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PENGARUH *STREAMER CREDIBILITY* PADA *LIVE STREAMING SHOPPING* TERHADAP *E-REPURCHASE INTENTION* MELALUI *E-ENGAGEMENT*
(Survei pada Pengguna Aplikasi Lazada di Indonesia)

SKRIPSI

Diajukan untuk Memperoleh Gelar Sarjana Pendidikan
pada Program Studi Pendidikan Bisnis

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UNIVERSITAS PENDIDIKAN INDONESIA
2024

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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LEMBAR PENGESAHAN
PENGARUH *STREAMER CREDIBILITY* PADA *LIVE STREAMING SHOPPING* TERHADAP *E-REPURCHASE INTENTION* MELALUI *E-ENGAGEMENT*
(Survei pada Pengguna Aplikasi Lazada di Indonesia)

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Bandung, November 2024

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ABSTRAK

Rischa Anindita Catury (2002903) **"Pengaruh *Streamer Credibility* pada *Live Streaming Shopping* terhadap *E-Repurchase Intention* melalui *E-Engagement* (Survei pada Pengguna Aplikasi Lazada di Indonesia)"** di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. dan Dr. H. Rd. Dian Herdiana Utama, M.Si.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *streamer credibility* terhadap *e-repurchase intention* melalui *e-engagement* pada pelanggan aplikasi Lazada yang pernah berbelanja melalui fitur Lazlive. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif. Teknik sampling yang digunakan pada penelitian ini adalah *simple random sampling* dengan ukuran sampel sebanyak 127 responden. Data diolah secara statistik menggunakan metode Analisis Jalur (*Path Analysis*). Hasil temuan penelitian ini menemukan bahwa gambaran *streamer credibility* berada pada kategori tinggi, sedangkan *e-engagement* dan *e-repurchase intention* berada pada kategori cukup tinggi. Variabel *streamer credibility* dinyatakan memiliki pengaruh secara langsung terhadap *e-repurchase intention*, namun dapat berpengaruh secara tidak langsung melalui *e-engagement* sebagai variabel intervening. Implikasi penelitian meununjukan bahwa peningkatan *streamer credibility* dapat mendorong efektivitas *e-engagement* dan meningkatkan *e-repurchase intention* pada konsumen Lazada melalui fitur Lazlive.

Kata Kunci: *streamer credibility, e-engagement, e-repurchase intention*

ABSTRACT

Rischa Anindita Catury (2002903) ***"The Influence of Streamer Credibility on Live Streaming Shopping on E-Repurchase Intention through E-Engagement (Survey on Lazada Application Users in Indonesia)"*** *under the guidance of* Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. and Dr. H. Rd. Dian Herdiana Utama, M.Si.

This research aims to obtain a description and influence of streamer credibility on e-repurchase intention through e-engagement on Lazada application customers who have shopped through the Lazlive feature. This study uses descriptive and verification research types with a quantitative approach. The sampling technique used in this study is simple random sampling with a sample size of 127 respondents. Data is processed statistically using the Path Analysis method. The findings of this study found that the description of streamer credibility is in the high category, while e-engagement and e-repurchase intention are in the fairly high category. The streamer credibility variable is stated to have a direct influence on e-repurchase intention, but can have an indirect influence through e-engagement as an intervening variable. The implications of the study indicate that increasing streamer credibility can encourage the effectiveness of e-engagement and increase e-repurchase intention in Lazada consumers through the Lazlive feature.

Keywords: streamer credibility, e-engagement, e-repurchase intention

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Penyusunan skripsi ini dilakukan untuk memperoleh gambaran *streamer credibility* pada *live streaming shopping, e-engagement,* dan *e-repurchase intention*, mengetahui pengaruh *streamer credibility* pada *live streaming shopping* terhadap *e-repurchase intention* dengan *e-engagement* sebagai variabel mediasi, mengetahui pengaruh *streamer credibility* pada *live streaming shopping* terhadap *e-repurchase intention*, mengetahui pengaruh *streamer credibility* pada *live streaming shopping* terhadap *e-engagement*, dan mengetahui pengaruh *e-engagement* terhadap *e-repurchase intention* di aplikasi Lazada Indonesia.

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Rischa Anindita Catury

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