

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION ON THE TIKTOK SHOP PLATFORM

Murdiana ^{a*)}, Ananda Archie ^{a)}

^{a)} Universitas Muhammadiyah Pontianak, Pontianak, Indonesia

^{*)} Corresponding Author: murdiana1410@gmail.com

Article history: received 21 June 2025; revised 02 July 2025; accepted 29 July 2025

DOI: <https://doi.org/10.33751/jhss.v9i2.12682>

Abstract. The development of e-commerce and social media has brought significant changes in the way people shop, especially through platforms such as TikTok Shop. This study aims to analyze the influence of social media marketing on customer satisfaction and repurchase intention on TikTok Shop. Based on the survey, TikTok Shop has become a popular e-commerce platform in Indonesia. The type of research used in this study is associative, which aims to explore the relationship between social media marketing, customer satisfaction, and repurchase intention. The data in this study uses primary and secondary data. Primary data was collected through a questionnaire distributed to active TikTok Shop users in Pontianak, while secondary data includes respondents' use of social media for shopping. Data analysis techniques used Partial Least Squares (PLS) in Structural Equation Modeling (SEM). The results of the study indicate that social media marketing has a positive and significant effect on customer satisfaction. Additionally, customer satisfaction has a positive and significant effect on repurchase intention. Social media marketing also shows an indirect influence on repurchase intention through customer satisfaction. The coefficient of determination (R^2) indicates that social media marketing and customer satisfaction together influence repurchase intention with a significant contribution. This study suggests that companies should focus more on social media-based digital marketing to improve customer satisfaction and encourage repurchase intention.

Keywords: Social Media Marketing, Customer Satisfaction, Repurchase Intention

I. INTRODUCTION

The use of e-commerce media in everyday life provides significant convenience for people when shopping. With e-commerce platforms, consumers can make transactions without having to go to physical stores, saving them time and energy. In addition, e-commerce offers a wider selection of products, allowing consumers to easily compare prices and quality. This not only enhances the shopping experience but also provides consumers with the opportunity to find the best deals tailored to their needs. As a result, e-commerce has become a practical and highly relevant solution in today's modern lifestyle.

According to a survey conducted by Databoks and written by [1], based on a Populix survey, out of 1,020 Indonesian respondents who shop through social media, most use TikTok Shop with a score of 46%, followed by WhatsApp in second place with a score of 21%, and Facebook Shops and Instagram Shopping in third and fourth place. Telegram, Line Shopping, and Pinterest received the same score of 1%, and other applications received 10%.

The rapid advancement of technology in the current era of the 4th Industrial Revolution has enabled people to leverage it for starting businesses. This has also led to the emergence of numerous online stores. The ease of accessing the internet has also been a major factor in increasing online shopping activity.

E-commerce offers attractive deals and convenience in shopping, as well as a wide variety of products and services for its users, making it an attractive and new shopping destination for Indonesians.

Social media platforms such as TikTok have also become a place where entrepreneurs can take advantage of people with large followings to market their products. With the creative features offered by TikTok, influencers can create interesting content that not only attracts attention but also encourages interaction and engagement from the audience. This further strengthens the online shopping ecosystem, as users not only get information about products but can also see reviews and recommendations directly from those they trust. Thus, the combination of the convenience of online shopping and social media-based marketing strategies has created a new dynamic in the way Indonesians shop, making the shopping experience not only practical but also more social and interactive. In February, Tokopedia officially joined TikTok Shop after being acquired by ByteDance from GoTo. This partnership combines the strength of TikTok as a popular video-based social media platform with Tokopedia as one of the largest e-commerce platforms in Indonesia.

In today's digital age, social media has become one of the most effective platforms for business promotion. According to

Batee in [2], Social Media Marketing is a highly effective business promotion tool because it is accessible to anyone, enabling a broader promotional network. Social media marketing is a form of marketing communication through applications, platforms, and digital media that facilitates interaction, collaboration, and various types of content between users, as stated in [3]. Social media marketing is not only about promoting products or services but also about building and utilizing social media as a means to develop target markets, especially in online businesses, as mentioned by Fajri & Ma'ruf [4]. As stated by Gunelius in [5], social media marketing is a variety of marketing strategies used to increase understanding, awareness, interest, and effort toward a particular brand, product, or business.

One of the positive impacts of using social media in marketing is increased customer satisfaction. According to Cronin in [6], customer satisfaction can be defined as an emotional evaluation that reflects the extent to which customers feel that service providers have succeeded in providing positive feelings. Customer satisfaction can also be measured using various indicators, such as repeat usage interest, usage intensity, and willingness to recommend products or services to others, as noted by [7]. [8] add that customer satisfaction can be measured through consumers' assessments of specific attributes of the products or services received. Meanwhile, Kotler and Keller in [9] state that satisfaction is a feeling of pleasure or disappointment that arises after comparing perceived performance with one's expectations.

In addition, customer satisfaction also influences repurchase intention, which is consumer behavior that is planned based on their evaluation of products or services that have been purchased previously Widjajanta in [10]. Repurchase intention is important because it can support the growth and survival of a company [11]. According to [12], repurchase intention is an individual's assessment of their intention to purchase a product or service from the same company, taking into account their current conditions and circumstances. Meanwhile, [13] state that repurchase intention is greatly influenced by past purchasing experiences. [14] also emphasize that customer repurchase is an important goal for the success of a company, because the cost of retaining existing customers is much lower than the cost of acquiring new customers.

Based on the background described above, the researchers are interested in conducting a study entitled: The Effect of Social Media Marketing on Customer Satisfaction and Repurchase Intention on the TikTok Shop Platform.

II. RESEARCH METHOD

This study uses an associative method, according to [15], associative research aims to describe the relationship between one variable and another. The purpose of this study is to analyze the relationship between Social Media Marketing with Customer Satisfaction and Repurchase Intention on the TikTok Shop platform. The data used in this study consists of primary and secondary data. Primary data was obtained through questionnaires. The questionnaire was used to collect data on the attitudes, beliefs, and behaviors of TikTok Shop users in

Pontianak City who have the TikTok application and actively use it. The secondary data used in this study were social media data used by respondents for shopping during the period of July-August 2022. The population in this study was all TikTok application users in Pontianak City [15]. The research sample was selected using purposive sampling, which only included those who met specific criteria, namely active TikTok users aged 17 years or older who had made purchases on TikTok Shop, forming part of the sample [16]. Based on calculations using the Rao Purba formula [16] the minimum sample size required for this study was 100 respondents. This study uses three variables, namely: the independent variable, Social Media Marketing; the dependent variable, Repurchase Intention; and the intervening variable, Customer Satisfaction. This study uses a Likert scale to measure respondents' attitudes, opinions, and perceptions of the social phenomenon being studied [15]. Respondents were asked to answer each statement with a choice ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). In this study, the data analysis technique used is the Partial Least Squares (PLS) approach, which is a method in Structural Equation Modeling (SEM). PLS was chosen for its ability to analyze relationships between latent variables using a component- or variance-based approach [17]. For data processing, the Smart-PLS software was used, which can handle this analysis efficiently.

III. RESULT AND DISCUSSION

Convergent Validity

Convergent validity is a measure that indicates the extent to which indicators intended to measure the same concept are strongly related to each other, thus demonstrating that the indicators truly represent the concept in question. Convergent validity can be tested by looking at the factor loading values for each indicator in the concept. High factor loading values indicate that each indicator points to the same point. These factor loading values show the strength of the relationship between the indicator and the latent variable. Typically, good factor loading values are expected to be greater than 0.7. The results of the convergent validity test for each variable in this study can be seen in Table 3.1 below:

Table 3.1. Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Social Media Marketing (X1)	X1.1	0,792	Valid
	X1.2	0,812	Valid
	X1.3	0,851	Valid
	X1.4	0,849	Valid
	X1.5	0,851	Valid
	X1.6	0,815	Valid
	X1.7	0,826	Valid
	X1.8	0,848	Valid
	X1.9	0,823	Valid
	X1.10	0,819	Valid
	X1.11	0,839	Valid
	X1.12	0,807	Valid

Customer Satisfaction (Y1)	X1.13	0,803	Valid
	X1.14	0,871	Valid
	X1.15	0,853	Valid
	X1.16	0,806	Valid
	Y1.1	0,739	Valid
	Y1.2	0,785	Valid
	Y1.3	0,738	Valid
	Y1.4	0,781	Valid
	Y1.5	0,740	Valid
	Y1.6	0,764	Valid
	Y1.7	0,772	Valid
	Y1.8	0,767	Valid
	Y1.9	0,747	Valid
	Y1.10	0,785	Valid
	Y1.11	0,762	Valid
	Y1.12	0,727	Valid
Repurchase Intention (Y2)	Y2.1	0,778	Valid
	Y2.2	0,796	Valid
	Y2.3	0,734	Valid
	Y2.4	0,788	Valid
	Y2.5	0,782	Valid
	Y2.6	0,769	Valid
	Y2.7	0,796	Valid
	Y2.8	0,807	Valid
	Y2.9	0,849	Valid
	Y2.10	0,767	Valid
	Y2.11	0,813	Valid
	Y2.12	0,806	Valid
	Y2.13	0,796	Valid
	Y2.14	0,780	Valid
	Y2.15	0,787	Valid
	Y2.16	0,846	Valid

Source: Processed Data, 2025

Based on the results of the convergent validity test in Table 3.1 above, it can be seen that the loading factor values in the original sampling and that all construct indicators in each variable, namely Social Media Marketing, Customer Satisfaction, and Repurchase Intention, have a loading factor greater than 0.7. Thus, each variable indicator can be declared valid as a measure of its latent variable.

Discriminant Validity

Discriminant validity is assessed based on the Fornell-Larcker criterion to ensure that the construct has adequate discrimination. The value of this criterion for the tested construct must be greater than that of the latent construct. If the correlation between the construct and the measurement items is higher than the correlation with other constructs, it indicates that the latent construct has a stronger measure. The results of the discriminant validity test can be seen in Table 3.2 below.

Table 3.2. Discriminant Validity Test Results

Variable	Customer Satisfaction	Repurchase Intention	Social Media Marketing
Customer Satisfaction	0,759		

Repurchase Intention	0,792	0,795	
Social Media Marketing	0,740	0,818	0,829

Source: Processed Data, 2025

Based on the results of the discriminant validity test shown in Table 3.2, it can be seen that each indicator has a higher Fornell-Larcker value than the value for other variables measured. This indicates that the indicators are valid in measuring the corresponding dimensions or variables, provided that the Fornell-Larcker values exceed 0.70. In other words, if the correlation between an indicator and its own construct is greater than the correlation with other constructs, it can be concluded that the latent construct is more capable of explaining the indicators than other constructs.

Average Variance Extracted (AVE)

The next method for determining construct validity can be done by looking at the Average Variance Extracted (AVE). A construct is considered valid if it has an AVE value > 0.5. The AVE values in this study can be seen in Table 3.3 below:

Table 3.3. Average Variance Extracted (AVE)

Construct	AVE
Social Media Marketing (X1)	0,688
Customer Satisfaction (Y1)	0,576
Repurchase Intention (Y2)	0,631

Source: Processed Data, 2025

Based on the AVE test results in Table 3.3 above, it can be seen that the AVE values for all variables in this study have exceeded 0.5. Therefore, all constructs have met the discriminant validity test criteria, and it can be concluded that the indicators used in this study have fulfilled the validity criteria.

Reliability Test

The Composite Reliability test in the measurement model aims to assess the reliability of a construct. The expected value for composite reliability is > 0.7. A composite reliability value greater than 0.7 indicates high reliability. In addition, another criterion for determining the reliability of a construct and strengthening the results can be observed from the Cronbach's alpha value, which is expected to be > 0.6. The results of the reliability test in this study can be seen in Table 3.4 below:

Table 3.4. Composite Reliability & Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Description
Social Media Marketing (X1)	0,972	0,970	Reliable
Customer Satisfaction (Y1)	0,942	0,934	
Repurchase Intention (Y2)	0,965	0,961	

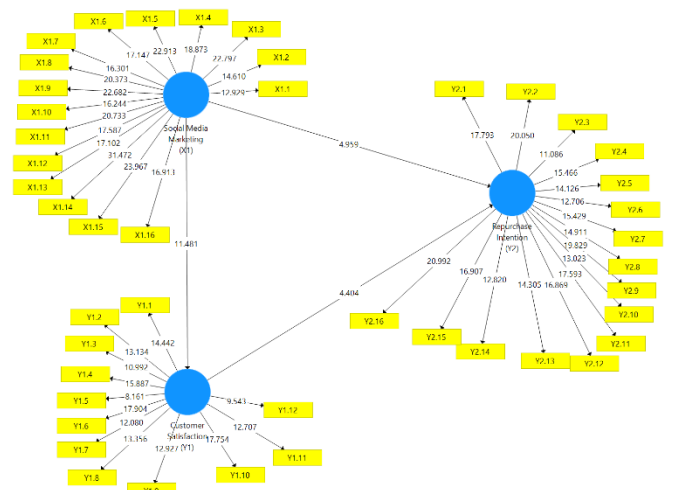
Source: Processed Data, 2025

Based on the reliability test results in Table 3.4 above, it can be seen that all constructs in the estimated model meet the reliability criteria. This is because the Composite Reliability value for each construct is above 0.7, and the Cronbach's Alpha value is above 0.6. Therefore, it can be concluded that the

measurement items for each variable are reliable and can be used in the study.

The results of the Outer Model testing can be seen in Figure 3.1 below:

Figure 3.1
Outer Model Test Results



Source: SmartPLS output, 2025

R-Square Test

In SEM-PLS analysis, the R-square (R^2) value is used to measure how well the independent variables explain the variance of the dependent variable. A high R^2 value indicates that the model has good predictive power. The Coefficient of Determination (R-Square) is a test to assess how well an endogenous construct is explained by exogenous constructs. The R-Square value from the calculation results can be seen in Table 3.5 below:

Table 3.5. R-Square Values

Endogenous Variable	R-Square	R-Square Adjusted
Customer Satisfaction (Y1)	0,547	0,542
Repurchase Intention (Y2)	0,746	0,741

Source: Processed Data, 2025

Based on the results of the R-Square test in Table 4.10 above, the results can be interpreted as follows:

1. The value of Adjusted R-Square for the variable Customer Satisfaction (Y1) is 0.542, which means that the variable Customer Satisfaction (Y1) is simultaneously influenced by the variable Social Media Marketing (X1) by 54.2% and the remaining 45.8% is influenced by other variables outside this research model. Based on the R-Square value of 0.547, it can be concluded that the influence of the exogenous construct Social Media Marketing (X1) on Customer Satisfaction (Y1) is moderate.
2. The Adjusted R-Square value for the Repurchase Intention (Y2) variable is 0.741, which means that the Repurchase Intention (Y2) variable is simultaneously influenced by the Social Media Marketing (X1) and Customer Satisfaction

(Y1) variables by 74.1%, with the remaining 25.9% influenced by other variables outside this study. Based on the R-Square value of 0.746, it can be concluded that the influence of the Social Media Marketing (X1) and Customer Satisfaction (Y1) constructs on Repurchase Intention (Y2) is Strong.

Hypothesis Testing

Direct Effect Test

Direct effect is a test to examine the direct influence of an exogenous latent construct on an endogenous latent variable. The Direct Effect test can be observed based on the results from the path coefficient output of Bootstrapping. The Direct Effect test in this study can be seen in Table 3.6 below:

Table 3.6. Direct Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Social Media Marketing → Customer Satisfaction	0,740	11,481	0,000	Significant
H2	Customer Satisfaction → Repurchase Intention	0,412	4,404	0,000	Significant
H3	Social Media Marketing → Repurchase Intention	0,514	4,959	0,000	Significant

Source: Processed Data, 2025

Based on the results of the direct effect test in Table 3.6 above, the direct effect results can be interpreted as follows:

1. Social Media Marketing (X1) has a direct effect on Customer Satisfaction (Y1) with a T-statistic of 12.481, a significance level > 1.96 , and a P-value of 0.000, a significance level < 0.05 . Therefore, it can be said that the direct effect of Social Media Marketing on Customer Satisfaction is positive and significant. The results of this study are also supported by the findings of [18], who found that social media marketing has a significant positive influence on customer satisfaction. The results of this study indicate that social media, as an interactive communication channel, not only facilitates the dissemination of product-related information but also enables closer and easier interaction between companies and consumers. This contributes to an increase in consumer understanding of products and strengthens emotional ties with brands, which in turn increases their level of satisfaction.
2. Customer Satisfaction (Y1) has a direct effect on Repurchase Intention (Y2) with a T-statistic of 4.404, a significance level > 1.96 , and a P-value of 0.000, indicating a significance level < 0.05 . Therefore, it can be concluded that the direct effect of Customer Satisfaction on Repurchase Intention is positive and significant. This finding is in line with research conducted by [19], who also stated that customer satisfaction has a positive and

significant effect on repurchase intention. When customers are satisfied with the products or services they receive, they tend to make repeat purchases, indicating that customer satisfaction plays an important role in encouraging loyalty and retaining consumers.

3. Social Media Marketing (X1) has a direct effect on Repurchase Intention (Y2) with a T-statistic of 4.959, a significance level > 1.96 , and a P-value of 0.000, indicating a significance level < 0.05 . Therefore, it can be concluded that the direct effect of Social Media Marketing on Repurchase Intention is positive and significant. This finding is in line with research conducted by [20], which states that social media as a marketing tool can influence consumers' repurchase intention. Through social media, companies can reach a wider audience, interact with consumers, and build more personal relationships, which in turn can encourage them to make repeat purchases.

Indirect Effect Test

Indirect effect is a test to examine the indirect influence of an exogenous latent construct on an endogenous latent variable through a mediating variable. The Indirect Effect test can be observed based on the results from the specific indirect effect output of Bootstrapping. The Indirect Effect test in this study can be seen in Table 3.7 below:

Table 3.7. Indirect Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
	Media Marketing →				
H4	Customer Satisfaction →	0,304	3,829	0,000	Significant
	Repurchase Intention				

Source: Processed Data, 2025

Based on the results of the indirect effect test in Table 4.14 above, the results of the indirect effect can be interpreted as follows:

1. Social Media Marketing (X1) has an indirect effect on Repurchase Intention (Y2) mediated by Customer Satisfaction (Y) with a T-statistic of 3.829, a significance level > 1.96 , and a P-value of 0.000, indicating a significance level < 0.05 . Therefore, it can be concluded that the indirect effect of Social Media Marketing on Repurchase Intention through Customer Satisfaction is positive and significant.

IV. CONCLUSION

Based on the results of the measurement model evaluation (outer model), it was found that all indicators in the Social Media Marketing, Customer Satisfaction, and Repurchase Intention variables had a loading factor of more than 0.7, indicating good validity. The results of the discriminant validity test using the Fornell-Larcker criteria and AVE values indicate that the constructs have adequate discriminant validity. Reliability tests also show that the Composite Reliability and Cronbach's Alpha values are above 0.7 and 0.6, indicating that

all variables in this study are reliable. In the evaluation of the structural model (inner model), the results of the coefficient of determination (R^2) indicate that Social Media Marketing influences Customer Satisfaction by 54.2%, which is categorized as a moderate influence, and influences Repurchase Intention by 74.1%, which indicates a strong influence. The F-Square test results indicate that Social Media Marketing has a high influence on Customer Satisfaction and Repurchase Intention, and Customer Satisfaction has a moderate influence on Repurchase Intention. The hypothesis test results show that Social Media Marketing has a direct, positive, and significant influence on Customer Satisfaction and Repurchase Intention, with t values > 1.96 and $p < 0.05$. Additionally, Customer Satisfaction also has a direct effect on Repurchase Intention. The results of the indirect effect test indicate that Social Media Marketing has a significant effect on Repurchase Intention through Customer Satisfaction. All these results indicate that the Social Media Marketing strategy implemented on TikTok Shop is effective in enhancing customer satisfaction and encouraging repurchase intention. Therefore, companies are advised to continue optimizing their digital marketing campaigns and increasing user engagement to strengthen customer loyalty and boost sales.

REFERENCES

- [1] A. Ahdiat, "Ini Media Sosial yang Banyak Dipakai Konsumen Indonesia untuk Belanja," Databoks, Katadata.co.id, 2023. [Online]. Available: <https://databoks.katadata.co.id/datapublish/2023/07/28/in-i-media-sosial-yang-banyak-dipakai-konsumen-indonesia-untuk-belanja>.
- [2] C. W. Astuti, "Pengaruh Social Media Marketing Dan Brand Trust Terhadap Minat Beli Ulang Dengan Kepuasan Pelanggan Sebagai Variabel Intervening," vol. 01, no. 02, pp. 33–49, 2022.
- [3] S. R. Lokananta and A. A. Samuel, "Pengaruh Kualitas Layanan, Kualitas Produk Dan Social Media Marketing Terhadap Kepuasan Pelanggan (Studi Kasus Pada Konsumen PT. Nasmoco Kaligawe Kota Semarang)," YUME: Journal of Management, vol. 6, no. 2, pp. 83–93, 2023.
- [4] S. U. Budi, A. Marjukl, A. Hardian, I. W. Adi Pratama, and M. I. Masud, "Pengaruh Word of Mouth, Social Media Marketing Dan Kepercayaan Terhadap Kepuasan Konsumen Pengguna Iphone," Jurnal Ekonomi, Manajemen Dan Akuntansi, vol. 10, no. 2, pp. 1387–1393, 2024. <https://doi.org/10.35870/Jemsi.V10i2.2323>.
- [5] N. Irlana and S. Paludi, "Pengaruh Kualitas Produk, Persepsi Harga Dan Iklan Terhadap Kepuasan Pelanggan," Jurnal Cendekia Ilmiah, vol. 12, no. 1, p. 145, 2024.
- [6] F. Aurelia and M. T. Nawawi, "Pengaruh Customer Satisfaction, Perceived Value, Dan Trust Terhadap Online Repurchase Intention Pada Fashion Di Instagram Di Jakarta," Jurnal Manajerial Dan Kewirausahaan, vol. 3,

- no. 1, pp. 117, 2021.
<https://doi.org/10.24912/Jmk.V3i1.11296>.
- [7] T. R. Florendiana, D. Andriani, and M. Hariasih, "Pengaruh Customer Satisfaction Digital Marketing Dan Brand Trust Terhadap Repurchase Intention," *Jurnal Manajemen STIE Muhammadiyah Palopo*, vol. 9, no. 1, pp. 124, 2023.
<https://doi.org/10.35906/Jurman.V9i1.1491>.
- [8] O. Sauw and R. Mointi, "Customer Experience Dan Customer Satisfaction Terhadap Repurchase Intention Produk Online," *YUME: Journal of Management*, vol. 6, no. 1, pp. 260, 2023.
<https://doi.org/10.37531/Yum.V6i1.3574>.
- [9] P. S. C. Devi and E. Sulistyawat, "Peran Customer Satisfaction Memediasi Pengaruh Online Trust Terhadap Repurchase Intention (Studi Pada Konsumen Florist Online Di Kota Denpasar)," *Fakultas Ekonomi Dan Bisnis Universitas Udayana (Unud)*, Bali, Indonesia, vol. 7, no. 6, pp. 2856–2886, 2018.
- [10] G. A. A. P. Putri and I. M. Jatra, "Pengaruh Social Media Marketing Terhadap Repurchase Intention Dengan Brand Image Sebagai Mediasi (Studi Pada Pelanggan Produk Lipstik Revlon Di Kota Denpasar)," *Jurnal Ekonomika* 45, vol. 11, no. 2, pp. 85–103, 2024.
- [11] A. N. Khairunisa, E. Giyartiningrum, and U. Sujiah, "Pengaruh Customer Satisfaction Dan Service Quality Terhadap Minat Repurchase Pada Klinik Kecantikan Di Yogyakarta," vol. 8, no. 2, pp. 1–23, 2016.
- [12] F. Firdaus, "Pengaruh Persepsi Dan Kepuasan Konsumen Terhadap Minat Pembelian Ulang Produk Private Label Indomaret (Studi Pada Konsumen Indomaret Di Kecamatan Telanaipura Kota Jambi)," *Jurnal Manajemen Terapan Dan Keuangan*, vol. 9, no. 1, pp. 1–14, 2020.
<https://doi.org/10.22437/Jmk.V9i1.9234>.
- [13] A. Z. Maulana and M. Sukresna, "Pengaruh Kualitas Produk, Kepuasan Pelanggan Dan Word Of Mouth Terhadap Minat Beli Ulang Konsumen (Studi: Pada Pelanggan Produk Roti Que Bread Di Kota Bogor)," *Diponegoro Journal of Management*, vol. 11, no. 1, pp. 1–15, 2022. <http://ejournal-s1.undip.ac.id/index.php/dbr>.
- [14] N. Kusumadewi and T. G. Saraswati, "Pengaruh Kepuasan Pelanggan Terhadap Minat Beli Ulang Pada Official Store Scarlett Di Shopee Dan Tokopedia," *E-Proceeding of Management*, vol. 7, no. 2, pp. 6476–2489, 2020.
- [15] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*, 2nd ed. Bandung: ALFABETA, 2023.
- [16] S. Siregar, *Statistik Parametrik untuk Penelitian Kuantitatif*, 3rd ed. Jakarta: Bumi Aksara, 2020.
- [17] A. M. Musyaffi, H. Khairunnisa, and D. K. Respati, *Konsep Dasar Structural Equation Model Partial Least Square (SEM-PLS) Menggunakan SmartPLS*, D. A. Putri, Ed. Pascal Books, 2021.
- [18] D. T. C. Ningrum and M. Isa, "Pengaruh Persepsi Harga, Social Media Marketing, Dan Citra Merk Terhadap Keputusan Pembelian Melalui Kepuasan Pelanggan Sebagai Variabel Mediasi (Studi Kasus Pada Selat Vien's Solo)," *SEIKO: Journal of Management & Business*, vol. 6, no. 2, pp. 193–212, 2023.
- [19] M. I. I. Aditya, "Pengaruh Kepuasan Pelanggan Terhadap Minat Beli Ulang Makanan di Rumah Makan Ayam Bakar Wong Solo Alauddin Kota Makassar," *Jurnal Profitability Fakultas Ekonomi Dan Bisnis*, vol. 2, pp. 50–64, 2018. [Online]. Available: <https://journal.unismuh.ac.id/index.php/profitability>.
- [20] C. W. Astuti and Abdurrahman, "Pengaruh Social Media Marketing Dan Brand Trust Terhadap Minat Beli Ulang Dengan Kepuasan Pelanggan Sebagai Variabel Intervening," vol. 01, no. 02, pp. 33–49, 2022.