

**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



Oleh :  
**Rischa Anindita Catury**  
**NIM. 2002903**

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS  
UNIVERSITAS PENDIDIKAN INDONESIA  
2024**

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Rischa Anindita Catury  
2002903

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

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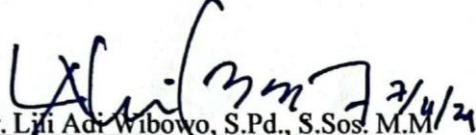
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**LEMBAR PENGESAHAN**  
**PENGARUH STREAMER CREDIBILITY PADA LIVE**  
**STREAMING SHOPPING TERHADAP E-REPURCHASE**  
**INTENTION MELALUI E-ENGAGEMENT**  
(Survei pada Pengguna Aplikasi Lazada di Indonesia)

Skripsi ini Disetujui dan Disahkan oleh:

Pembimbing 1

Pembimbing 2



Dr. Lili Adi Wibowo, S.Pd., S.Sos. M.M.  
NIP. 196904041999031011



Dr. H. Rd. Dian Herdiana Utama, M.Si  
NIP. 196408231993021001

Mengetahui,  
Ketua Program Studi Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.  
NIP. 198208302005022003

Tanggung Jawab Yuridis

Ada Pada Penulis



Rischa Anindita Catury  
NIM. 2002903

## PERNYATAAN KEASLIAN SKRIPSI

Yang bertanda tangan di bawah ini:

Nama : Rischa Anindita Catury

NIM : 2002903

Program Studi : Pendidikan Bisnis

Fakultas : Fakultas Pendidikan Ekonomi dan Bisnis

Dengan ini, menyatakan bahwa skripsi dengan judul "**Pengaruh Streamer Credibility pada Live Streaming Shopping terhadap E-Repurchase Intention melalui E-Engagement (Survei pada Pengguna Aplikasi Lazada di Indonesia)**" beserta seluruh isi di dalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiarisme, pencurian hasil karya milik orang lain, ataupun pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat.

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Bandung, November 2024  
Yang membuat pernyataan,



Rischa Anindita Catury  
2002903

## 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 menunjukkan 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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