

# THE INFLUENCE OF DIRECT MARKETING AND PRODUCT QUALITY OF REPURCHASE INTEREST IN LIVE SHOPEE IN THE CITY OF PEKALONGAN

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## ABSTRACT

**Introduction / Main Objectives:** Digital marketing can drive sellers to use social media for free and easily when starting to introduce a product to the buyer. One of the latest features of Shopee is the Live Streaming Marketing Shopee. This feature makes it easy for buyers and sellers can interact with each other indirectly. Background Problems: Latest Promotion of Shopee Live Streaming is one of the most effective promotional ways today that can attract buyers to buy buyers while doing direct marketing to buyers and how the quality of the product can be submitted to the buyer. Novelty: The quality of the product in this study is explained online meaning that it cannot be felt and touched by the buyer, while Direct research in this study is different from previous research, namely through the Live Streaming Shopee application. **Research Methods:** *The data collection technique in this research uses a questionnaire in the form of a Google form. From the total research population, 50 people were also sampled using a purposive sampling technique according to the criteria determined by the researcher. The instrument tests used are validity tests, reliability tests and classical assumption tests, while the analysis to test hypotheses uses multiple linear regression analysis, t test and F test.* **Finding/Results:** *The research results that direct marketing had a positive and significant effect on repurchase intention in Shopee Live Streaming at Pekalongan City. Product quality had a positive and significant effect on repurchase intention in Shopee Live Streaming at Pekalongan City.* **Conclusion:** *Direct marketing and product quality had a positive and significant effect on repurchase intention Shopee Live Streaming at Pekalongan citythe simultaneously (together)*

## ARTICLE INFO

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## 1. Introduction

Innovation in 2024 is growing very rapidly that can attract attention, the technology of information and communication. Technology can make life easier for someone who has access to overdue especially on social media applications. The existence of social media that affects a very broad and fast impact can be influential in the business world. The increasingly high internet usage is evidenced by the revenue from the Indonesian Internet Service Organizing Organization (APJII) announced that the number of Indonesian Internet users in 2024 reached 221,563.479 souls from total population 278.696.200 of Indonesia's souls of Indonesia in 2023. Survey results from Indonesia 2024 Internet penetration released APJII, then Indonesia's Internet penetration level touched 79.5%. Compared to the previous period, there was an increase of 1.4% (APJII the number of Indonesian Internet users to 221 million people, 2024).

Digital Marketing is one of the marketing strategies that can be done from anywhere and reach many people. Digital marketing can encourage sellers to use social media for free and easy when starting to introduce a product to the buyer. Pekalongan City is one of the cities that have many businessmen in the fields of batik, textiles, jeans, food and so on that promote online than in traditional ways such as installing advertisements on the roadside. The use of social media is increasing because the impact of the growth of applications is increasingly diverse and developing such as short videos, Instagram, Tiktok, Shopee reels, tocopedia to support in promoting a product one of them through Live Streaming Shopee. One of the latest features of Shopee is the Live Streaming Marketing Shopee. This feature makes it easy for buyers and sellers can interact with each other indirectly. In addition, aiming to reduce losses and problems caused by customers who request complete product information directly from the seller. The Live Streaming Marketing Shopee can help help sellers to show the direct quality of the products they offer to buyers so that buyers feel happy and accompany them to do more transactions.

*Live streaming can be one of the marketing strategies that can increase sales because buyers prefer video content so much effective and accurate. Shopee Live for sellers can do Direct Marketing means the seller can perform the active offering a product at the same time can interact directly to the buyer through the Live Streaming Fitur from Shopee. In 2023 Shopee Live Success to increase sales, this is based on Shopee Live Success to increase sales of more than 30 folds at 9.9 Super Shopping Day (2023) that Shopee Live Success increases sales Products are more than 30 times fold and the number of audiences more than 7 times fold at the top of the usual birthday campaign. It has a positive impact on the increased sales of business actors joining the Shopee Live. Total Seller streamer increases up to 5 times fold at the top of the campaign can be a proof of an increase. Thus Shopee can be a media in a direct marketing through the Shopee Live feature to defend the buyer and increase consumer buy interest. This is supported by the results of the research from Royisah et al., (2024) and Harita & Siregar (2022) related to the Tiktok application that there is a positive and significant influence of the variable Direct Marketing against the Variable interest of buy back user users LIVE STREAMING TIKTOK. Direct marketing is a direct interaction carefully against buyers to get immediate reciprocity and develop a continuing relationship Wisra et al., (2023). Influence of Direct Marketing on Repeat interests is when compared to other online product marketing strategies, Direct Marketing Impact on Repeat Interest can facilitate buyers to interact with each other, buyers can obtain more accurate product information and interactive and immediate service in the hope of attracting buyers' attention and increases the buy-back interest.*

When doing an online promotion through direct marketing on Live Streaming Shopee requires an information that can be given to buyers about the quality of a product such as what the buyer gets information clearly the product to be purchased and is expected to be able to buy back based on the quality of the product. Kotler & Armstrong (2008) stated that product quality is the ability of products in carrying out its function which includes reliability, durability, provisions, ease of repair operations and other attributes. The quality of the product felt by the buyer is an important thing in a marketing, the higher a product quality can affect the buyer to buy back the product that suits its quality. It is supported by Santi & Supriyanto's research, (2020) that the product quality partially has a positive and significant effect on the interest in repurchase Taichan Banjar D'Licious Sate. Furthermore, research by Ananda et al., (2021) that the product quality partially has a positive and significant effect on the interests of repurchasing consumers in the Nature Republic product.

### 1.2. Repurchase Interest

Repurchase interest is a buyer's tendency to make a repeat purchase in the future. Repeat buy interest is a desire and consumer's decision to repurchase the previous purchased products, because of the form of satisfaction obtained which is appropriate for the desired expectations (Anwar & Wardani, 2021). According to Kotler & Keller (2012) buy interest is a consumer behavior that emerges as a response to an object that shows the motivation or the desire to do purchase activities. Thus it can be concluded that the intention of buying the repeat is the desire of the buyer to buy back a product ever purchased earlier in accordance with the expectations of the product. Variable Indicator Interest Interest According to Priansa, (2017) is transactional interest, referential interest, preferential interest, and explorative interest. Repeat interest can be identified through the following dimensions:

- A. Transactional interest, which is a person's tendency to buy a product. Referential interests, which is the tendency of a person to decipher to others. Preferential interests, which are interested in describing the behavior of a person who has the main preferential on the product, this preference can only be replaced when something happens with its preferred product. Explorative interest, which is an interest that describes the behavior of a person who is always looking for information about the products he asks and seeks information to support the positive properties of the same product.

### 1.3. Product Quality

Product quality is everything that sellers can offer to buyers in the market to get attention, demand, and consumption that can meet the needs of Reza et al., (2023). According to Armstrong (2018) product quality is the property property or service determined by the extent to which it can meet the exact terms of the target. According to TJIPTONO (2017) Quality of products owns the indicator as follows: the results of the performance, the fitur, suitability with, resilience, reliability, ability to serve, aesthetics, perceived quality. In this study of the customized product quality indicators are the results of the performance, the feature, the reliability, resilience, the ability to serve, aesthetics, and the perceived quality.

### 1.4. Direct Marketing

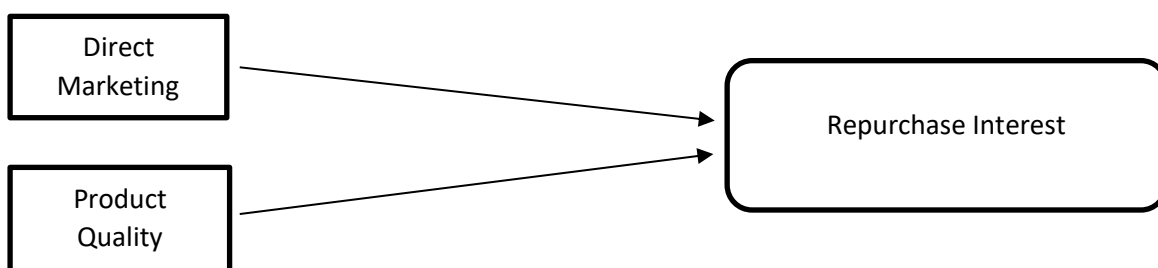
Direct marketing is carefully interaction directly towards buyers to get reciprocity immediately and build a sustainable relationship of Wisma et al., (2023). According to Kotler & Armstrong in the Feronika Manullang (2023) Direct Marketing Indicator as follows: Face to Face Selling, which is to market a product with as attractive as possible, euating product details, friendly, polite, and

answering immediately a question that appears Telemarketing, which is the seller that markets a product according to the timeliness by telephone with a friendly and politely when talking via online marketing telephone, which is an activity in marketing a product through active digital media.

## 2. Literature Review

The latest promotion from Shopee live streaming is one of the most effective promotional methods today that can attract buyers' repurchase interest when conducting direct marketing to buyers. Sellers When doing a direct marketing promotion, of course, they need information from the quality of their products so that buyers tend to repurchase products that have been purchased before that are in accordance with expectations. Based on the results of previous research on product quality on repurchase interest conducted by Santi & Supriyanto (2020) and Ananda et al., (2021) that product quality affects buying interest where the quality of the product is offline which can be directly felt and touched by buyers, while the product quality in this study is explained online meaning that it cannot be directly felt and touched by buyers. Furthermore, the results of previous research on the influence of direct marketing on repurchase interest conducted by Roisah et al., (2024) and Harita & Siregar (2022) show that direct marketing has an effect on repurchase interest through the Tiktok application, while the direct research in this study is different from the previous research, namely through the Shopee Live Streaming application.

Based on the description then the issue of the problem in this study, is that the influence of Direct Marketing and Product Quality on Repeat Buy In Live Shopee in Pekalongan City? While this research aims to test empirically the influence of Direct Marketing and Product Quality on Repeat Buy Interest on Live Shopee in Pekalongan City. Here's an overview of the relationship between the free variable and bound in this research. Direct Marketing and Product Quality Becoming an Independent Variable that can affect the repeat interest in Live Shopee in the city of Pekalongan as the variable is bound to be following:



## 3. Method, Data, and Analysis

The research method is interpreted as a scientific way of obtaining data with certain goals and uses (Sugiyono, 2016). Methods to do a large research consisted of several methods, as for this research the method used is an associative research method that has a means of causal relationship that the independent variables affect the causal variable. This research uses quantitative research as a result of data that will be analyzed in the form of statistical and statistical tests accompanied by a predetermined staisy hypothesis test, will further analyze data results with statistical formulas as well. Thus, this research is a causal relationship, will also use double regression analysis techniques.

In this research, the research approach used is quantitative research. The type of research uses correlational quantities, which tests certain theories by examining the relationship between the variables measured through the research instrument. With quantitative methods will be obtained by signification of group differences or signification of the relationship between the variables to be scrutinized (Azwar, 2015). Thus to acquire data in this study then researchers use the Likert

scale that will be arranged according to the variables that will be reviewed, the variable Direct Marketing, Product Quality, and Repurchase Interest.

The population is a generated region of obyek / subyeing which has certain qualities and characteristics set by researchers to be learned and concluded (sugiyono, 2016). The type of population used is unlimited population means, the group of objects or individuals who become objects of research unknown to its territory or can not be done measurements on the total number of individuals found in the occupied territory. The population in this study is the city of Pekalongan City which uses the Shopee app as an online purchase tool, while the population in this research is unknown. This research uses non-probability sampling samples because not all populations are made as samples. Samples are part of the population, where the population is part of the total characteristic of the population (Sugiyono, 2022). The unknown population is definitely the amount of finding the price of the right amount, therefore to make it easier to find the sample number then this research uses the formula of Paul Leedy, which is the following:

$$N = \left(\frac{Z}{e}\right)^2 (P) (1-P)$$

Information :

N = sample size

P = population

e = sampling error (10%)

Z = standard for selected errors

The total population in this study is unknown, then the price (p) (1 - p) is 0.25. When using 95% Confidence Level with a fault rate not more than 10% then the large sample obtained is:

$$N = \left(\frac{1,40}{0,1}\right)^2 (0,25) \\ = \left(\frac{1,96}{0,01}\right) (0,25)$$

= 49 rounded up to 50 respondents

So this research sample numbered 50 respondents

Sampling techniques in this research using non-probability sampling techniques, meaning that this Sempel taking technique does not provide the same opportunity or opportunity for each population member to be selected to be a sample. The type of non probability sampling is accidental sampling is a data collection technique where the sample is randomly determined, which means that everyone can be used as a sample to conduct an experiment if the person who is randomly found seems to be a source of information that is suitable for them (Sugiyono, 2016). The sampling technique in this study is a user feature Live Shopee in Pekalongan City which uses the Shopee application for online purchases at least once, at least 17 years old with Shopee registration requirements.

## Result and Discussion

This research will obtain data analysis results from respondents' answers. The processing process of the data in this study was carried out through several stages, namely: (1) conducting testing instrument research using validity test and reliability test; (2) Pegujian Test classical regression such as normality test, multicollinearity test test, heteroscedasticity test. (3) do hypotheses testing such as multiple linear regression analysis, analysis of coefficient of determination, F test, and research t test. Based on testing the validity and reliability test using SPSS, indicating that all question items are declared valid proven by obtaining the results of the significance value of the Item1 Direct Marketing variable obtained a significance value of 0,000. The decision-making method for the validity test is as follows based on the significance if the significance value > 0.05 then the item is declared invalid and if the significance value < 0.05 then the item is declared valid (priyatno, 2016). Thus decision making in the validity test can be concluded that the item1 variable Direct Marketing is declared valid (0,000 < 0.05).

The reliability test is done to see whether the measuring instrument used (questionnaire) shows consistency or not if repeated measurements (Priyatno, 2016). Furthermore, to see the reliability of each researcher's instrument using the Cronbach's Alpha ( $\alpha$ ) coefficient analyzed with the help of SPSS (Statistics Package and Social Science) 22.0 for Windows. The reliability test decision-making method used a limit of 0.6. According to Sekaran (1992) (in Priyatno, 2016), reliability less than 0.6 is not good, while 0.7 is acceptable and above 0.8 is good. From the output table it is known to the Cronbach's Alpha value in each Direct Marketing variable of 0.869, product quality of 0.950 and repurchase intention of 0.915. Thus the value of Cronbach Alpha each variable is good and declared reliable or consistent when repeated measurements.

Classical assumption testing Regesi shows the following: Normality tests on the regression model are used to test the residual value resulting from normal distributed regression or not (Priyatno, 2016: 118). The data normality test with the One Kolmogorov-Smirnov Z method obtained a significance value (asyp.sig 2-tailed) of 0.064. The decision-making method for normality tests is if significance (asyp.sig) > 0.05 then residual data is normally distributed and if significance (asyp.sig) < 0.05 then residual data is not normally distributed (Priyatno, 2016: 125) Because the results of the significance value obtained 0.064 > 0.05, then the data residual in this study is normally distributed.

According to Priyatno (2016) multicollinearity, which is an independent intervenient in the regression model that has a perfect linear relationship or is close to perfect. A good regression model requires the absence of multicollinearity problems while detecting the presence or absence of multicollinearity generally by looking at tolerance and VIF values in linear regression results. Decision-making method, if the tolerance is more than 0.1 and VIF is less than 10, there is no multicollinearity. Based on the results it can be concluded that the tolerance value is 0.338 > 0.1 and the VIF value is 2.955 < 10 then the data is no multicollinearity problem.

According to Priyatno (2016) heteroscedasticity is a situation where the variant of the residual in the regression model. A good regression model is the absence of heteroscedasticity problems. To detect the presence or absence of heteroscedasticity in this study with the Spearman's Rho method. The decision-making method on the heteroscedasticity test is if the significance value between the independent variable with absolute residual > 0.05 then there is no heteroscedasticity problem, but if significance < 0.05 is a heteroscedasticity problem occurs (Priyatno, 2016: 136). The following are the results of testing the heteroscedasticity test analysis obtained the significance value for the Direct Marketing variable of 0.176, and by 0.241. From this explanation it is known that all independent variables in this study have a significance value between the independent variables with absolute residual > 0.05. Then the data in this study is in the absence of heteroscedasticity problems.

#### Hypothesis Test

Table 1. Determination Coefficient Analysis

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 <sup>a</sup>	.842	.835	.08189

a. Predictors: (Constant), product quality, direct marketing

b. Dependent Variable: repurchase intention

Next do the hypothesis testing, one of which is testing the coefficient of determination. Analysis of R square or coefficient of determination is used to determine how much the percentage

contribution of the influence of independent variables is jointly on the dependent variable. From the results of Table 1. Analysis of the coefficient of determination can be known that the adjusted r square value is 0.835 so the contribution of the effect of the ease and security variable is 84% while the rest is influenced by other factors that are not researched.

Table 2. Stimultan Test (F)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.680	2	.840	125.291	.000 <sup>b</sup>
	Residual	.315	47	.007		
	Total	1.996	49			

a. Dependent Variable: repurchase intention

b. Predictors: (Constant), product quality, direct marketing

The match model test or F test is used to test the effect of independent variables together with the dependent variable. The match model test uses the F test with decision making if significance > 0.05 so H<sub>0</sub> is accepted while if the significance value < 0.05 is H<sub>0</sub> rejected. Based on the results of the table 2. Stimultan Test (F) can be seen that the significance of 0.000 < 0.05, the zero hypothesis is rejected, the conclusion is taken, namely Direct Marketing and Product Quality together affect the Repurchase Intention.

Table 3. Multiple linear regression analysis.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.221	.230		-.964	.340		
	direct marketing	.285	.104	.274	2.753	.008	.338	2.955
	product quality	.687	.101	.680	6.829	.000	.338	2.955

a. Dependent Variable: repurchase intention

In this study using multiple linear regression analysis, with the aim of knowing how the influence of Direct Marketing (X<sub>1</sub>) and Product Quality (X<sub>2</sub>) against Repurchase Intention (Y). This study uses multiple linear regression equations with the following formulas:  $y = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + e$ . Based on the results of the study obtained  $y = 0.221 + 0.285x_1 + 0.687x_2$  where: (1) constants B<sub>0</sub> is -0,221 meaning if Direct Marketing and Product Quality is 0, then repurchase intention is value Negative of -0.221, (2) B<sub>1</sub> coefficient of 0.285 meaning that if Direct Marketing is increased by 1 unit, then Repurchase Intention will increase by 0.285 units, while the Direct Marketing Regression Coefficient (X<sub>1</sub>) Positive value which means that the Direct Marketing increases, Repurchase Intention will

increase too, (3) B2 coefficient of 0.687 meaning if the product quality is increased by 1 unit, then Repurchase Intention will increase by 0.687 units, while the product quality (x2) regression coefficient is positive which means that if the product quality increases, Repurchase Intention will increase too.

Tabel 4. Uji Parsial (t)

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.221	.230		-.964	.340		
	direct marketing	.285	.104	.274	2.753	.008	.338	2.955
	product quality	.687	.101	.680	6.829	.000	.338	2.955

a. Dependent Variable: repurchase intention

From the data table 4 in the column it is significantly seen the significant value of each variable, as well as the tcount value of each variable. Decision making based on significance if significance > 0.05 so H0 is accepted while if significance < 0.05 is H0 rejected. The results of this study obtain the results of the T test of each variable can be concluded as follows: (1) The influence of the Direct Marketing (X1) variable on the repurchase intention (Y) obtained a significant value of 0.008 < 0.05, the zero hypothesis is rejected, conclusions Taken in this study, the direct marketing variable partially has a significant positive influence on repurchase intention. This is in line with several studies conducted by Ginting & Harahap (2022); Reza et al., (2023) and Prameswara et al., (2024) which states that the direct marketing variable partially has a positive and significant effect on Repurchase Intention. (2) In the product quality (x2) variable on the repurchase intention (Y) obtained a significance value of 0,000 < 0.05, the zero hypothesis is rejected, the conclusion taken in this research variable is a partial product Quality positive effect on repurchase intention significantly. This is in line with some studies conducted by Prameswara et al., (2024); (Fuadi et al., (2021); and Anwar & Wardani, (2021) that the product quality variable partially has a positive and significant effect on Repurchase Intention.

#### 4. Conclusion and Suggestion

Multiple linear regression analysis in this study is known that the variable-free variable regression coefficient value is positive namely: Direct Marketing and Product Quality which has the meaning that the Direct Marketing and Product Quality variables have a significant positive effect on repurchase intention on Live Shopee in Pekalongan City.

The coefficient analysis of determination is known that the adjusted r square value is 0.835 it can be concluded that the contribution of the influence of the Direct Marketing and Product Quality variables is 84% while the rest is influenced by other factors that are not researched. This shows that the independent variable (Direct Marketing and Product Quality) has an influence on the variable variables (repurchase intention) of 84%, while the remaining percentage is 16% is another factor that can affect repurchase intention on LIVE Shopee in Pekalongan City.

Stimultan test (F) in this study it was known that the significance of 0.000 < 0.05, the zero hypothesis was rejected, the conclusions taken in this study were the variables of direct marketing and product quality in jointly affect the repurchase intention Live Shopee in Pekalongan City.

The T test in this research shows that the X1 and X2 variables are Direct Marketing and Product Quality have a significant partial influence on repurchase intention on the Live Shopee in Pekalongan City with a significant value of the Direct Marketing variable (X1)  $0.008 < 0.05$  then the zero hypothesis is rejected meaning that the direct marketing variable partially has a positive effect on the repurchase intention on the Live Shopee in Pekalongan City significantly. Furthermore, the significant value of the product quality (x2) variable was  $0,000 < 0.05$ , the zero hypothesis was rejected meaning that the product quality variable partially had a positive effect on Repurchase Intention on the Live Shopee decision in Pekalongan City.

This research has been carried out with scientific procedures, but still has several limitations, among others; The first factor that affects the repurchase intention on the Live Shopee in the city of Pekalongan in this study only consists of two variables, namely direct marketing and product quality while there are still many other factors that affect repurchase intention on the Live Shopee to the city of Pekalongan Who needs further research. The second related to the time used in this study is very limited, because when carrying out the process of the deployment of the respondents, most of the respondents did not have the sometimes the answers provided by samples in a hurry. The three researchers carry out the questionnaire on consumers by providing a Google Form link to be distributed, through the limitations of the questionnaire on the user of the Shopee application in no way this results in the results of the respondents' answers online through Google Forms that may be less maximal, so that further researchers can find a solution to get the answer to the question The buyers are more maximal again. Fourth, the number of samples that little can affect the results of the study, for the next researcher can increase the number of samples of more shopee application users so that the results can be appropriate.

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