

# THE INFLUENCE OF DIRECT MARKETING AND ERIGO BRAND PRODUCT QUALITY ON REPURCHASE INTEREST IN TIKTOK LIVE STREAMING IN MEDAN CITY PRIVATE

Rini Astuti\*<sup>1</sup>, Fadillah Elvida Siregar<sup>2</sup>

\*<sup>1,2</sup>Universitas Muhammadiyah Sumatera Utara, Indonesia

\*<sup>1</sup>e-mail: [riniastuti@umsu.ac.id](mailto:riniastuti@umsu.ac.id)

**Abstract:** The market for short videos has shown consistent growth in recent years, especially in terms of commercial development, profitability and overall realization. One social media application with a short video format is the Tik Tok application. Repurchase interest is formed after a customer purchases a product or service. Intention to repurchase arises because of positive feelings and satisfaction with a product and the customer repurchases the product. Customer interest in repurchasing a product is a measure of a company's success. This research aims to determine the influence of direct marketing and product quality on interest in repurchasing Erigo products on Tik Tok Live Streaming. This type of research uses an associative and quantitative approach. Data collection techniques used interviews and questionnaires. Data analysis techniques use validity, reliability, classical assumption tests, multiple linear analysis, t test, F test and determination. The research results show that digital marketing has a significant effect on repurchase interest, product quality has a significant effect on repurchase interest. Repurchase interest is jointly influenced by digital marketing and product quality. The magnitude of the influence of digital marketing and product quality is 48.8%.

**Keywords:** Digital Marketing, Product Quality and Repurchase Interest.

## Introduction

The decline in revenue for businesses caused by the covid-19 pandemic has forced them to transform to adapt to the digital era. Changes are made by relying on sophisticated internet technology such as digital media in the era of the industrial revolution 4.0 which is growing rapidly today. This change occurred because of government directives that limit direct interaction and maintain distance between communities. Technology is an effective solution where everything can be reached in a short time and more efficiently with technology. The market for short videos has shown consistent growth in recent years, especially in terms of commercial development, profitability, and overall realization. One of the social media applications that has a short video format is the TikTok application. Based on data on TikTok users in the world, it is known that Indonesia is in fourth place with 30.7 million TikTok users (<https://databoks.katadata.co.id>). The rise of TikTok users in Indonesia has created opportunities and created business potential for some people. Users can use TikTok as a promotional medium with creativity in the form of short videos that can be adjusted to business needs. TikTok's new way to present various new features, one of which is TikTok Shop and releasing its marketing feature, TikTokLive.

TikTok Live is one of TikTok's newest features, this feature allows buyers and sellers to interact but not meet in person and allows traders to sell their products directly and aims to

reduce doubts and difficulties due to the many questions consumers have about detailed product information directly to sellers. TikTok Live is also expected to help sellers improve their services and show the quality of the products offered directly. With TikTok Live, it can also create consumer satisfaction so that repeat purchases occur. Product introduction and approaches are carried out by entrepreneurs by utilizing developments in communication technology to disseminate information about the products offered. Technology plays an active role in supporting the smooth running of the company's promotional strategy. Advertising and direct marketing are forms of publication of product introductions to consumers directly, so that consumers can respond or respond directly to products sold by producers. Customer interest in repurchasing a product is a measure of a company's success (Hermanto & Cahyadi, 2015). Purchase interest is part of the behavioral component in the attitude of consuming that arises from customers (Amnericha et al., 2016). According to Kusuma and Suharnomo (2015) buying interest is defined as something that arises after receiving stimulation from the product that is seen. The stimulation creates interest in trying the product until finally the desire to buy arises in order to have it. Repurchase interest is formed after the customer makes a purchase of a product or service.

Repurchase interest arises because of positive feelings and feeling satisfied with a product and the customer makes a repurchase of the product (Murwanti & Pratiwi, 2017). It is not uncommon for Erigo to do Live streaming of its products in order to increase their sales. Some online businesses that use Tik Tok social media as a means of selling and promoting are Erigo. Erigo is a brand whose name is most widely known to the public and has the most followers 8 out of four other brands, namely 1.8 million Tik Tok followers. The smallest turnover occurred in January 2015, which was 180 million from a target of 500 million. Turnover began to increase in July 2015 and continued to increase until 2017. The phenomenon that shows direct marketing and product quality can be seen from several buyers, especially those who have bought Erigo products, who expressed disappointment with their products after repurchasing. This can reduce repurchase interest and have an impact on decreasing sales. In response to this, entrepreneurs must always innovate so that consumer repurchase interest is maintained and increases from year to year to buy products from the company. Repurchase interest arises because of a sense of satisfaction from consumers towards a product offered by a particular company (Fitriasshinta, 2016). Satisfaction is a feeling of pleasure or disappointment that arises after comparing the expected performance or results (Kotler, 2009:138). Customers have feelings of satisfaction or dissatisfaction with the products or services they consume after consuming a product or service.

According to Murwanti and Pratiwi (2017), customer satisfaction is very important because with satisfaction with a product provided by a company, the customer will spread their satisfaction to other potential customers, thus increasing the reputation of each business. The benefits obtained by the company by creating satisfaction encourage consumers to buy and reuse the product. Conversely, if feelings of dissatisfaction cause consumers to be disappointed and stop buying products again at that place. Kotler and Keller (2018) define advertising as a paid form of non-personal presentation and promotion of ideas, goods, or services by a clear sponsor. Advertising is a cost-effective way to distribute messages, either with the aim of building brand preference or targeting consumers. Advertising is closely related to how companies are able to convey messages to consumers so that consumers have the attraction to buy the products offered. According to Robert V Zacher in (Sumartono, 2002), the purpose of advertising carried out by the company is to provide communicants and provide information about goods and services or ideas, to create in the communicant a feeling of liking for the goods and services or ideas presented by giving preference to them, and to convince the communicant

of the truth about what is recommended in the advertisement and therefore move to try to have or use the recommended goods or services. The nature of advertising promotion media is that advertising is able to reach a mass of buyers who are geographically spread at a low cost per exposure, and advertising allows sellers to repeat messages many times. In addition to reach, large-scale advertising presents something positive about the size, popularity, and success of the seller. Because of the general nature of advertising, consumers tend to view advertised products as more secure (Kotler and Armstrong, 2016). The most influential promotional tool for advertising is by using modern technology that is developing in society. The available media include electronic media and print media. Companies must be able to choose the right media to market their products so that the message conveyed can be received by consumers. In addition to advertising, direct marketing, commonly known as direct marketing, also contributes to the success of the product promotion strategy launched by the company. According to Saladin (2007), direct marketing is a marketing system that uses one or more advertising media, in order to get a response and direct transactions that can be measured at a location. The concept of direct marketing is present because the company assumes that currently time is very valuable for humans, so the company provides shopping facilities through communication technology so that customers can buy the products they need easily. Advances in communication technology play a major role in the creation of the concept of direct marketing, where customers who use mobile phones, gadgets, online media and other social media are able to easily reach the products offered by the company.

Promotional strategies carried out by companies using advertising and direct marketing are closely related to consumer purchasing decisions. Promotional strategies can make consumers familiar with the products offered so that they make decisions to buy the product. A factor that is no less important in the process of generating repeat purchase intentions is the quality of the product itself. Product quality as a supporter in promotional activities has been going on for quite a long time because the use of product quality is believed to be able to influence consumer purchasing interest and then can boost product sales. Consumers have several perceptions about product quality, price and style before buying a product. Before consumers use a product that they will buy, consumers tend to rely on information from other people who have used the product first. Consuming a product because of product quality is one of the consumer's considerations in using a product that can later provide the benefits desired by each consumer. This is supported by the results of research from Chi et al. (2017) which states that the quality of their purchasing experience, as a result of brands, loyalty, and brand preferences will increase purchase intentions. Other research from Rizky (2017) stated that quality has a positive and significant effect on purchase intention, it shows that the higher the quality perceived by consumers, the higher the consumer's willingness to finally buy. After using it, purchase intention will increase or decrease, because this has a direct relationship that influences each other. If the quality is high, then the consumer's purchase intention will also be high (Saleem et al., 2015). Koay and Derek's research (2016), the results found a significant positive relationship between product quality and repurchase intention. These results indicate that high product quality will be able to increase consumer intention to buy the product. Erigo is a fashion product that develops an Indonesian fashion brand that prioritizes high quality and product design that supports all daily trips and needs. Currently.

In Indonesia, Erigo has become one of the best, high-quality and reliable clothing lines on the market. Established on November 20, 2010 with the brand "Selected and Co" which later changed to Erigo. Erigo targets travel needs with comfortable designs that suit consumers. In 2015, Erigo achieved a turnover of twenty billion rupiah. In the process of Erigo achieving this turnover, marketing, branding and promotion strategies were carried out very intensively,

where this was intended to attract consumer attention. Erigo also carries the “Wandering Souls” campaign, a manifestation of the brand spirit that aims to encourage and encourage the younger generation to always have a high sense of curiosity and desire to explore. This campaign is an appreciation of various cultures, characters and ideas that are expected to bring a series of inspirations to enrich the thoughts, works and cultures of the local young generation, especially in the fashion sector. Erigo invites the younger generation to go through every step of a dynamic life journey bravely, equipped with open thinking, and of course a style that suits each unique personality.

To fulfill these aspirations, Erigo provides a variety of comfortable, affordable and flexible clothing options. Erigo, which is a local brand from Indonesia, has several close competitors in the fashion industry, one of which is Lea Jeans which has 34 outlets spread throughout Indonesia with 200 Department stores, Billionaires Project, and I Love Indonesia. Several of Erigo's competitors are already quite well-known in the fashion industry, where each brand operates with almost the same target market, namely young people or millennials. Fulfilling customer satisfaction with the Live streaming marketing trend is expected to be able to encourage consumer repurchase intentions. The results of research conducted by (Wongkitrungrueng, Dehouche, & Assarut, 2020) show that the product evaluation factor, namely the quality perceived by consumers, is important in determining consumer repurchase intentions. This proves that product quality is one of the determining factors for consumers to make repurchase intentions for the products/services they buy or consume. This is because product quality will create consumer satisfaction, thus influencing consumer interest in making repeat purchases (repurchase intention).

## **Literature Review**

### **Repurchase Interest**

Repurchase interest indicates the buyer's desire to make repeat visits in the future. Repurchase behavior is often associated with loyalty. However, the two are different, repurchase behavior mostly involves repurchasing the same brand repeatedly, while loyalty reflects a psychological commitment to a particular brand. According to Kotler and Keller (2018), namely: "Post-purchase consumer actions, the occurrence of satisfaction or dissatisfaction after purchasing a product will affect subsequent behavior, if consumers are satisfied, they will show a higher possibility of repurchasing the product." According to Tjiptono (2020) repurchase interest is different from loyalty, if loyalty reflects a psychological commitment to a particular brand or product while repurchase behavior solely concerns the purchase of the same brand repeatedly. According to Ali Hasan (2018: 131) that repurchase interest is a purchase interest based on past purchasing experiences. High repurchase interest reflects a high level of consumer satisfaction. According to Peter and Olson (2014: 289) is a purchasing activity that is carried out more than once or several times. The satisfaction obtained by a customer can encourage someone to make repeat purchases, become loyal to the product or loyal to the store where he bought the item so that consumers can tell good things to others. Based on the definition that has been explained above, the author comes to the understanding that repurchase interest is the possibility that consumers have the desire to make repeat purchases of products or services that have been consumed based on past experiences, high purchase interest is supported by high consumer satisfaction in the past.

### **Direct Marketing**

According to Kotler and Armstrong (2012) direct marketing is a direct relationship with individual consumers to get an immediate response and gain customer loyalty. According to

Tjiptono and Chandra (2012) direct marketing is a strategic marketing, the methods that can be done are catalogs, post, telephone, TV, fax, and others. According to Hermawan (2012) direct marketing is direct communication with individual customers with the aim of getting an immediate response or establishing a long-lasting relationship. According to (Tjiptono and Chandra, 2017) direct & online marketing is an interactive marketing system that uses various communication media to increase direct responses that are specific and measurable. According to Heri and Jusmawi (2017) direct marketing is a form of stages in the marketing implementation process that starts from the provision of products in the form of goods/services, then continues with the implementation of transactions between sellers and buyers, which forms behavior in the form of attitudes and responses to marketing given based on the level of preference, belief and purchasing actions. According to (Lupiyoadi 2016) there are 6 areas/channels of direct marketing, namely: Direct Mail, Direct Order, Direct Response, Direct Selling, Telemarketing and Digital Marketing.

### **Product Quality**

According to Kotler and Keller (2016:37) that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase the product. According to Tjiptono (2015:105) that the conventional definition of quality is performance as a direct description of a product, reliability, ease of use, aesthetics and so on. In a strategic sense, quality is everything that can provide consumer needs according to what consumers want. According to Arumsari (2012:45) that product quality is the factors contained in an item or result that causes the item or result to match the purpose of the item being produced. According to Ernawati (2019) that product quality is an important factor that influences each customer's decision in buying a product. The better the quality of the product, the more interest consumers will have in buying the product.

According to Lesmana and Ayu (2019) that product quality is a dynamic condition related to products, humans or workers and the environment to meet each consumer. According to Windarti and Ibrahim (2017) that product quality is the suitability of needs and desires for each product to product specifications, product quality is a condition related to products, human services and the environment to meet consumer expectations. In order to achieve the desired product quality, quality standardization is required. This aims to ensure that the products produced can meet the established standards so that consumers will not lose confidence in the product in question.

### **Method**

The population in this study were all students of the Islamic University of North Sumatra, Medan Area University and Prima Indonesia University in Medan City. The researcher used the accidental sampling technique in this study. According to Sugiyono (2019) the accidental sampling technique is a sampling determination technique based on coincidence, namely anyone who happens to meet the researcher can be used as a sample, if it is considered that the person who happened to be met matches the criteria determined by the researcher until 100 samples are obtained. The sample criteria used were having bought/used Erigo products and having seen the Erigo Product Live Tiktok Streaming

**Results and Discussion**

Based on the results of the calculation of the validity test of the accounting information system variables in this study, with 20 question items, the correlation value is above 0.05, indicating that the instrument or question item is significantly correlated with the total score (declared valid). The Cronbach's Alpha coefficient on the digital marketing instrument is 0.744, product quality is 0.844, and repurchase interest is 0.770, which means that the three instruments are declared reliable or meet the required standards.

**Data Normality Test**

The results of the normality test show that the data is distributed along the diagonal line, meaning that the dependent and independent variables have a relationship or are normally distributed so that they meet the normality assumption test.

**Multicollinearity test**

All variables have a VIF of less than 10 and a tolerance value of more than 0.1. Thus, it can be stated that the regression equation model in this study does not experience multicollinearity problems.

**Heteroscedasticity Test**

The results of the heteroscedasticity test show that the distribution of residuals is irregular and does not form a certain pattern. This can be observed from the scattered points or residual plots that appear randomly. Based on these findings, it can be concluded that there is no heteroscedasticity.

**Determination Test**

**Table 1: Results of the Determination Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699a	.488	.478	3.01473

In the table above, the coefficient of determination value  $R^2 = 0.488$  is obtained, meaning that the direct marketing and product quality variables influence on repurchase interest. The value of  $R^2 = 0.488$  means that repurchase interest can be explained by the direct marketing and product quality variables by 48.8%, while the remaining 51.2% can be explained by other variables outside the scope of the study.

**Hypothesis Test**

**Table 2: Results of t-Test Statistics (Partial)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,697	3,065		2.185	.031
X1	.301	.130	.205	2.314	.023

X2	.773	.122	.562	6,348	.000
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The results of the hypothesis test show the regression coefficient of the variable direct marketing has a positive direction of 0.301, with a t value of 2.314 and a significance level of 0.23. Therefore, the hypothesis is the influence of direct marketing on repeat purchase interest. variable regression coefficient product quality has a positive direction of 0.733, with a t value of 6.348 and a significance level of 0.00 has a significant effect on repurchase interest. So the hypothesis of the effect of repurchase interest on repurchase interest is accepted.

**Table 3: Results of F-Test Statistics (Simultaneous)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	841,715	2	420,857	46,306	.000b
	Residual	881,595	97	9,089		
	Total	1723.310	99			

Based on the results of statistical testing shown in the table above, the calculated F value is  $46.306 > F$  table 2.70 with a significance value of 0.000 which is less than 0.05. This shows that the direct marketing and product quality regression model in this study is suitable for predicting repurchase interest. It can be concluded that repurchase interest is simultaneously (at the same time) influenced by direct marketing and product quality. Thus the hypothesis is accepted

**The Influence of Direct Marketing on Repurchase Interest**

Seeing the acceptance of the hypothesis in this study, it shows that digital marketing can help consumers make purchases online and allow for the emergence of purchasing interest because of the availability of facilities for making purchases on Live Streaming Tik Tok. The more consumers feel facilitated when shopping, feel the time used for shopping is efficient, and are able to find out the quantity and quality of the product quickly, the urge to make a purchase will increase towards the desired product needs. Tjiptono and Gergorius stated that marketing through online media is a system that promotes interactively through communication media to increase consumer interest that is specific in nature. That way, marketing through digital media can create two-way communication between producers and consumers. The occurrence of two-way communication can benefit both consumers and producers. This means that most consumers who have bought on Live Streaming Tik Tok consider the communication carried out to be able to convince consumer products to make purchases. As the definition of purchasing interest according to Kotler and Keller, purchasing interest is a process that exists between alternative evaluations and purchasing decisions, after consumers have evaluated the existing alternatives. So the existence of digital marketing can be a means of power for consumers to make choices about the products they need by evaluating alternatives in each Live Streaming Tik Tok according to their needs. Easy access to online shopping with the availability of display features in Live Streaming Tik Tok has an important role in making it easier for consumers to meet their needs. Factors that can influence purchasing interest are related to emotional feelings, if they feel facilitated when shopping and feel their needs are met, then consumers will have a strong interest in buying it. The results of this study provide empirical evidence that purchasing interest can be influenced by digital marketing, where consumers feel helped by the facilities provided by the media as an alternative for

consumers in finding out the characteristics of product information.

### **The Influence of Product Quality on Repurchase Interest**

As seen from the acceptance of the hypothesis in this study, it shows that product quality can affect consumer purchasing interest in Live Streaming Tik Tok can be seen through the product categories available on Live Streaming Tik Tok, where by completing consumer needs through the classification of product type categories ranging from brand variations, color and material choices, product size variations to the availability of quality choices with price adjustments, the greater the interest of potential consumers to buy products. This provides an understanding that it is necessary to pay attention to product quality in every Live Streaming Tik Tok to generate consumer purchasing interest to make purchases. Product quality can be one of the factors that causes the emergence of buyer interest, such as brand diversity and product quality types can also be considerations for consumers in meeting their needs. The availability of product sizes on Live Streaming Tik Tok is also a determinant of purchasing interest because consumers will be more selective in meeting their needs. Product quality on Live Streaming Tik Tok can stimulate consumers to make purchases. As the understanding of purchasing interest is as a process that exists between alternative evaluation and purchasing decisions after consumers have evaluated the existing alternatives. Product quality can be another alternative for customers when consumers are in certain circumstances to meet their needs in a particular product category that suits their needs. The existence of product quality on Live Streaming Tik Tok can be a stimulus to attract consumer buying interest.

### **The Influence of Direct Marketing and Product Quality on Repurchase Interest**

The direct marketing and product quality regression model in this study is suitable for predicting repurchase interest. The determination coefficient test ( $R^2$ ) shows that the Direct Marketing and Product Quality variables simultaneously influence the repurchase interest variable. This conclusion can be seen from the results of both analyses. Direct Marketing and Product Quality on Repurchase Interest show the calculated F results. It can be concluded that the Direct Marketing and Product Quality factors both influence the repurchase interest variable on Tik Tok Live Streaming users. The R value obtained from the determination coefficient is 0.488. This figure shows that the relationship between Direct Marketing and Product Quality with repurchase interest is quite close, and the Adjusted R Square value shows that Direct Marketing and Product Quality influence the repurchase interest variable with a total of 48.8%. This shows that hypothesis 3 "There is an Influence of Direct Marketing and Product Quality on Repurchase Interest" can be accepted, this shows that there will be a positive influence on repurchase intention if Direct Marketing and Product Quality are improved.

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