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INVESTIGATING THE ROLE OF CONVENIENCE MOTIVATION IN SHAPING
REPURCHASE INTENTION OF BEAUTY PRODUCTS VIA TIKTOK AFFILIATE
MARKETING IN INDONESIA

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Abstract. *The rapid expansion of TikTok Shop has transformed social commerce in Indonesia, yet consumer retention—particularly in beauty product purchases—remains a challenge as most users make impulse-driven first purchases but do not consistently buy again. This gap highlights the need to understand whether convenience alone is sufficient to influence long-term consumer behavior. This study examines how convenience motivation shapes repurchase intention within the TikTok Affiliate ecosystem and evaluates the mediating role of customer satisfaction. A quantitative approach was applied using PLS-SEM with 205 Indonesian TikTok users who had purchased beauty products through affiliate links. The results show that convenience motivation significantly enhances customer satisfaction, indicating that seamless navigation and effortless purchasing contribute to positive user experiences. However, convenience has a weaker direct influence on repurchase intention, suggesting that ease of use alone does not guarantee loyalty in a highly dynamic beauty market.*

Abstrak. Ekspansi pesat TikTok Shop telah mentransformasi perdagangan sosial di Indonesia, namun retensi konsumen—khususnya dalam pembelian produk kecantikan—tetap menjadi tantangan karena sebagian besar pengguna melakukan pembelian pertama secara impulsif tetapi tidak secara konsisten membeli lagi. Kesenjangan ini menyoroti perlunya memahami apakah kemudahan saja cukup untuk memengaruhi perilaku konsumen jangka panjang. Studi ini meneliti bagaimana motivasi kemudahan membentuk niat pembelian kembali dalam ekosistem Afiliasi TikTok dan mengevaluasi peran mediasi kepuasan pelanggan. Pendekatan kuantitatif diterapkan menggunakan PLS-SEM dengan 205 pengguna TikTok Indonesia yang telah membeli produk kecantikan melalui tautan afiliasi. Hasil menunjukkan bahwa motivasi kemudahan secara signifikan meningkatkan kepuasan pelanggan, menunjukkan bahwa navigasi yang lancar dan pembelian yang mudah berkontribusi pada pengalaman pengguna yang positif. Namun, kemudahan memiliki pengaruh langsung yang lebih lemah terhadap niat pembelian kembali, menunjukkan bahwa kemudahan penggunaan saja tidak menjamin loyalitas di pasar kecantikan yang sangat dinamis.

INTRODUCTION

The evolution of social media has transformed the landscape of digital commerce. Among them, TikTok initially known for its short video content, has rapidly evolved into a robust e-commerce platform offering features such as affiliate links, live shopping, and integrated checkout systems. As of 2024, TikTok Shop and its affiliate ecosystem have gained widespread adoption, particularly among Generation Z and young millennials who are highly responsive to content-driven commerce (Setiawan et al., 2024). Furthermore, TikTok Shop has experienced remarkable growth in Indonesia, with its Gross Merchandise Value (GMV) reaching \$6 billion in 2023. This milestone highlights the platform's rapid adoption and the growing reliance of Indonesian consumers on TikTok for their e-commerce activities especially in high-demand categories such as beauty and personal care (Ecomobi, 2025). This growth is further evidenced by the significant increase in affiliate marketing participation. In the same year, TikTok Shop attained a significant milestone as its Affiliate Program enrolled 100,000 creators, emphasizing the platform's popularity with content creators and its impact on social commerce (Wecantrack, 2023).

Despite the increasing use of affiliate marketing on social platforms, customer retention and consistent conversion remain major challenges in the social commerce landscape. For example, industry data indicate that 86 % of Indonesian internet users have shopped via social media, while only about 40 % engage in social commerce regularly (Marketing-Interactive, 2024). These figures underscore the gap between initial purchase and sustained repurchasing behaviour. The frictionless nature of affiliate links often encourages impulse purchases, yet low post-purchase satisfaction and weak brand trust may undermine repeat buying behaviour in platforms like TikTok Shop.

This phenomenon prompts a further exploration into the motivational factors behind purchasing behavior—convenience motivation, a psychological driver that emphasizes ease, speed, and effort minimization in decision-making of online consumer behavior. In the TikTok Affiliate ecosystem, users are often enticed by the ease of access, real-time product showcases, and one-click purchasing that align with their preference for fast and hassle-free transactions (Azmi et al., 2025).

Moreover, recent studies highlight that customer satisfaction often plays a pivotal role in turning first-time buyers into loyal customers (Afinia & Tjahjaningsih, 2024). While a seamless shopping experience might attract customers, it is the post-purchase evaluation—product quality, delivery experience, and alignment with expectations—that influences satisfaction, which in turn affects their intention to buy again. For businesses using TikTok Affiliate as a sales platform, this makes it increasingly vital to understand the interplay between customers' desire for convenience, their level of satisfaction, and their likelihood of making future purchases. Comprehending this dynamic becomes paramount in a digital marketplace where convenience represents both a competitive differentiator and a potential source of vulnerability. While TikTok Affiliate facilitates a notably fluid and engaging purchasing experience, it calls into question the adequacy of convenience alone in cultivating sustainable consumer relationships—particularly in the beauty product category where loyalty is closely tied to user's positive experience.

LITERATURE REVIEW

Based on the objective of this study, the Stimulus–Organism–Response (S–O–R) Framework is employed as the fundamental theory. This framework is suitable for explaining how external stimuli, such as convenience motivation, influence internal states like customer satisfaction, which in turn drive behavioral responses such as repurchase intention.

S–O–R Framework

According to the Stimulus–Organism–Response (S–O–R) framework, convenience serves as the external stimulus, satisfaction represents the internal state, and repurchase intention is the behavioral response (Mehrabian & Russell, 1974). In this model, Consumer Satisfaction acts as the psychological mechanism that links the effect of Convenience Motivation to Repurchase Intention. Recent empirical research indicates that customer satisfaction often mediates the effect of convenience on repeat purchase behaviour in online contexts (Soeharso et al., 2024). While a seamless shopping experience may attract customers, it is the post-purchase evaluation—product quality, delivery experience and fulfillment of expectations—that ultimately drives satisfaction, which in turn influences their intention to buy again. This framework is particularly relevant in the TikTok Affiliate ecosystem, where algorithmic personalization, hedonic content, and influencer interaction create a hybrid environment of both utilitarian and affective stimuli. By examining these relationships through the lens of S–O–R, this study contributes to a deeper understanding of how technological convenience and emotional satisfaction jointly construct consumer repurchase behavior in social commerce settings.

Convenience Motivation and Consumer Satisfaction in Tiktok Beauty Affiliate Marketing

In the realm of beauty product consumption, convenience is often pivotal in shaping positive user experiences. The ability of consumers to obtain credible beauty recommendations and make purchases with minimal effort reinforces their perception of convenience, which in turn contributes to heightened emotional satisfaction with the platform. Recent evidence emphasizes that the usability of social commerce platforms—particularly in terms of intuitive navigation, seamless transactions, and instant access to product information—plays a vital role in determining consumer satisfaction (Guo et al., 2022; Guo, 2023). Although effortless purchasing experiences may encourage initial buying decisions, sustained repurchase behavior largely depends on consumers’ post-purchase evaluations, including perceived product quality, delivery reliability, and the extent to which outcomes meet prior expectations. For instance, Lee et al. (2024) found that in beauty and health retail settings, attributes such as service accessibility and transaction convenience significantly enhance customer satisfaction. Consequently, in visually driven product categories like skincare and cosmetics, reducing purchase anxiety and reinforcing perceived value through ease of use is vital for satisfaction formation

H1: Convenience Motivation positively influences Consumer Satisfaction in Tiktok Beauty Affiliate Marketing

Consumer Satisfaction and Repurchase Intention in Tiktok Beauty Affiliate Marketing

Satisfaction with beauty-related purchases tends to emerge from a synthesis of emotional gratification and rational judgments regarding product performance. Empirical studies show that customer satisfaction is a central determinant of repurchase intention in online retail (Ellitan et al., 2024). While frictionless interfaces can attract first-time buyers, sustained repurchase behaviour is more strongly driven by post-purchase evaluations—product quality, delivery performance and fulfillment of expectations—and is reinforced when initial buying is supported by credible affiliate or influencer recommendations (Guo, 2023). For example, Nursalim, Tannia and Robert (2024) found that in e-commerce delivery contexts, service quality and perceived value significantly influence customer satisfaction, with trust mediating the effect—highlighting that positive post-purchase experiences foster perceived value and platform trust, ultimately supporting repurchase intention. As a result, when consumers feel that their expectations have been fulfilled or surpassed, they tend to form favorable perceptions of both the brand and the shopping platform, which enhances their intention to repurchase.

H2: Consumer Satisfaction positively influences Repurchase Intention in Tiktok Beauty Affiliate Marketing

Convenience Motivation and Repurchase Intention in Tiktok Beauty Affiliate

For consumers within the beauty sector, whose purchasing decisions are frequently shaped by social influence, visual stimuli, and the expectation of immediate gratification, TikTok's platform effectively aligns with the modern shopper's preference for convenience. Through features like “link in bio,” “shop now” buttons, and in-video affiliate links, significantly streamlines the consumer's path from product exposure to transaction finalization — all while maintaining an in-app user experience. When this process is paired with embedded shopping tools, convenience is maximized, leading to higher Repurchase Intention (Lee & Choi, 2023).

H3: Convenience Motivation positively influences Repurchase Intention in TikTok Beauty Affiliate Marketing.

The Mediating Role of Consumer Satisfaction

The beauty industry, marked by its propensity for frequent product experimentation and rapidly evolving trends, a positive shopping experience is critical for securing repeat business. TikTok's algorithm facilitates this by personalizing beauty product exposure through affiliate marketing content, typically featuring authentic demonstrations, reviews, and tutorials from users or micro-creators. This approach enhances perceived credibility and simplifies product discovery. However, while convenience may motivate a consumer to make a first purchase, it does not guarantee loyalty or repeated behavior. Here, Consumer Satisfaction emerges as a crucial mediating factor. High levels of consumer satisfaction are associated with increased credibility of the platform and a greater propensity for sustained purchasing engagement. Empirical evidence supports this mediating effect. For instance, Nguyen and Trinh (2024) demonstrated that in social commerce contexts, convenience significantly impacts satisfaction, which then leads to stronger repurchase intentions. Similarly, Yum & Yoo (2023) found that satisfaction acts as a partial mediator in the link between platform convenience and behavioral loyalty in mobile shopping apps.

H4: Consumer Satisfaction mediates the relationship between Convenience Motivation and Repurchase Intention in TikTok Beauty Affiliate Marketing.

METHODOLOGY

This research is a quantitative study that applies path analysis using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) method. The population in this study consists of TikTok users in Indonesia who have previously purchased beauty products through the TikTok Affiliate marketing feature. This study employed a non-probability purposive sampling technique, in which respondents were intentionally selected based on predetermined criteria. Specifically, participants were required to (1) reside in Indonesia, (2) actively use TikTok at least several times per week, with an average usage of 5–7 days per week (3) have made at least one purchase of beauty products through TikTok Affiliate links within the last six months. Data collection was conducted using an online survey, distributed via platforms such as Instagram, WhatsApp, and TikTok. The questionnaire was created through Google Forms and used a 5-point Likert.

The characteristics of respondents in this study include the following indicators:

Gender: both male and female respondents were included. However, the majority are expected to be female, considering that woman tend to dominate the beauty product market and are more actively engaged in skincare and makeup consumption. Age range: primarily 18–34 years old, representing Gen Z and Millennials who are not only the most active users of Tiktok but also the main target audience of beauty product campaigns on the platform. Their digital literacy and purchasing behavior make them highly relevant to the Tiktok Affiliate ecosystem. Geographic distribution: respondents are distributed across Indonesia, with a concentration in urban areas such as Jakarta, Surabaya, Bandung, Yogyakarta,

etc. These cities are known for their higher digital adoption, purchasing power, and exposure to beauty trends via social media, making them critical segments in understanding consumer behaviour in Tiktok-based beauty marketing.

RESULTS & DISCUSSION

Sampling Profile of Respondents

Based on the collected data, the 205 respondents were classified according to several demographic characteristics, including gender, age, and city of residence. In terms of gender, the majority of respondents were female, comprising 196 out of 205 participants (95.6%). Regarding age distribution, 4 respondents (2%) were under 18 years old, 116 respondents (56.6%) were between 18 and 24 years old, 81 respondents (39.5%) were aged 25 to 34 years, and the remaining respondents were over 35 years old. Concerning the respondents' city of domicile, most resided in Surabaya (54 respondents; 24.4%), followed by Bandung (25 respondents; 11.3%), Jakarta (23 respondents; 10.4%), Bekasi (14 respondents; 6.3%), and other cities, including Tangerang, Medan, Yogyakarta, and several others.

Results

Discriminant Validity

Discriminant validity assesses whether a construct is truly distinct from other constructs within the model. This study employs the Heterotrait–Monotrait Ratio (HTMT) as the primary criterion. An HTMT value below 0.90 (or 0.85 in more stringent criteria) signifies that the constructs exhibit adequate discriminant validity and are conceptually distinct (Henseler, Ringle, & Sarstedt, 2015)

Table 1. Discriminant Validity

Construct	CS \rightleftharpoons CM	RI \rightleftharpoons CM	RI \rightleftharpoons CS
Heterotrait-monotrait ratio (HTMT)	0,748	0,759	0,770

The discriminant validity of the constructs was assessed through the Heterotrait–Monotrait Ratio (HTMT) approach. As presented in Table 1, the HTMT values between constructs range from 0.748 to 0.770, which are lower than the maximum threshold of 0.90 suggested by Henseler, Ringle, and Sarstedt (2015). This finding indicates that the constructs—Convenience Motivation (CM), Customer Satisfaction (CS), and Repurchase Intention (RI)—are empirically distinct and measure different conceptual domains. Hence, the measurement model fulfills the requirement for discriminant validity, confirming that multicollinearity is not a concern in this study.

Table 2. Reliability Test and Analysis of Variance

Variable	Cronbach's Alpha	Composite Reliability	AVE	R Square
Convenience Motivation	0,912	0,918	0,741	
Customer Satisfaction	0,928	0,931	0,776	0,479
Repurchase Intention	0,891	0,899	0,696	0,582

Based on these findings, it can be seen that all variables have met the required reliability and validity criteria. The Convenience Motivation variable shows a Cronbach's Alpha value of 0.912 and a composite reliability value of 0.918, both of which exceed the minimum threshold of 0.7, indicating excellent internal consistency among the measurement items. Similarly, the Customer Satisfaction variable demonstrates a Cronbach's Alpha of 0.928 and composite reliability of 0.931, while the Repurchase Intention variable records values of 0.891 and 0.899. In addition, the Average Variance Extracted (AVE) values for all variables exceed 0.5, with Convenience Motivation (0.741), Customer Satisfaction (0.776), and Repurchase Intention (0.696). This indicates that the constructs have good convergent validity, meaning that each variable explains more than 50% of the variance of its indicators. Furthermore, the R-Square (R^2) values show the level of variance in the dependent variables that can be explained by their predictors. The R^2 value for Customer Satisfaction is 0.479, suggesting that 47.9% of the variance in Customer Satisfaction can be explained by Convenience Motivation. Meanwhile, the R^2 value for Repurchase Intention is 0.582, indicating that 58.2% of the variance in Repurchase Intention is explained by both Convenience Motivation and Customer Satisfaction. These results demonstrate that the model has a moderate to substantial level of explanatory power and that the constructs are statistically robust for further hypothesis testing.

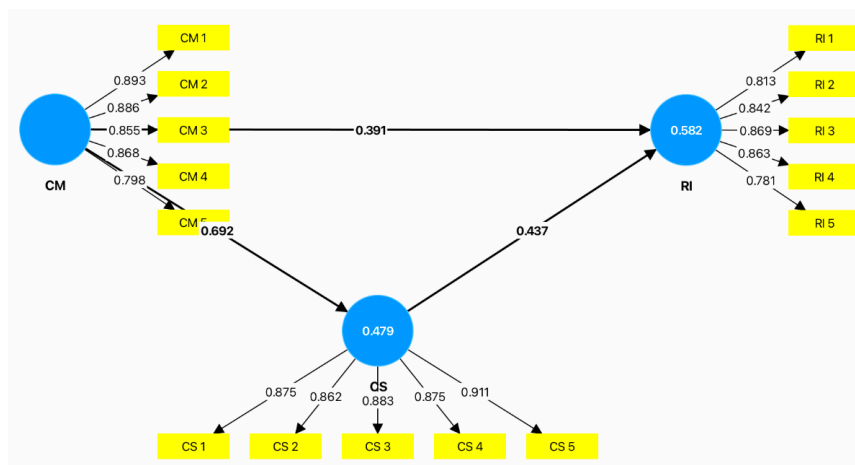
Figure 1. The Result of PLS-SEM Output

Figure 1 shows the structural model testing results to measure the significance of the relationships between variables through the path coefficients and R-square values. The results indicate that the first hypothesis (H1) shows a positive and significant influence between Convenience Motivation (CM) and Customer Satisfaction (CS) with a path coefficient of 0.692. However, the second hypothesis (H2) between Convenience Motivation (CM) and Repurchase Intention (RI) shows a positive but insignificant relationship, with a path coefficient of 0.391. The third hypothesis (H3) also indicates a positive but insignificant effect between Customer Satisfaction (CS) and Repurchase Intention (RI) with a path coefficient of 0.437. Hypothesis testing results and flow can be seen in Table 2 and 3.

Table 3. Path Coefficient

Hypothesis	Path Values	T-Values	R ²	f ²	Q ²	Decision
H1: CM→CS	0,692	2,405	0,479	0,920	0,000	Supported
H2: CM→RI	0,391	1,422	0,582	0,191	0,366	Supported
H3: CS→RI	0,437	0,531		0,238	0,395	Supported

The results indicate that all proposed hypotheses (H1–H3) are supported, confirming the central role of Convenience Motivation in shaping consumer behavior within the TikTok Affiliate ecosystem. Specifically, Convenience Motivation not only enhances Customer Satisfaction but also directly influences Repurchase Intention, underscoring that ease of access, transaction simplicity, and time efficiency are key drivers of consumer engagement. Although the direct effect of Convenience Motivation on Repurchase Intention appears weaker, the strong association between Customer Satisfaction and Repurchase Intention suggests that satisfaction acts as an essential pathway through which convenience translates into repeated purchases. This finding implies that consumers are more likely to repurchase when their convenience-driven expectations are fulfilled, reinforcing the importance of maintaining seamless and user-friendly online shopping experiences in the beauty product segment.

Table 4. Mediation Effect Testing

Hypothesis	Path Values	T-Values	Decision
H4: CM→CS→RI	0,303	-	Supported

The mediation analysis (H4: CM → CS → RI) confirms that Customer Satisfaction significantly mediates the relationship between Convenience Motivation and Repurchase Intention. This finding highlights that the effect of convenience on consumers' repurchasing behavior operates primarily through the emotional and evaluative satisfaction derived from the shopping experience. In other words, while convenience serves as the external stimulus, satisfaction acts as the internal mechanism that transforms this perception into behavioral loyalty. This result aligns with the Stimulus–Organism–Response (S–O–R) framework, emphasizing that enhancing customer satisfaction is essential to convert convenience-driven motivations into sustained repurchase intentions within the TikTok Affiliate beauty ecosystem.

Discussion

The findings of this study offer a deeper understanding of how Convenience Motivation, Customer Satisfaction, and Repurchase Intention interact within the TikTok Affiliate ecosystem for beauty products. Overall, the results emphasize that in digital commerce environments characterized by high hedonic engagement and algorithmic influence, convenience alone does not guarantee consumer loyalty. Instead, sustainable repurchase behavior emerges from a complex interplay between functional efficiency, emotional gratification, and perceived authenticity.

The significant relationship between Convenience Motivation and Customer Satisfaction suggests that consumers derive both utilitarian and affective value from effortless online shopping experiences. When purchasing through TikTok, users typically engage in multitasking behaviours—scrolling, consuming entertainment, and making purchases within a single platform. Thus, convenience features such as seamless in-app checkout, product tagging, and one-click transactions reduce cognitive effort and foster a state of flow (cf. Mihaly Csikszentmihalyi, 1990). This sense of frictionless engagement produces not only functional satisfaction but also emotional gratification linked to feelings of control, speed, and instant reward. The result supports the Expectation–Confirmation Theory (Richard L. Oliver, 1980) which posits that satisfaction arises when perceived performance exceeds prior expectations. In this context, TikTok’s intuitive interface fulfills users’ expectations of immediacy and accessibility, leading to higher satisfaction levels among Gen Z beauty consumers—an audience known for their preference for speed, novelty, and convenience-driven gratification.

Supporting this, recent empirical research demonstrates that in online shopping contexts, perceived convenience remains a significant antecedent of customer satisfaction. For instance, Chowdhury et al. (2023) found that “perceived convenience, service quality and security” jointly influence consumers’ attitudes and behavioural intentions in online contexts. Furthermore, Zeqiri et al. (2023) investigated the effect of perceived convenience and perceived value on repurchase intention and found that the pathway is often mediated by e-WOM and trust rather than direct convenience → repurchase. These findings align well with the interpretation that convenience influences satisfaction (organismic state) but its direct link to repurchase intention may not hold.

However, the non-significant relationship between Convenience Motivation and Repurchase Intention reveals a critical limitation of convenience as a driver of long-term behavioural commitment. Convenience may serve as an entry-level motivator that facilitates the initial purchase but does not necessarily translate into enduring brand preference or habitual buying. On TikTok, beauty consumers are continuously exposed to a stream of new products, creators, and trends; this abundance of choice can weaken the formation of stable purchase patterns. The finding resonates with hedonic consumption theory (Hedonic Consumption Theory, Childers et al., 2001), which argues that emotional stimulation, social identity, and perceived authenticity often outweigh utilitarian ease in predicting repeat purchase decisions. In other words, while convenience removes transactional barriers, it does not create relational bonds.

Recent studies support this nuance in the digital-commerce landscape. For example, Tan et al. (2024) explored “Enhancing Repurchase Intention on Digital Platforms” and highlighted that utilitarian and hedonic shopping values, combined with trust, play stronger roles in repurchase than mere ease of use. Moreover, Huong (2024) found that in the skincare cosmetics segment, factors influencing repurchase intention include brand trust, perceived value, and novelty seeking—not just convenience. These pieces of evidence reinforce that convenience is necessary but not sufficient to secure repurchase intention.

Despite these nuances, the study confirms that Customer Satisfaction serves as a mediating mechanism between Convenience Motivation and Repurchase Intention. This mediation implies that while convenience may not directly drive loyalty, it can indirectly promote repurchase by creating positive emotional states that enhance perceived value and trust. This finding aligns with the Stimulus–Organism–Response (S–O–R) framework (Mehrabian & Russell, 1974), wherein convenience acts as the external stimulus, satisfaction represents the internal organismic state, and repurchase intention emerges as the behavioural response.

In the realm of practical application, convenience is necessary but not sufficient for fostering consumer retention in the TikTok Affiliate ecosystem. Brands and affiliate marketers must move beyond transactional optimisation and focus on cultivating emotional resonance. This includes

strategies such as authentic influencer storytelling, consistent product quality communication, interactive live-selling formats, and credible user-generated reviews. In essence, convenience may set the stage for engagement, but emotional satisfaction and authenticity sustain the relationship. From a managerial perspective, these findings suggest that marketing practitioners operating within the TikTok Affiliate ecosystem should prioritise hybrid strategies that balance functional efficiency with emotional and relational engagement. Collaborations with Key Opinion Leaders (KOLs) should emphasise authenticity and long-term partnership rather than short-term promotional exposure, as perceived genuineness amplifies both satisfaction and repurchase potential.

CONCLUSION

With the rapid growth of social commerce and the increasing popularity of TikTok as a shopping platform, the convenience of online purchasing has become a key determinant of consumer behavior in the beauty industry. This study aimed to examine how Convenience Motivation influences Repurchase Intention through the mediating role of Customer Satisfaction. The findings reveal that consumers who perceive online shopping as convenient tend to experience greater satisfaction, which subsequently encourages repeated purchases. This aligns with the Stimulus–Organism–Response (S–O–R) framework, emphasizing that convenience acts as an external stimulus that fosters internal satisfaction and ultimately drives behavioral responses. Therefore, enhancing convenience features—such as seamless navigation, efficient checkout systems, and accessible customer service—can significantly strengthen customer satisfaction and loyalty within the TikTok Affiliate beauty ecosystem.

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