

**THE EFFECT OF PERCEIVED VALUE AND PRICE PROMOTION ON
REPURCHASE INTENTION: THE MEDIATING ROLE OF
E-TRUST IN TIKTOK SHOP
(A Study of Generation Z TikTok Users in Banjarmasin City)**

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**STUDY PROGRAM OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMBUNG MANGKURAT
BANJARMASIN**

2026

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THESIS

Submitted to complete the requirements for obtaining a degree
Bachelor of Management

**STUDY PROGRAM OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMBUNG MANGKURAT
BANJARMASIN**

2026

LEGALIZATION SHEET

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UNIVERSITY OF LAMBUNG MANGKURAT**

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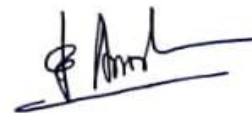
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Time : 09.00 – 11.00
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This letter is made to be used as appropriate. Thank you for your kind attention and cooperation.

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REPURCHASE INTENTION: THE MEDIATING ROLE OF E-TRUST IN
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The undersigned



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PREFACE

Bismillahirrahmanirrahim,

All praise and gratitude be to Allah SWT for His infinite mercy, blessings, and guidance, which have enabled the researcher to complete this undergraduate thesis entitled “The Effect of Perceived Value and Price Promotion on Repurchase Intention: The Mediating Role of E-Trust in TikTok Shop (A Study on Generation Z TikTok Shop Users in Banjarmasin City)”. This thesis is submitted as one of the requirements for obtaining a Bachelor's Degree in Management at the Faculty of Economics and Business, Lambung Mangkurat University.

The preparation of this thesis is not only an academic responsibility but also a valuable learning experience that has broadened the researcher's understanding of consumer behavior in the context of social commerce. Through this study, the researcher gained deeper insights into the influence of Perceived Value and Price Promotion on Repurchase Intention, as well as the mediating role of E-Trust in TikTok Shop among Generation Z users in Banjarmasin City. This research also enhanced the researcher's knowledge of how consumer perceptions and trust contribute to repurchase behavior on social commerce platforms.

Throughout the preparation of this thesis, the researcher received invaluable support, guidance, encouragement, and assistance from many individuals whose contributions were instrumental in the completion of this study. Therefore, on this occasion, the researcher would like to express sincere gratitude to:

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5. Mrs. Dr. R.R. Yulianti Prihatiningrum, S.E., M.Si., CMA, CPM (Asia), and Mrs. Dr. Hastin Umi Anisah, S.E., M.M., as the Examiners, for their valuable insights, constructive suggestions, and meaningful feedback that contributed to the improvement of this thesis;
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9. My beloved siblings, Jerald Rabika, Adifitri Rabika, Arvie Jay Rabika, John Piolo Rabika, and Rafael Rabika, whose presence, support, encouragement,

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13. All respondents who participated in this research and contributed valuable information for the completion of this thesis;

14. All parties who cannot be mentioned individually but have directly or indirectly contributed to the completion of this thesis.

15. Finally, to myself, Juludin Agamu Rabika Jr. Thank you for staying committed to this journey, for continuing to move forward despite challenges and uncertainties, and for never giving up on the goal of completing this thesis.

Finally, the researcher realizes that this thesis is not free from limitations and shortcomings. Therefore, constructive criticism and suggestions are highly appreciated for future improvement. It is hoped that this thesis will provide benefits to readers, researchers, practitioners, and all parties interested in the field of consumer behavior and social commerce.

ABSTRACT

Juludin Agamu Rabika Jr. 2026. The Effect of Perceived Value and Price Promotion on Repurchase Intention with E-Trust as a Mediating Variable in TikTok Shop (A Study of Generation Z TikTok Shop Users in Banjarmasin City). Supervisor: Sudirwo, S.E., M.M.; Examiner I: Dr. R.R. Yulianti Prihatiningrum, S.E., M.Si., CMA, CPM (Asia); Examiner II: Dr. Hastin Umi Anisah, S.E., M.M.

The development of social commerce has encouraged changes in consumer behavior in online shopping. TikTok Shop, as a platform that integrates social media and e-commerce, offers various features that may affect consumer behavior, including Perceived Value, Price Promotion, and E-Trust. These factors are considered important in encouraging consumers' Repurchase Intention. This study aims to analyze the effects of Perceived Value and Price Promotion on Repurchase Intention with E-Trust as a mediating variable among Generation Z TikTok Shop users in Banjarmasin City.

This study employed an explanatory research design with a quantitative approach. The sampling technique used was purposive sampling, involving 225 Generation Z respondents residing in Banjarmasin City who had previously made purchases through TikTok Shop. Data were collected through questionnaires and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0 software.

The results indicate that: (1) Perceived Value has a positive and significant effect on Repurchase Intention; (2) Price Promotion has a positive and significant effect on Repurchase Intention; (3) Perceived Value has a positive and significant effect on E-Trust; (4) Price Promotion has a positive and significant effect on E-Trust; (5) E-Trust has a positive and significant effect on Repurchase Intention; (6) E-Trust significantly mediates the effect of Perceived Value on Repurchase Intention; and (7) E-Trust significantly mediates the effect of Price Promotion on Repurchase Intention. These findings indicate that enhancing consumers' perceived value, implementing effective price promotions, and strengthening trust in the platform are important factors in encouraging Repurchase Intention on TikTok Shop.

Keywords: Perceived Value, Price Promotion, E-Trust, Repurchase Intention, TikTok Shop, Generation Z.

ABSTRAK

Juludin Agamu Rabika Jr. 2026. *The Effect of Perceived Value and Price Promotion on Repurchase Intention with E-Trust as a Mediating Variable in TikTok Shop (A Study of Generation Z TikTok Shop Users in Banjarmasin City)*. Pembimbing: Sudirwo, S.E., M.M.; Penguji I: Dr. R.R. Yulianti Prihatiningrum, S.E., M.Si., CMA, CPM (Asia); Penguji II: Dr. Hastin Umi Anisah, S.E., M.M.

Perkembangan *social commerce* telah mendorong perubahan perilaku konsumen dalam berbelanja secara daring. TikTok Shop sebagai platform yang mengintegrasikan media sosial dan e-commerce menawarkan berbagai fitur yang dapat memengaruhi perilaku konsumen, termasuk *perceived value*, *price promotion*, dan *e-trust*. Faktor-faktor tersebut diperkirakan berperan dalam mendorong *repurchase intention* konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *perceived value* dan *price promotion* terhadap *repurchase intention* dengan *e-trust* sebagai variabel mediasi pada Generasi Z pengguna TikTok Shop di Kota Banjarmasin.

Penelitian ini merupakan penelitian eksplanatori dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah responden sebanyak 225 Generasi Z yang berdomisili di Kota Banjarmasin dan pernah melakukan pembelian melalui TikTok Shop. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan *Structural Equation Modeling–Partial Least Square (SEM-PLS)* dengan bantuan aplikasi SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa: (1) *Perceived Value* berpengaruh positif dan signifikan terhadap *Repurchase Intention*; (2) *Price Promotion* berpengaruh positif dan signifikan terhadap *Repurchase Intention*; (3) *Perceived Value* berpengaruh positif dan signifikan terhadap *E-Trust*; (4) *Price Promotion* berpengaruh positif dan signifikan terhadap *E-Trust*; (5) *E-Trust* berpengaruh positif dan signifikan terhadap *Repurchase Intention*; (6) *E-Trust* mampu memediasi secara signifikan pengaruh *Perceived Value* terhadap *Repurchase Intention*; dan (7) *E-Trust* mampu memediasi secara signifikan pengaruh *Price Promotion* terhadap *Repurchase Intention*. Temuan ini menunjukkan bahwa peningkatan nilai yang dirasakan konsumen, efektivitas promosi harga, dan kepercayaan terhadap platform menjadi faktor penting dalam mendorong niat pembelian ulang pada TikTok Shop.

Kata Kunci: *Perceived Value, Price Promotion, E-Trust, Repurchase Intention, TikTok Shop, Generation Z.*

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