THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES, CUSTOMER EXPERIENCE ON REPURCHASE INTENTION THROUGH RELATIONSHIP QUALITY IN INDONESIAN E-COMMERCE

Ari Anggarani, Angga Sepian Kusnanda
Universitas Esa Unggul

Abstract

This study examines the influence of social media marketing activities and customer experience on repeat purchase intention through relationship quality in the context of e-commerce in Indonesia. The main purpose of the study is to test the direct and indirect relationship between these variables. By involving 190 respondents of e-commerce users and using the SEM PLS method, the results showed that both social media marketing activities and customer experience had a positive influence on the quality of relationships, which in turn had a positive effect on repeat purchase intentions. In addition, relationship quality was found to mediate the influence of social media marketing activities and customer experience on repeat purchase intent. These findings provide new insights into the factors influencing repurchase intent in the context of e-commerce in Indonesia.

Keywords: social media marketing activity, customer experience, relationship quality, repurchase intention, E-commerce.

Abstrak

Penelitian ini mengkaji pengaruh aktivitas pemasaran media sosial dan pengalaman pelanggan terhadap niat pembelian ulang melalui kualitas hubungan dalam konteks e-commerce di Indonesia. Tujuan utama penelitian adalah untuk menguji hubungan langsung dan tidak langsung antara variabel-variabel tersebut. Dengan melibatkan 190 responden pengguna e-commerce dan menggunakan metode SEM PLS, hasil penelitian menunjukkan bahwa baik aktivitas pemasaran media sosial maupun pengalaman pelanggan memiliki pengaruh positif terhadap kualitas hubungan, yang kemudian berpengaruh positif terhadap niat pembelian ulang. Selain itu, kualitas hubungan ditemukan memediasi pengaruh aktivitas pemasaran media sosial dan pengalaman pelanggan terhadap niat pembelian ulang. Temuan ini memberikan wawasan baru mengenai faktor-faktor yang mempengaruhi niat pembelian ulang dalam konteks e-commerce di Indonesia.

Kata kunci: social media marketing activity, customer experience, relationship quality, repurchase intention, E-commerce.

I. INTRODUCTION

Marketing products and services in today's competitive corporate environmentrequires knowledge of consumer buying intent. According to research by Suaidi et al. (2022), purchasing decisions involve various stages that consumers go through until they decide to buy a particular product. Nurchalim & Tyas (2020) added that this decision is the result of choosing one option from the various options available, where

the choice is considered the best solution to the problem at hand (Ayuningtiyas & Gunawan, 2018). This intention reflects the extent to which consumers are interested and plan to purchase the product or service offered, as explained by (Sokolova & Kefi, 2020). Factors that influence this intention can be value perception, trust, and previous experience with the product or brand. However, to better understand purchase intent, we need to look at other variables such as relationship quality (Relationship Qual.

Building and maintaining relationships with consumers is a major concern. The quality of the relationship quality between the company and customers has a significant impact on various aspects of the business, including purchase intention. The quality of a good relationship can increase trust and satisfaction which in turn can drive their purchase intent. The quality of the relationship quality between the company and consumers also plays an important role in building trust and loyalty, which can ultimately increase purchase intent (Palmatier et al., 2019). The high quality of the relationship can be a competitive advantage for the company. In recent years, many studies have highlighted the importance of relationship quality in influencing purchase intent. For example, research by Kim et al. (2020) concluded that high trust and commitment between customers and companies increases purchase intent. In this context it shows that.

Social media marketing can also influence purchases. Social media marketing is one of the best ways for companies to reach and interact with customers in the digital age. Instagram, Facebook, Twitter, and TikTok increase buying interest through engaging content and communication. Effective social media marketing tactics can increase consumer buying interest because social media allows for more personalized and direct contact between companies and consumers, according to Alalwan et al. (2019). Companies can gain a competitive advantage by using social media in marketing. Social media enables the creation of shareable content, the collection of real-time feedback, and the formation of loyal communities. Research by Felix et al. (2020) found that relevant and valuable content shared through social media can positively influence consumer purchase intentions. In addition, Godey et al. (2021) show that the interaction.

Sadli et al. (2022) stated that social media has emerged as the main medium that companies use to interact with consumers and influence their purchasing choices. In today's technological era, social media functions as a means of communication and marketing tool (Maslim & Pasaribu, 2021). Social media marketing allows companies to expand reach, increase brand recognition, and improve client interaction and relationships (Indrapura & Fadli, 2023). Suwarsih et al. (2021) show that the use of social media for

marketing purposes has a great influence on brand recognition and the likelihood of consumers making purchases. These findings further support the idea that social media plays an important role in shaping consumer purchasing decisions. This research is particularly important because of the changing behavior of customers who increasingly rely on social media for information and product advice. Companies need to understand the impact of media.

II. THEORETICAL STUDIES

The basic theories underlying this research are consumer behavior theory and marketing communication theory. Consumer behavior emphasizes how the customer's experience and their perception of the value and quality of a product or service influences purchasing decisions (Keiningham et al., 2020; Sokolova & Kathy, 2020). In the context of e-commerce, a positive customer experience plays an important role in creating satisfaction and driving repurchase intent, especially if it is supported by the quality of good relationships between customers and companies (Chen & Yang, 2021; Munerah, 2021). Meanwhile, marketing communication theory explains how marketing activities through social media can be used to build and maintain relationships with customers (Li et al., 2021; Pasaribu & Silalahi, 2020). Social media allows companies to interact directly with customers, which can improve the quality of relationships and ultimately influence repurchase intent.

In addition, relationship quality theory is also an important foundation in this research. The quality of the relationship includes trust, satisfaction, and commitment in the relationship between the company and the customer (Bauer, 2019; Rahardja, 2021). In the context of e-commerce, the quality of good relationships can increase customer loyalty and encourage repurchase intent (Bahriny, 2020; Randall, 2022). When customers feel satisfied and trust in the company, they tend to have positive long-term relationships, which can be strengthened through interactions that occur on social media. Thus, relationship quality plays a significant role as a mediator in the relationship between social media marketing activities, customer experience, and repurchase intent. This study seeks to identify how these three elements work together in creating positive outcomes for e-commerce companies in Indonesia.

Social media is a digital platform that facilitates social activities and is growing rapidly thanks to the internet (Carr & Hayes, 2020). Social media marketing activities are the creation and sharing of content such as text, images, and videos to promote products or services and interact with audiences to increase customer engagement and loyalty (Li et

al., 2021). Social media is an ever-evolving platform with features such as paid advertising, influencer marketing, and advanced analytics, allowing companies to reach a wider and segmented audience (Anjarani et al., 2023). The advantages of social media as a marketing platform are: first, the company's free content entertains customers and enhances the social network; second, customers can customize their search for information through search features, hashtags, or search services from companies (Khizar et al., 2020). With social media marketing activities, companies can more easily engage with their customers.

Customer experience is a series of experiences felt by customers that occur through interactions with products, services, or brands that involve the customer's emotions and rationality (Mclean & Wilson, 2019). Customer experience is the final understanding of how customers interact with the company through exclusive and non-exclusive correlation and is a crucial framework that managers need to consider in order to identify and act on opportunities to improve the company's competitive position (Keiningham et al., 2020). Customer experience is something that happens unintentionally and often affects psychologically, not only obtained by oneself but can also be persuasive (Moore, 2022). Customer experience encompasses all direct and indirect consumer contacts for a company and focuses on customer perception of the value received from that experience (Rose et al., 2023). Focus on the product.

Relationship quality includes trust, satisfaction, and dedication in the company-customer relationship (Bauer, 2019). According to Rahardja (2021), high relationship quality is defined as the level of strength of emotional bonds between customers and the company that can strengthen customer loyalty and trust in the company. According to Sciarelli (2020), the quality of a relationship refers to the level of intimacy and efficiency in the interaction between customers and service providers. Furthermore, Bahriny (2020) defines relationship quality as the level of intimacy and satisfaction in contact between the company and customers. This can be improved by encouraging more individual and direct engagement. Randall (2022) The quality of relationships refers to the level of intimacy and satisfaction in the relationship between the company and the customer, and can be improved through the use of social media. The quality of a relationship can be defined as the level of development and depth of interaction between. More sophisticated technology and data analysis allow researchers to evaluate relationship quality more deeply and accurately, identify influencing factors and strategies to improve relationship quality

According to Hatikah, (2020) there are five relationship quality indicators, namely communication, satisfaction, commitment, trust, and conflict resolution.

Mc Clure & Seock (2020) define repurchase intention as an individual's intention to purchase a product or service based on behavioral attitudes, subjective standards, and perceived behavioral control. The world of research on consumer behavior, repurchase intention or purchase intention is a central concept that guides how individuals direct their purchasing decisions. Coderoni (2020) defines it as a person's tendency or desire to buy a product or service in the near future, highlighting the importance of consumer evaluation of what they see in the market. Kumar et al. (2021) define Repurchase Intention as a customer's desire to purchase a particular product, which is an important indicator of purchasing decisions and a predictor of consumer behavior. Meanwhile, Sokolova & Kefi (2020) state that Repurchase Intention reflects the likelihood that consumers will buy a particular product based on the perception of the value and quality of the product.

III. RESEARCH METHODS

Survey methodology was used by using online questionnaires to collect data. Measurements were carried out using a likert scale with a range of 1 to 4, with a score of 1 (STS), score 2 (TS), score 3 (S), and score 4 (SS). The Social Media Marketing Activity Variable was assessed using 10 questions sourced from Pasaribu & Silalahi, (2020). The Customer Experience variable was assessed using 10 questions sourced from Chandra et al. (2022) and Santoso, (2021). The Relationship Quality Variable was assessed using 10 questions that had been modified from Hatikah, (2020). The Purchase Intention variable was assessed using 8 questions that have been modified from Orlando, (2015) and Setiawan, (2018) consisting of 8 questions. So that the total measurement amounted to 38 questions. The study included a total of 38 questions. Used quantitative methodology to test the impact of social media marketing and customer experience on purchase intent through relationship quality.

The population under consideration includes all individuals involved in e-commerce activities in Indonesia, which includes various platforms such as Tokopedia, Shopee, Lazada, Bukalapak, Zalora, OLX, and Blibli. The researcher used a purposive sampling strategy, which involves selecting samples based on certain criteria that are in line with the requirements of the study, as explained by Purwanza et al. (2022). Therefore, the sample is specifically targeted at e-commerce customers who meet certain characteristics including gender, place of residence, age, occupation, monthly income, and average e-commerce transactions in the previous three months. This research was conducted in the Greater

Jakarta area. The region is known as an economic hub with a substantial population of e-commerce consumers. According to the guidelines from (Hair et al., 2018) the number of respondents needed is 190, which is five times the number of questionnaire questions. This study uses google form.

IV. RESEARCH RESULTS

Respondent Demographics

The researcher conducted research on online tokok by distributing 190 questionnaires online filled out on google forms. The grouping of characteristics used is gender, occupation, domicile, age, frequency of purchases in the last three months. Based on the results collected, it can be seen that women are the most respondents by gender with a percentage (55.6%). The most respondents based on jobs were private employees with a percentage (47.9%). The highest number of respondents based on age was 18-26 years old with a percentage (71.5%). The respondents based on domicile are Jakarta (46.5%). Respondents based on the frequency of purchases in the last three months were five times with a percentage (22.9%).

Outer Model

The outer loading table shows that each indicator of the research variable has an outer loading value greater than 0.7. Thus, all signs are valid for further testing (Hair et al., 2019).
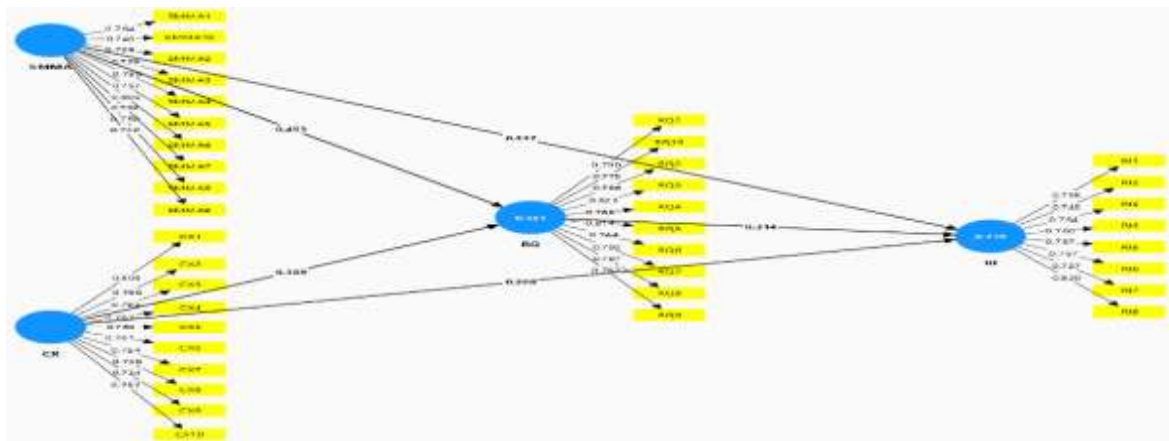
The discriminant validity test was carried out on Average Variance Extracted. all variables have an AVE value of more than 0.5. Here are the details: Repurchase intention (Y) of 0.589, social media marketing activity (X1) of 0.569, customer experience (X2) of 0.588, and relationship quality (Z) of 0.620. Thus, all variables in this research model meet the standards. The reliability of variable indicators can be tested using composite reliability. A variable is said to be credible if its composite reliability value exceeds 0.7 (Hair et al., 2014). The composite reliability test showed that all variables in this study had values greater than 0.7, namely SMMA (X1) of 0.930, CX (X2) of 0.934, RQ (Z) of 0.942, and RI (Y) of 0.920. Thus, all variables in this research model are reliable. Cronbach's Alpha helped confirm the Composite Reliability Test (Joreskog, 1971). This study considers the variable to be credible if Cronb.

Inner Model

Once the estimated model meets the criteria of discriminant validity, the structural model (internal model) is evaluated using the R-Square test for each endogenous latent variable. This test determines the predictive power (Geisser, 1974) of the structural model.

Higher R-Square values indicate better model predictions (Sarstedt et al., 2017). R-Square values between 0.25 and 0.50 are bad, 0.50 to 0.75 moderate, and 0.75 to 1.00 strong. The R-Square table shows that research model 1 has a value of 0.715 and research model 2 has a value of 0.561. Thus, both models in this study are robust. The researcher must determine whether there is a significant relationship between the variable and the magnitude of the relationship using Effect Size or f-square size (Wong, 2013). The value of a small f-square is 0.02; the moderate is 0.15; and the large one is 0.35 (Sarstedt., et al. 2017) consider a value below 0.02 to be negligible.

Based on the f-squared value, there is no significant impact as nothing exceeds 0.35. In this study, moderate impact (f-squared values between 0.15 and 0.35) was not observed. The majority of impacts in this study were moderate, with f-squared values ranging from 0.02 to 0.15. This study found no impact that was absent or ignored due to the absence of f-squared values below 0.02.

Sumber: Hasil Olah Data Smart PLS 3 (2023)

Hypothesis Test

The results of hypothesis 1 test showed a significance value of 0.000, < 0.05, and a t-value of 7.052. This indicates that H1 is accepted, which means that the variables of social media marketing activity significantly affect relationship quality positively. Furthermore, the results of hypothesis 2 testing showed a significance value of 0.000, < 0.05, and a t-value of 5.409. H2 is accepted, which means that the customer experience variable significantly affects the quality of the relationship positively. Then the results of hypothesis 3 testing showed a significance value of 0.000, below 0.05, and a t-value of 4.749. This means that H3 is accepted, which suggests that the relationship quality variable significantly influences repurchase intention positively. Furthermore, the results of hypothesis 4 testing showed a significance value of 0.000, < 0.05, and a t-value of 5.438.

This indicates that H4 is accepted, which means that the variable of social media marketing activity significantly affects repurchase intention positively. The results of the hypothesis test 5 showed a significance value of 0.000, < 0.05, and a t-value of 5.225. This indicates that H5 is accepted, which means that customer experience variables significantly affect repurchase intention positively. The results of hypothesis 6 test showed a significance value of 0.000, below 0.05, and a calculated t-value of 4.157. This indicates that H6 is accepted, which means that the relationship quality variable can mediate the relationship between social media marketing activity and repurchase intention. Finally, the results of hypothesis 7 testing showed a significance value of 0.001, < 0.05, and a t-value of 3.269. This shows that H7 is accepted, which means that the relationship quality variable can mediate the relationship between customer experience and repurchase intention.

V. CONCLUSION

This research provides important insights into the impact of social media marketing activities and customer experience on relationship quality and repurchase intention. The main findings of the hypothesis analysis show that social media marketing activity has a positive influence on relationship quality, indicating that marketing strategies through social media can improve customers' perception of the quality of their relationship with brands. In addition, customer experience also contributes positively to relationship quality, showing that a satisfactory customer experience while interacting with a product or service strengthens the relationship between customers and brands. Furthermore, relationship quality has a positive effect on repurchase intention, meaning that the better the quality of the relationship with the brand, the more likely customers are to make a repurchase. In addition, social media marketing activity also has a positive impact on repurchase intent.

REFERENCE

Agag, G. (2019). *E-commerce ethics and its impact on buyer repurchase intentions and loyalty: An empirical study of small and medium Egyptian businesses*. Journal of Business Ethics. https://doi.org/10.1007/s10551-017-3452-3

Aji, P. M. (2020). *Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. International Journal of Data and Network Science*, 4(2), 91–104. https://doi.org/10.5267/j.ijdns.2020.3.002

Alalwa n, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). *Social media in marketing: A review and analysis of the existing literature. Telematics and Informatics*, 34(7), 1177–1190. https://doi.org/10.1016/j.tele.2017.05.008

AlFarraj, O. (2021). *Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. Review of International Business and Strategy*, 31(3), 355–374. https://doi.org/10.1108/RIBS-07-2020-0089

Angelyn, A., & Kodrat, D. S. (2021). *The Evolution of Financial Technology (Fintech). International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(1), 16–24.