicator of customer loyalty in firms' customer feedback systems.

Repurchase behavior is crucial for businesses, as acquiring new customers often incurs significantly higher costs compared to retaining existing ones. Reichheld (2000) emphasizes that trusted, loyal customers provide considerable economic value, underscoring the need for firms to focus on enhancing repurchase intentions as a strategy for long-term success.

Widyartini & Purbawati (2019) argue that when repurchase intention remains high, companies can reduce their efforts in acquiring new customers, as their existing loyal customers already drive recurring sales. The economic advantage of having loyal customers cannot be overstated, as retaining customers is far more cost-effective than acquiring new ones. According to Parthasarathy & Bhattacharjee (1998), acquiring new customers is five times more expensive than retaining existing ones, highlighting the importance of fostering loyalty within the current customer base.

Moreover, Reichheld (2000) provides compelling evidence that increasing the number of loyal customers by just 5% can lead to a substantial increase in profitability, ranging from 30% to 80%, depending on the industry. This underscores the long-term value of loyal customers, whose repurchase behavior significantly impacts a company's bottom line.

Repurchase intention is "the subjective probability that an experienced customer will continue to purchase a product from the same online seller" (C.-M. Chiu et al., 2012), or "buying product/services again from same company" (Hellier et al., 2003).

Social Media Marketing provides interactive communication opportunities to share experiences with others in cyberspace (Luo, 2019). Marketers use Social Media Marketing to disseminate brand updates to encourage consumers to make repeat purchases (Sohaib & Han, 2023). Through Social Media Marketing, it can reach a wider audience and build awareness about the product and is often used to provide exclusive offers and promotions to followers or loyal customers (Kotler et al., 2019). The more people who know the brand, the more likely they are to consider the product for repurchase. In addition, this special offer can encourage repurchase intention because customers feel they get more value when buying products through the offer. Previous findings show that Social Media Marketing has a positive effect on repurchase intention (Wangpo & Wangmo, 2022), (Jalil et al., 2021).

Meaning Social media marketing is a tool that can encourage an attempt by an actor to communicate promotions about his product to consumers or potential consumers through communities big ones, such as through websites or social media or the media similar compared to traditional advertising media. With The development of the times continues to progress and technology continues to progress Increasingly sophisticated means that social media plays a very important role important in world society. Dissemination of information made easy make social media marketing a medium for promotion business effectively and efficiently because it is easy to reach the general public. So based on several analyzes carried out Previous researchers can conclude that social media marketing has positive and significant influence on consumers' repurchase intentions (Subawa, 2020). This is caused by incessant promotion and information.

According to Oliver (1999), customer expectations play a pivotal role in determining both satisfaction and future purchasing decisions. When customers' experiences with a product or service align with or surpass their expectations, they are more likely to engage in repurchase behavior. This assertion is supported by the work of Zeithaml (1996), who emphasize that experiences which meet or exceed customer expectations not only influence current satisfaction but also shape future purchase behavior. Satisfied customers who feel their expectations have been met

are more inclined to return for additional purchases, as they have a clearer understanding of what to expect from the company or product.

In a similar vein, Kotler (2016) argue that when a product or service delivers on customer expectations, it reinforces the perceived value the customer receives. This perceived value strengthens the relationship between the customer and the company, thereby fostering loyalty. Customers who feel they have gained sufficient value from their purchase are more likely to form a long-term bond with the brand, increasing their repurchase intention.

According to Jakada (2016) customer satisfaction plays a crucial role in retaining customers and fostering positive repurchase intentions. Satisfaction is defined as the degree of overall contentment or pleasure experienced by the customer, which arises from the service's ability to meet or exceed the consumer's desires, expectations, and needs. When customers are satisfied with their experience, they are more likely to make repeat purchases.

Through social media marketing can influence consumer satisfaction. In accordance with the findings of (Wahyudi & Parahiyanti, 2021) which resulted in the influence of social media marketing on consumer satisfaction. This means that by increasing content, communication, collaboration, and relationships with consumers through social media, consumer satisfaction will also increase.

Mirella (2022) define customer satisfaction as the result when products and services meet or exceed consumer expectations. This alignment between consumer expectations and actual product or service performance is key to ensuring a positive customer experience. Moreover, Khasanah & Syahrani, (2022) emphasize that customer satisfaction can be effectively measured through consistent repeat purchases and the establishment of good communication channels between businesses and consumers.

When consumers feel satisfied, they tend to make repeat purchases. Wilson (2019) found that there is a positive and significant influence of customer satisfaction on repurchase intention. Increasing levels of customer satisfaction lead to the development of relationships with customers over time. When customers are happy/satisfied, they will definitely make repurchase intentions.

Ramsaran-Fowdar (2013) highlighted that social media marketing effectively manages existing customer relationships and creates new ones. It facilitates online exchanges and communication, which helps increase customer satisfaction and retention. Hanaysha, (2017) the findings show that social media marketing and price promotion significantly impact customer satisfaction. Additionally, corporate social responsibility has a notably positive effect on customer satisfaction. Shafiq et al., (2023) suggest that when customers engage with a brand through social media, the combination of rewards, positive brand image, and electronic word-of-mouth can enhance customer trust and satisfaction. This satisfaction, in turn, is likely to foster loyalty and encourage repeat purchases, making social media marketing an indispensable element of a brand's customer retention strategy.

According to Nurlinda (2013), customer satisfaction or dissatisfaction results from the discrepancy between the real performance felt after use and initial expectations. Cunningham & De Meyer-Heydenrych (2021), the findings revealed that customers expect convenience and a positive shopping experience from affordable retailers, whereas premium clothing retailers are expected to offer added value and convenience. Additionally, other customers' presence influences the shopping experience. For both groups, satisfaction predicts loyalty, which in turn predicts repurchase intentions. Fu et al (2020) The findings show that both direct and indirect expectations positively affect satisfaction, with indirect paths having a stronger impact.

Social media frequently features engaging reviews about product usage, which highlight both the satisfaction with the product and the strengths and advantages of the brands involved (Bläse et al., 2024). This increases interest in repurchasing the product (Shao et al., 2024). Jamil (2022) the results indicate that social media marketing activities significantly influence user intentions. Additionally, social identification mediates the link between social media activities and satisfaction, while satisfaction mediates the connection between social media activities and user intentions.

Customer satisfaction serves as a mediator linking customer expectations to repurchase intentions. Homburg (2005) elucidated that customer satisfaction is a crucial connection between the experience encountered by customers and their intention to repurchase the identical product or service. Satisfied customers are more inclined to make repeat purchases. Consequently, establishing suitable expectations and fulfilling them is crucial for generating satisfaction, which eventually enhances repurchase intentions.

Due to the phenomenon above and the gap that found from various result of previous researcher result. This research has been conducted which is driven by several key factors. Firstly, the prominence of women and Generation Z (Gen Z) in West Kalimantan e-commerce landscape underscores the need to understand their consumer behavior, particularly within platforms like TikTok Shop. Secondly, the significant influence of social media marketing and customer satisfaction on repurchase intention necessitates exploring their impact within the TikTok Shop ecosystem. Additionally, considering customer satisfaction as a mediating variable acknowledges the diverse preferences of Gen Z women in West Kalimantan, providing valuable insights for businesses aiming to optimize their marketing strategies and enhance customer experiences on TikTok Shop. Ultimately, the research aims to contribute to a deeper understanding of consumer behaviour in the context of social commerce and e-commerce dynamics in Indonesia.

1.2 Research Problem

Based on the problem stated in the research background, these research problems are formed;

1. Does Social Media Marketing affect the Customer Satisfaction on the Tiktok application?
2. Does Customer Expectation affect the Customer Satisfaction on the Tiktok application?
3. Does Social Media Marketing affect Repurchase Intention on the Tiktok application?
4. Does Customer Expectation affect Repurchase Intention on the Tiktok application?

5. Does Customer Satisfaction affect Repurchase Intention on Tiktok application?
6. Does Customer Satisfaction mediate between Social Media Marketing on Repurchase Intention on Tiktok application?
7. Does Customer Satisfaction mediate between Customer Expectation on Repurchase Intention on Tiktok application?

1.3 Research Objectives

Based on the problem stated previously, this study has the objective of the following:

1. To test and analyze Social Media Marketing affects Customer Satisfaction on the Tiktok application.
2. To test and analyze Customer Expectation affects Customer Satisfaction on the Tiktok application.
3. To test and analyze Social Media Marketing affects Repurchase Intention on the Tiktok application.
4. To test and analyze Customer Expectation affects Repurchase Intention on the Tiktok application
5. To test and analyze Customer Satisfaction affects Repurchase Intention on the Tiktok application.
6. To test and analyze Customer Satisfaction could mediating in the influence Social Media Marketing toward Repurchase Intention on the Tiktok application.
7. To test and analyze Customer Satisfaction could mediate in the influence Customer Expectation toward Repurchase Intention on the Tiktok application.

1.4 Research Contribution

1.4.1 Theoretical Contribution

With this research, it is expected to provide useful knowledge and broad insight and can become a source and reference in the field of marketing management science about the influence of social media marketing and customer expectation on repurchase intention among gen Z women in TikTok with customer satisfaction as mediating variable.

1.4.2 Practical Contribution

With this research, it is expected to provide information for all circles of society about the influence of social media marketing, customer expectation, on the Tiktok application with customer satisfaction that is aired on Tiktok being taken into consideration by the public in repurchase intention.

1.5 Research Contextual Overview

This study focuses on how Gen Z female purchasing behavior is influenced by TikTok Shop's marketing methods. The reasons behind customers' purchases are also examined in this study. The primary target group for this study are females from Generation Z, who were born between 1997 until 2012. The specific tool to examine these actions is TikTok Shop. Understanding the direct impact of social media marketing and customer expectation on repurchase intention is the goal of this study. A mediating variable that also looks at how customer satisfaction influences the relationship between marketing, customer expectation, on repurchase intention. This study offers insight into the common social media purchasing habits of tech-savvy Gen Z customers.