

## ABSTRAK

### **PENGARUH *SHORT VIDEO CONTENT*, *CUSTOMER EXPERIENCE*, *PERCEIVED VALUE*, DAN *E-SERVICE QUALITY* TERHADAP *REPURCHASE INTENTION* MELALUI *CUSTOMER SATISFACTION* SEBAGAI VARIABEL MEDIASI**

**(Survei pada Konsumen Generasi Z Produk Lipstik Wardah di *E-Commerce*  
Tiktok Shop di Kabupaten Sleman)**

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## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *short video content*, *customer experience*, *perceived value*, dan *e-service quality* terhadap *repurchase intention* melalui *customer satisfaction* sebagai variabel mediasi pada konsumen generasi z produk lipstik Wardah di *e-commerce* Tiktok Shop di Kabupaten Sleman. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 180 responden. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan bantuan software SmartPLS 4.1.1.8. Hasil penelitian menunjukkan bahwa *short video content*, *customer experience*, *perceived value*, dan *e-service quality* berpengaruh positif dan signifikan terhadap *customer satisfaction* dan *repurchase intention*. *Customer satisfaction* berpengaruh positif dan signifikan terhadap *repurchase intention*. *Customer satisfaction* juga berperan sebagai mediasi terhadap hubungan *short video content*, *customer experience*, *perceived value*, dan *e-service quality* terhadap *repurchase intention*. Temuan ini menunjukkan peningkatan konten video pendek, pengalaman konsumen, nilai yang dirasakan, dan kualitas layanan elektronik dapat menjadi kunci untuk meningkatkan kepuasan konsumen yang pada akhirnya akan mendorong niat pembelian ulang.

**Kata kunci :** *Short Video Content*, *Customer Experience*, *Perceived Value*, *E-Service Quality*, *Customer Satisfaction*, *Repurchase Intention*.

**ABSTRACT**

***INFLUENCE OF SHORT VIDEO CONTENT, CUSTOMER EXPERIENCE,  
PERCEIVED VALUE, AND E-SERVICE QUALITY ON REPURCHASE  
INTENTION THROUGH CUSTOMER SATISFACTION AS A MEDIATION  
VARIABLE***

***(Survey of Generation Z Consumers of Wardah Lipstick Products on the E-  
Commerce TikTok Shop in Sleman Regency)***

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**ABSTRACT**

*This study aims to examine the influence of short video content, customer experience, perceived value, and e-service quality on repurchase intention through customer satisfaction as a mediating variable on generation z consumers for Wardah lipstick on the Tiktok Shop e-commerce in Sleman Regency. This studi uses a quantitative approach with purposive sampling technique on 180 respondents. Data were analysed using Structural Equation Modeling (SEM) with the help of SmartPLS 4.1.1.8 software. The results showed that short video content, customer experience, perceived value, and e-service quality have a positive and significant effect on customer satisfaction and repurchase intention. Customer satisfaction has a positive and significant on repurchase intention. Customer satisfaction also acts as a mediator in the relationship between short video content, customer experience, perceived value, and e-service quality on repurchase intention. These findings suggest that improving short video content, customer experience, perceived value, and e-service quality can be key to increasing customer satisfaction, which ultimately drives repurchase intention.*

**Keywords :** *Short Video Content, Customer Experience, Perceived Value, E-Service Quality, Customer Satisfaction, Repurchase Intention.*