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Influence Social Media Marketing Activity on Repurchase Intention in The E-Commerce Industry

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Abstract

Abstract - The study's goal is to assess the influence of social media activity marketing on e-commerce in Indonesia and to give suggestions to e-commerce company management. Knowing the impact of social media marketing activity on brand equity in e-commerce in Indonesia, knowing the effect of social media marketing activity on customer relationships in e-commerce in Indonesia, knowing the effect of social media marketing activity on repurchase intention on e-commerce in Indonesia, knowing the effect of brand equity on repurchase intention on e-commerce in Indonesia, and knowing the effect of customer relationships on repurchase intention on e-commerce in Indonesia. This research uses a quantitative approach and SmartPLS with SEM method for data analysis. This study uses research methods survey methods of data collection with online questionnaires, the population and sampling technique for social media users in Indonesia with the criteria of men and women who have used social media and made purchases on E-commerce within the last 3 months and uses 210 sample. The results of this study explain that customer relationship has no significant influence on repurchase intention directly but shows a strong and significant positive relationship between social media marketing activities and brand equity as a mediation on repurchase intention so that brand equity is the main and biggest factor influencing repurchase intention. In this study, companies can take advantage of increasing several important factors in the company, especially repurchase intention, which is the main discussion in this study in the e-commerce industry so that companies can take an overview of the condition of e-commerce in Indonesia..

Keywords: Social Media Activity Marketing, Repurchase Intention, SEM Method, E-commerce, Brand Equity, Customer Relationship.

1. INTRODUCTION

The current use of e-commerce is high and continuously increasing, particularly Indonesia being the number one country with the fastest expanding e-commerce market of 78% in 2018. In Indonesia, the number of internet users reached more than 100 million, which is one of the factors driving the increase in e-commerce. Due to the highly competitive e-commerce in Indonesia, consumers have many choices, and it is easy to switch from one e-commerce to another. This makes each E-Commerce have a strategy and effort to attract consumers so that consumers still choose and compete with competitors.

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Almost all E-Commerce has implemented a marketing strategy, one of which is social media marketing. Social media marketing is online advertising that communicates through the cultural context of social groups such as social networks, virtual worlds, social news sites, and social opinion sharing sites (Mileva & DH, 2018). E-Commerce should create interesting content to support the social media marketing goals. By carrying out social media marketing activities, it is hoped that it can help grow strong, attractive, and targeted branding following consumer needs to attract consumer interest.

A strong brand will be created by adding value or Brand Equity to the company's products and services. By adding value to the company's products and services, it will grow value in people's minds according to what is perceived, felt, and what is in people's memory (Putra, Yulianita, Hamdan, & Ratnasari, 2018). Brand Equity is important to be built by E-Commerce because a strong brand will help increase sales, increase consumer confidence, and compete with existing competitors. Brand equity itself can be evaluated. Brand equity is also expected to improve consumer responses because Brand equity provides a clear picture of E-commerce.

Customer Relationship is one of the factors that can improve communication between companies and consumers. This requires companies always to have good customer relationships with consumers. Customer relationships are very important for companies to build to increase competitive advantages (Mehelmi & Sadek, 2019). This means of communication will make consumers understand and be aware of the added value of e-commerce.

Repurchase Intention is the desire to repurchase a product at a particular brand. Repurchase intention is very important for companies in order to increase profits. Based on research, 5% of customer repurchases can increase company profits ranging from 25-85% (Pitaloka and Gumanti, 2019). Repurchase intention is influenced by promotions, as stated by Kotler & Armstrong (2012, p.221). One of the promotional objectives is to remind consumers of the company's brand. An important factor in increasing repurchase interest is to make consumers recall a brand or product with the help of promotional media on social media.

There is currently no research investigating the influence of Social Media Marketing Activity on Repurchase Intention as mediated by Brand Equity and Customer Relationship in the Indonesian E-Commerce Industry. Therefore, it is critical to determine whether social media marketing activity influences Indonesian e-commerce to achieve its goals, one of which is the desire to repurchase. This research will also help E-Commerce in the future to determine the best elements in Social Media Marketing Activity following consumer desires to make repurchases that are expected to increase Repurchase Intention mediated by Brand Equity and Customer Relationship for E-Commerce in Indonesia.

Based on the background described above, research is needed to determine how the correlation between social media marketing activity and what E-Commerce is doing in Indonesia will positively impact Brand Equity and Customer Relationship variables and its relation to Repurchase Intention.

2. LITERATURE REVIEW

Structural equation modeling method with AMOS program package is applied in this research to examine and analyze the causal relationship between the Social Media Marketing Activities variable and the Repurchase Intention variable, mediated by the Brand Equity variable and the Customer Relationship variable, as well as to examine the validity and reliability of the research instrument as a whole. The hypotheses included in this study are:

- Hypothesis H1: Social Media Marketing Activities have a positive effect on Brand Equity in the E-commerce industry.
- Hypothesis H2: Social Media Marketing Activities have a positive effect on Customer Relationships in the E-commerce industry.

- Hypothesis H3: Social Media Marketing Activities have a positive effect on Repurchase Intention in the E-commerce industry.
- Hypothesis H4: Brand Equity has a positive effect on Repurchase Intention in the E-commerce industry.
- Hypothesis H5: Customer Relationship has a positive effect on Repurchase Intention in the E-commerce industry.

The Technology Continuance Theory (TCT) clarified that individual will build expectations of a technology after several periods of use to be compared with heir experience against the performance of the technology, Liao et al. (2009). The comparison results will later show the form of service confirmation or disconfirmation that will affect the level of user satisfaction. The TCT model has more applicability and has explanatory power when compared to the TAM (Technology Acceptance Model), ECM (Expectation Confirmation Model), and COG (Cognitive Model) (Rahi et al, 2020).

2.1. E-COMMERCE

Electronic commerce or so-called e-commerce refers to online transactions to buy or sell merchandise and services. Almost all industries have implemented e-commerce. Electronic commerce improves how managers do business transactions and manage their enterprises (Yang, Wang, & Chen, 2017) Meanwhile, e-commerce is a paperless industry (Habibi & Hajati, 2015). Through e-commerce, exchanging purchase information, sales, and product distribution becomes easier. It also facilitates and accelerates the connection between businesses and related parties, in other words, connecting commercial centers, buyers, and sellers.

2.2. SOCIAL MEDIA MARKETING

Social media marketing is a strategy that involves the use of social media for the company's marketing purposes (Jara, Parra, & Skarmeta, 2014). Social media marketing is a new marketing strategy that uses social media to increase customer attention and engagement.

It is defined that social media marketing is a strategic process and method to increase a company's impact, reputation, and brand among the community of potential consumers, readers, or supporters (Karman, 2015). It also provides numerous opportunities to achieve company objectives.

According to (Seo & Park, 2018), the components contained in the Social Media Marketing Activity are:

1. Entertainment: is a key component that elicits positive emotions, boosts involvement behavior, and creates a desire to utilize them on a regular basis.
2. Interactions: provide information on individuals who contribute on social media platforms regarding certain brands; users could meet and engage in cyberspace and discuss specific brands.
3. Trendiness: provide the latest information about the company's products or brands.
4. Customization: reflects the amount to which a service explains in satisfying consumer needs in their desire for a brand.
5. Perceived risk: impact of uncertainty related to consumer behavior. Perceived risk can help to reduce the anxiety or concern felt by consumers (Seo & Park, 2018).

2.3. BRAND EQUITY

Brand equity refers to a collection of assets and liabilities related to a brand, its name, and its symbol that affect the value through products and services provided o a company or its consumers (Sari, 2017). Brand equity can be said as the tangible or intangible value given by a brand either positively or negatively.

Brand equity is an added attraction for customers in the form of appreciation for a product or service brand. The value of a brand name added to a product illustrates brand equity (Sujani & Harjoko, 2014). Brand equity is also stated as a collection of shared connections and attitudes between consumers, distribution channel members, and businesses to develop strength, durability, and quality as a distinction from competitors (Soebianto, 2014).

According to David A. Aker quoted from (Kinanti & Putri, 2017), brand equity comes from the contribution of four dimensions of brand assets, namely:

1. Brand awareness: A potential buyer's capacity to identify or recall a brand as part of a certain product category.
2. Brand associations: Things that are both logically and emotionally linked to a certain brand's memory.
3. Perceived quality: Customers provide subjective assessments and evaluations on the products or service's quality and their overall advantages.
4. Brand loyalty: A measurement showing the degree to which customers have a relationship with a certain brand, influencing their chances of switching to other brands (Kinanti & Putri, 2017).

2.4. CUSTOMER RELATIONSHIP

According to Morissan (2006), customer relationship management is everything a company does to keep existing customers or have become regular customers. In today's life, 60 percent of programs in the CRM world are considered to be very important (Soliman, 2011). Not only that, CRM also helps companies understand consumer needs to determine the best strategy for the company (Wong, 2011). Many ways can be done to improve customer relationships, one of which is through social media. According to Megha (2014), conducting customer relationships using social media platforms can provide several advantages such as:

1. Increase peer-to-peer interaction in offering customer support.
2. Market review research
3. Idea management
4. Brand positioning and promotion
5. Product launch

2.5. REPURCHASE INTENTION

According to Kimppa (2014), repurchase intention is a desire to repurchase a product at a certain brand. According to Wanke and Fiese (2004), repurchase intention is a habit that results in purchasing a product or service more than once. Peyrot and Van Doren (1994) say that buyers who have made a purchase have the potential to repurchase in the majority.

When customers get a good response to previous purchases, there will be positive reinforcement to repurchase (Sutisna, 2001). The satisfaction obtained from previous purchases is also one of the factors to increase the desire to repurchase (Nurhayati and Murti, 2012).

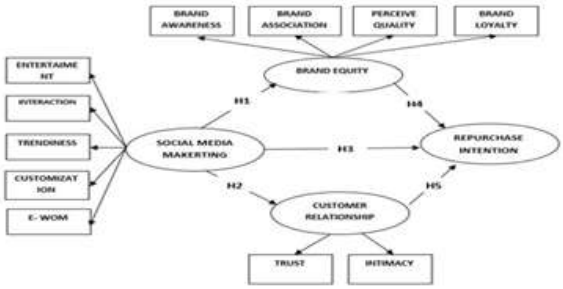

Figure 1. Research Model

3. METHODS

This research uses a quantitative approach and SmartPLS with SEM method for data analysis. This study uses research methods survey methods of data collection with online questionnaires, the population and sampling technique for social media users in Indonesia with the criteria of men and women who have used social media and made purchases on E-commerce within the last 3 months and uses 210 sample. Structural Equation Modeling (SEM) is an effective model and improvement method that allows testing theoretical model as a whole, then explains the variables' cause-and-effect connection in the mixed hypothesis associated with the model based on statistical dependence (Kocakaya & Kocakaya, 2014)

According to (Widiyasari & Mutiarani, 2017), structural equation modeling is one type of multivariate technique that will help researchers show how to represent a series of causal relationships into a path diagram.

Structural Equation Modeling has two fundamental components, namely the measurement model and the structural model. The measurement model is a model of confirmatory factor analysis that confirms whether the data fit the proposed model. The measurement model builds a relationship between the latent variable and several observed variables. While the structural model identifies the reciprocal relationship between latent variables into a hypothetical model (Karakaya-Ozyer & Aksu-Dunya, 2018).

4. POPULATION AND SAMPLING

According to Zikmund, Babin, & Griffin (2013), a population is a group that has similar characteristics, while the elements of a population are each individual in a population. For this study, the researchers determined social media users in Indonesia as the research population by determining a population that cannot be counted, it is recommended to use more than 30 samples, for business surveys, samples above 100 are considered adequate. With the respondents' criteria, namely men or women who have used social media and made purchases in e-commerce within the last three months and know the social media of the e-commerce concerned.

Non-probability sampling with a purposive sampling method was applied to this study to collect respondents' samples who fulfill the criteria to achieve the research objectives. The conditions used by the researcher are E-commerce consumers in Indonesia who participate in social media activities created by E-commerce and make purchases on E-Commerce within the last three months. The number of samples used in this study was 210 samples.

5. OPERATING VARIABLES

The variables used in this study are the dependent variable and the independent variable

Table 1. Operational Variables

Variable	Indicator	Source
Social Media Marketing Activity	The social media accounts from E-commerce that I chose are fun to follow	(Kim & Ko, 2012)
	The content provided by the social media accounts of the E-commerce I chose looks interesting	(Kim & Ko, 2012)
	The E-commerce social media account that I choose makes me comfortable	(Kim & Ko, 2012)
	The E-commerce social media accounts I choose allow me to share information with others.	(Kim & Ko, 2012)
	The E-commerce social media accounts I choose allow me to have conversations or exchange opinions with other people.	(Kim & Ko, 2012)
	It is very easy to express my opinion through the E-commerce social media account I chose	(Kim & Ko, 2012)
	The information shared on social media E-commerce that I chose is the latest information.	(Kim & Ko, 2012)
	Social media The e-commerce that I chose follows the current trend.	(Kim & Ko, 2012)
	Social media The e-commerce I chose provides interesting and innovative content	(Bilgin, 2018)
	The information I need can be found on my chosen E-commerce social media account.	(Bilgin, 2018)
	The E-commerce social media account I chose provided the information I needed.	(Bilgin, 2018)
	The E-commerce social media account I chose offers customized service for me as a customer.	(kuo et al., 2012)
	I will share brand, product, and service information from my chosen E-commerce social media account	(Kim & Ko, 2012)
	I will upload my selected E-commerce content to my social media account.	(Kim & Ko, 2012)

Variable	Indicator	Source
	I will give a review of my chosen E-commerce social media account	(Kim & Ko, 2012)
Brand Equity	*E-commerce* what I choose I can remember well	(Seo & Park, 2018)
	I can identify the E-commerce that I choose through logo design, colors, and other attributes	(Seo & Park, 2018)
	When talking about E-commerce, I can remember the E-commerce I choose	(Seo & Park, 2018)
	When talking about E-commerce, the E-commerce I choose is the first thing I think about	(Seo & Park, 2018)
	The features in E-commerce that I choose meet my needs	(Park, Sung, Son, Na, & Kim, 2019)
	I can use the E-commerce I choose to shop for my daily needs	(Park, Sung, Son, Na, & Kim, 2019)
	E-commerce The one I chose provides technology to maintain transaction security	(Park, Sung, Son, Na, & Kim, 2019)
	I feel comfortable when shopping at the E-commerce I choose	(Park, Sung, Son, Na, & Kim, 2019)
	I cannot easily switch to another E-commerce	(Aaker, 1996)
	I will recommend my chosen E-commerce to others	(Aaker, 1996)
	I bought the E-commerce that I chose because the products sold were very complete	(Aaker, 1996)
	Because I get a lot of benefits from buying products on E-commerce that I choose, I will buy products on E-commerce again	(Aaker, 1996)
	E-commerce the one I chose has good service	(Seo & Park, 2018)
	E-commerce the ones I choose always provide good quality products	(Seo & Park, 2018)
	Overall, I am satisfied with the products I bought on the E-commerce that I chose	(Seo & Park, 2018)
	E-commerce The one I chose has better service than other E-commerce	(Seo & Park, 2018)
Customer Relationship	E-commerce, the one I choose, understands my every need	(Kim & Ko, 2010)

Variable	Indicator	Source
	E-commerce which I choose creates a harmonious relationship with me as a customer	(Kim & Ko, 2010)
	I use my chosen E-commerce regularly	(Kim & Ko, 2010)
	I believe in the E-commerce I choose	(Wong, 2011)
	E-commerce, the one I chose, has a good buying system	(Wong, 2011)
	I believe I can rely on the E-commerce that I chose because it provides honest information when transacting.	(Wong, 2011)
	E-commerce, the one I chose, has a good reputation	(Wong, 2011)
Repurchase Intention	I am most likely to shop again at the E-commerce I chose	(Wanke & Fiese 2004)
	I will use my chosen E-commerce in the future	(Wanke & Fiese 2004)
	If I have to make another purchase, I will use the E-commerce I chose	(kuo et al., 2013)
	I want to continue using my chosen E-commerce to fulfill some of my needs	(kuo et al., 2013)

6. DATA COLLECTION TECHNIQUE

Data collection techniques are carried out to obtain information from various sources to be measured to get a detailed and accurate picture of the research topic discussed. In this study, researchers used a questionnaire which is the primary data source. The questionnaire contains questions based on the indicator variables studied. The data sources in this study are respondents who are E-commerce consumers in Indonesia who follow social media created by E-commerce and make purchases on E-Commerce within the last three months.nt.

7. DATA ANALYSIS

In this study, the data analysis method used was the SEM method using the AMOS program. The results of the analysis are:

7.1. DESCRIPTIVE STATISTICS

From the collection of questionnaires, the total respondents obtained in this research survey amounted to 280 respondents, and after the filtering process was carried out, this study used a total of 210 respondents. Filtering was carried out to some respondents who did not answer one of the statements or did not meet the respondent's criteria, such as never shopping at e-commerce and not following e-commerce social media accounts.

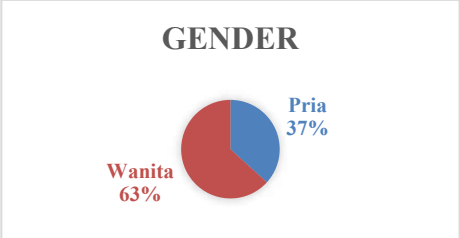

Figure 2. Descriptive Statistics 1

The pie chart above figure 2 shows that most of the respondents came from women, namely 63%. In comparison, from men 37%, this is said to be reasonable because, in several previous studies, the level of consumption of purchases in online shopping was dominated by women compared to men (Hussain et al., 2020), so that many studies have tested differences between genders in purchasing levels.

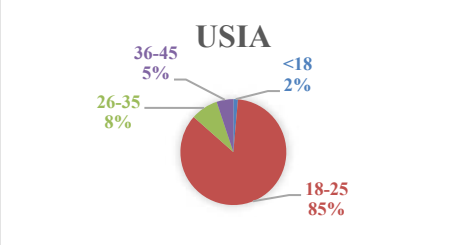

Figure 3. Descriptive Statistics 2

In the pie chart above figure 3, it is known that the majority of the respondents in this study were 18-25 years old, which was 85%, 26-35 years old 8%, 36-45 years old 5%, and less than 18 years old 2%. The age of 18-25 years is indeed a productive age and is most familiar with technological advances or what is commonly referred to in the marketing world as the digital native generation (Prensky, 2001), which is the fastest generation in technology adoption, especially when technology develops in e-commerce due to This generation has grown with the presence of the internet.

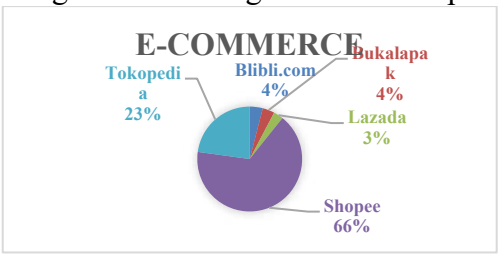

Figure 4. Descriptive Statistics 3

In the pie chart above figure 4, most respondents use online shopping at Shopee the most, which is 66%, Tokopedia is 23%, Bukalapak is 4%, Blibli.com is 4%, and Lazada is 3%. Shopee is indeed e-commerce with the most growth of new users today (Lis, 2018), so the results from this are not surprising that most respondents use Shopee more in using their online shopping.

Figure 5. Descriptive Statistics 4

In the pie chart above figure 5, it is known that all respondents answered YES to the question do you have social media? This question is one of the filter questions in this study because it will be excluded as data for respondents if someone answers no. This is because it is not valid to measure social media marketing if the respondent does not have social media. This screening question is quite important to avoid bias in this study because it is necessary for the researcher to ensure the validity of the respondents in answering the respondents who were distributed to the questionnaires in this study.

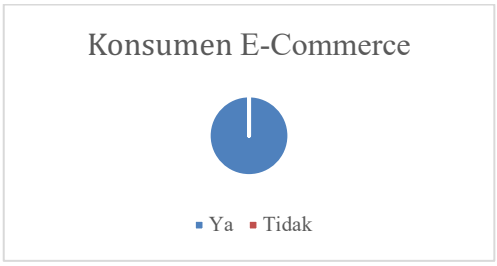

Figure 6. Descriptive Statistics 5

The pie chart above figure 6 provides information that all respondents answered YES whether they are consumers of e-commerce. This question, like the previous question, is a screening question to ensure that the respondents are part of the consumers of one of Indonesia's e-commerce sites. As the study's main focus is on the Indonesian e-commerce industry, the respondents being e-commerce consumers is important for better understanding the context.

Figure 7. Descriptive Statistics 6

In the pie chart above figure 7, it is known that all respondents answered YES to respondents' questions in following official e-commerce accounts on social media. This question is one of the important questions to understand the concept of e-commerce marketing on social media. In some phenomena, many e-commerce consumers have their social media not following the official e-commerce accounts they use, so it will be biased if some of the questionnaire questions have statements regarding e-commerce marketing activities on social media that are mostly done through accounts their official. This research will be precise if all respondents follow official e-commerce accounts on social media.

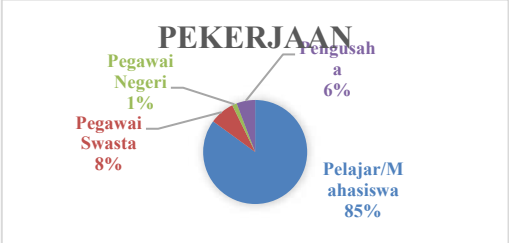

Figure 8. Descriptive Statistics 7

The pie chart above figure 8 explains that most respondents are dominated by students at 85%, private employees at 8%, entrepreneurs at 6%, and civil servants at 1%. Students are indeed one of the leading markets in social media marketing because their activities on social media are far more than others due to faster time and adoption compared to other generations. Social media marketing in several studies is indeed quite appropriate to target the youth or digital native market.

7.2. OUTER MODEL

In the previously mentioned research model, Structural Equation Modeling (SEM) analysis and the IBM SPSS AMOS software are used. The gathered data is used to analyze the theoretical model mentioned in the path diagram.

The tests carried out on the outer model with reflective indicators are: Confirmatory Factor Analysis, Discriminant Validity, Reliability, Goodness of Fit, Normality Test, Squared Multiple Correlation, Path Coefficient Analysis, and Hypothesis testing.

A. ***Confirmatory Factor Analysis***

The use of the validity test with the CFA test or construct validity test is to assess the concept's (indicator's) capacity in representing its latent variables (Lind et al., 2018From the validity test, the results can be stated that all valid indicators meet the criteria, or it can also be stated that the indicator items and dimensions can reflect the latent variables because the Critical Ratio (CR) value is greater than 1.96 and the Probability (P) is less than 0. 05. The *** sign is significantly less than 0.001.

In testing the validity of SEM, it is known through the estimate value. It should be remembered that validity is carried out to test each variable indicator item, whether it can measure a variable in a study. This is because the instrument of this study is a questionnaire instrument that requires a confirmatory factor analysis. Ghozali (2018) explains that the indicator item from the variable is called valid if the estimate value is > 0.05.

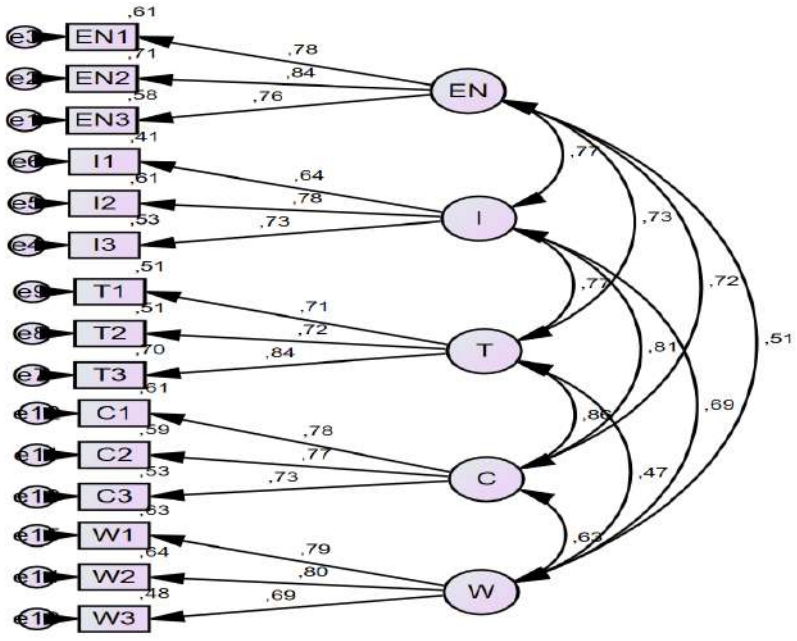

Figure 9. CFA Social Media Marketing

The results of the validity can be seen in the amount of the estimate value in the image above. In the measurement of the dimensions of the Social Media Marketing variable, the estimate validity results indicated to be valid as all indicators have an estimate value of more than 0.05. The table below shows the explanation of the picture above.

Table 2 Standardized Regression Weights: Social Media Marketing

			Estimate
EN3	<---	EN	,759
EN2	<---	EN	,844
EN1	<---	EN	,782
I3	<---	I	,728
I2	<---	I	,781
I1	<---	I	,638
T3	<---	T	,837
T2	<---	T	,715
T1	<---	T	,713
C3	<---	C	,730
C2	<---	C	,768
C1	<---	C	,781
W3	<---	W	,691
W2	<---	W	,802
W1	<---	W	,794

In the table above, it is known that the EN2 indicator item has the largest coefficient in measuring the entertainment dimension, which is 0.844, and all other indicator items have passed the validity test in measuring the entertainment dimension. In the table above, it is known that the indicator item I2 has the largest coefficient in measuring the interaction dimension, which is 0.781, and all other indicator items have passed the validity test in measuring the interaction dimension. In the table above, it is known that the T3 indicator item has the largest coefficient in measuring the trendiness dimension, which is 0.837, and all other indicator items have passed the validity test in measuring the trendiness dimension. In the table above, it is known that the C1 indicator item has the largest coefficient in measuring the customization dimension, which is 0, 781, and all other indicator items have passed the validity test in measuring the customization dimension. In the table above, it is known that the W2 indicator item has the largest coefficient in measuring the E-Wom dimension, which is 0.802, and all other indicator items have passed the validity test in measuring the E-Wom dimension.

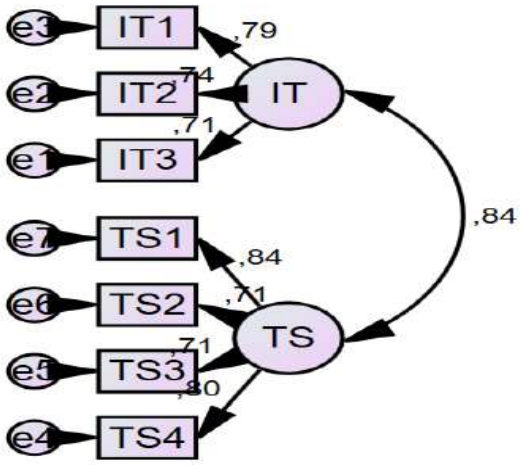

Figure 10. CFA Customer Relationship

The results of the validity can be seen in the amount of the estimate value in the image above. The estimate validity results indicate that all indicators are deemed valid because they have an estimated value of more than 0.05 in measuring the dimensions of the Customer Relationship variable. This is shown in the table below.

Table 3. Standardized Regression Weights: Customer Relationship

			Estimate
IT3	<---	IT	,712
IT2	<---	IT	,742
IT1	<---	IT	,793
TS4	<---	TS	,795
TS3	<---	TS	,714
TS2	<---	TS	,710
TS1	<---	TS	,845

In the table above, it is known that the IT1 indicator item has the largest coefficient in measuring the intimacy dimension, which is 0.793, and all other indicator items have passed the validity test in measuring the intimacy dimension. In the table above, it is known that the TS1 indicator item has the largest coefficient in measuring the trust dimension, which is 0.845, and all other indicator items have passed the validity test in measuring the trust dimension.

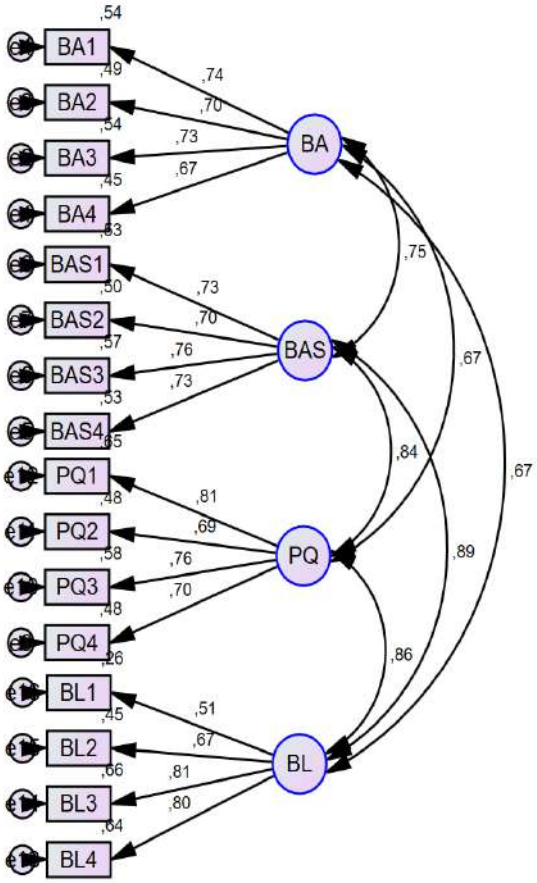

Figure 11. CFA Brand Equity

The results of the validity can be seen in the amount of the estimate value in the image above. The estimate validity results showed how all indicators are deemed valid because they have an estimate value of more than 0.05 in measuring the dimensions of the Brand Equity variable. This is displayed by the following table.

Table 4. Standardized Regression Weights: Brand Equity

			Estimate
BA4	<---	BA	,670
BA3	<---	BA	,733
BA2	<---	BA	,699
BA1	<---	BA	,737
BAS4	<---	BAS	,731
BAS3	<---	BAS	,756
BAS2	<---	BAS	,705
BAS1	<---	BAS	,728
PQ4	<---	PQ	,696
PQ3	<---	PQ	,761
PQ2	<---	PQ	,694
PQ1	<---	PQ	,806
BL4	<---	BL	,798
BL3	<---	BL	,813
BL2	<---	BL	,673
BL1	<---	BL	,509

The table above shows that the BA1 indicator item has the most significant coefficient in measuring the brand awareness dimension, which is 0.737, and all other indicator items have passed the validity test in measuring the brand awareness dimension. The table above shows that the BAS3 indicator item has the largest coefficient in measuring the brand association dimension, which is 0.756, and all other indicator items have passed the validity test in measuring the brand association dimension. The table above shows that the PQ1 indicator item has the largest coefficient in measuring the perceived quality dimension, which is 0.806, and all other indicator items have passed the validity test in measuring the perceived quality dimension.

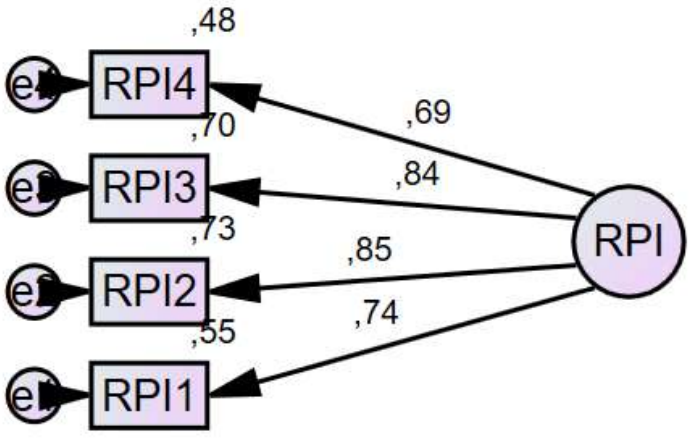

Figure 12. CFA Repurchase Intention

The validity results can be seen in the amount of the estimate value in the image above. This showed that all indicators are declared valid because they have an estimate value of more than 0.05 in measuring the Repurchase Intention variable. The following table is shown below.

Table 5. Standardized Regression Weights: Repurchase Intention

			Estimate
RPI1	<---	RPI	,742
RPI2	<---	RPI	,854
RPI3	<---	RPI	,835
RPI4	<---	RPI	,690

In the table above, it is known that the RPI2 indicator item has the largest coefficient in measuring the repurchase intention variable, which is 0.854, and all other indicator items have passed the validity test in measuring the repurchase intention variable.

B. *Discriminant Validity*

The discriminant validity assessment has become a widely acknowledged requirement used to assess latent variables relationships. Partial least squares are applied for variance-based structural equation modeling (Hair et al., 2017). This validity test can be done through the Fornell-Larcker criteria, and cross-loadings examination is the dominant approach to evaluate discriminant validity. The research in this thesis will only use cross-loading checks because doing cross-loading tests is sufficient to represent the discriminant test. The discriminant validity criteria states that each 'loading' indicator should be greater than each 'cross-loading'). The Fornell-Larcker criterion is used to evaluate discriminant validity at the construct level (latent variable)

Table 6. AVE & Cross-Loading

SMM	BE	CR	RPI
	AVE		
0.832	**0.893**	**0.832**	**0.931**
	Cross-Loading		
0.888	0.577	0.536	0.499
0.793	0.666	0.650	0.638
0.825	0.740	0.702	0.690
0.811	0.495	0.507	0.535

0.826	0.758	0.696	0.693
0.831	0.804	0.754	0.765
0.868	0.809	0.760	0.740
0.750	0.634	0.675	0.644
0.810	0.728	0.749	0.687
0.744	**0.871**	0.710	0.741
0.742	**0.906**	0.735	0.749
0.735	**0.837**	0.701	0.681
0.726	**0.858**	0.736	0.750
0.713	**0.881**	0.710	0.725
0.709	**0.895**	0.786	0.785
0.698	**0.834**	0.681	0.629
0.651	**0.843**	0.711	0.710
0.734	**0.830**	0.780	0.800
0.748	**0.800**	0.781	0.749
0.705	0.791	**0.878**	0.815
0.595	0.679	**0.911**	0.605
0.719	0.785	**0.921**	0.831

0.744	0.724	**0.843**	0.769
0.725	0.722	**0.886**	0.790
0.687	0.667	**0.828**	0.755
0.721	0.819	**0.876**	0.820
0.666	0.637	**0.809**	0.693
0.713	0.793	**0.902**	0.810
0.665	0.731	0.729	**0.833**
0.749	0.746	0.802	**0.878**
0.712	0.755	0.805	**0.891**
0.735	0.803	0.800	**0.901**
0.720	0.784	0.777	**0.875**
0.614	0.631	0.721	**0.943**

C. *Reliability*

Essentially, the Reliability Test determines how well measuring equipment could end with similar results when the same subject is repeatedly measured. The following formula is applied to calculate the reliability test in SEM (Ghozali, 2018):

$$\textit{Construct Reliability} = \frac{(\sum Std.Loading)^2}{(\sum Std.Loading)^2 + \sum \varepsilon_j}$$

Information:

- Standard loading is derived from standardized loading for each indication, resulted from computer computations.
- Ej denotes each indicator's measurement error. The measurement error may be calculated using 1-(reliability indicator) 2. A variable is considered reliable if its alpha reliability coefficient is 0.5 or more. The table below shows the variable reliability test.

Table 7. Reliability

Variabel	*Reliability*
SMM	0.913
BE	0.920
CR	0.883
RPI	0.861

Based on the reliability output results above, it can be concluded that all research variables have a reliability value above 0.7, Social Media Marketing has construct reliability of 0.913. This provides information that the Social Media Marketing variable has passed the reliability test because its value is above 0.7. Brand Equity has a construct reliability of 0.920, and this provides information that the Brand Equity variable has passed the reliability test because its value is above 0.7. Customer Relationship has construct reliability of 0.883. This provides information that the Customer Relationship variable has passed the reliability test because its value is above 0.7. Repurchase Intention has construct reliability of 0.861, and this provides information that the Repurchase Intention variable has passed the reliability test because its value is above 0.7.

D. *Goodness of Fit*

The goodness of fit index (GFI) measures the fit between the hypothesized model and the observed covariance matrix. The adjusted goodness of fit index (AGFI) corrects the GFI, which is affected by the number of indicators for each latent variable. GFI and AGFI have values ranging from 0 to 1, with values greater than 0.9 indicating an adequate model fit.

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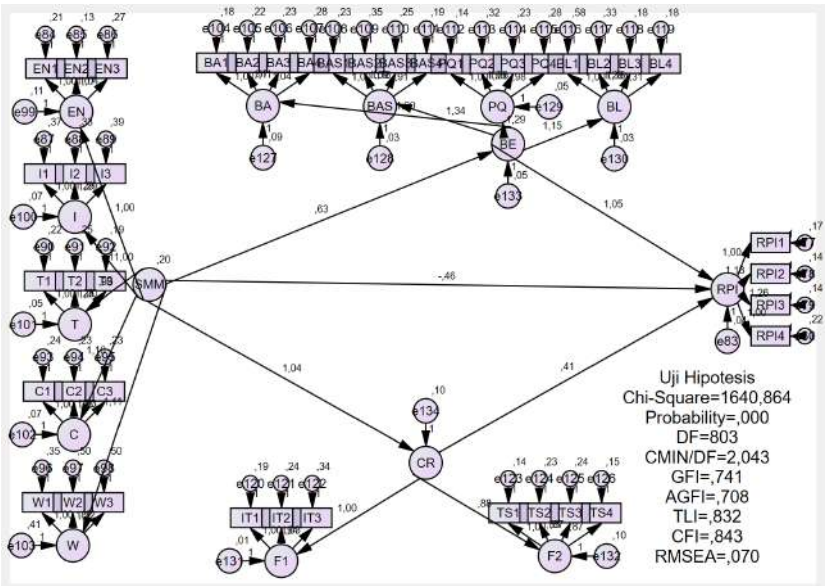

Figure 13. Goodness of Fit Test

The above results indicate that there are still numerous flaws in assessing the model's feasibility test in this research. This can be seen from several measurement indices that can measure the model made. The results above are compared with the critical values that have been formulated previously to determine whether they are good enough or not. This can be seen by comparing the results and the critical value, as shown in the table below.

Table 8 Goodness of Fit Index

No	Index	Critical Value	Results	Model Evaluation
1	*Chi-Square*	Close to zero	1640,864	Marginal
2	*Probability level*	0.05	0.00	Bad
3	CMIN/DF	< 2.00	2.043	Marginal
4	CFI	0.95	0.843	Marginal
5	RMSEA	0.08	0.070	Good
6	TLI	0.90	0.832	Marginal
7	GFI	0.90	0.741	Marginal
8	AGFI	0.90	0.708	Marginal

According to the table, there are still several index results below the standard, and the only RMSEA satisfies the standards, it is necessary to test normality to meet the model feasibility test. Therefore, a normality test is needed in the next stage to get better model feasibility test results.

E. Normality Test

When performing structural equation modeling (SEM) or confirmatory factor analysis (CFA), it is often recommended to test for multivariate normality. Some popular SEM software packages (such as AMOS) consider variables to be continuous and give the best results when the research data are normally distributed.

First, it is possible to test the normality of multivariate Mahalanobis distance quantile plots to test for normality. Marked deviations from the straight line indicate that the data is not multivariate normal. In the table below, which has a P-value of 0.000, it will be deleted.

Table 9. Mahalanobis

Observation number	Mahalanobis d-squared	p1	p2
89	116,508	,000	,000
3	105,132	,000	,000
61	92.187	,000	,000
78	89,214	,000	,000
182	88,688	,000	,000
94	87,902	,000	,000
26	80,184	,000	,000
76	78,988	,000	,000
129	78,428	,000	,000
179	77,162	,000	,000

In the analysis through the AMOS software, the default test for normality involves calculating the Kurtosis value greater than 3.00, indicating that a variable is not normally distributed (Westfall & Henning, 2013). To assess normality, examining the univariate and multivariate normality indices is often helpful in conducting model feasibility tests. Univariate distributions can be examined for outliers and slopes as well as kurtosis. Multivariate distributions were examined for normality and multivariate outliers.

Table 10. Outliers

Variable	min	max	skew	cr	kurtosis	cr
BA3	1,000	5,000	-1,150	-6.834	1,861	5.532

BA2	3,000	5,000	-,817	-4,858	-,405	-1.203
C2	1,000	5,000	-,694	-4.126	,628	1,866
RPI1	3,000	5,000	-,893	-5,310	-,229	-,679

Due to the value of the indicator items is below the provisions shown in the table, the four indicator items are removed from the research model. At the next stage in modifying the model, it is necessary to distinguish the error that has the highest MI value, and it will be deleted to get a better model (Gaskin, 2013). In the table below, there are the two highest errors obtained based on the fit indices model in the AMOS software, which can automatically detect the highest MI value.

Table 11. Model Fit Indices

			MI	Par Change
e133	<-->	e134	76.718	,067
e132	<-->	e133	40.910	0.050

Based on three stages in improving the normality of the data so that the data used in this study pass the normality test, the model image can be changed as below.

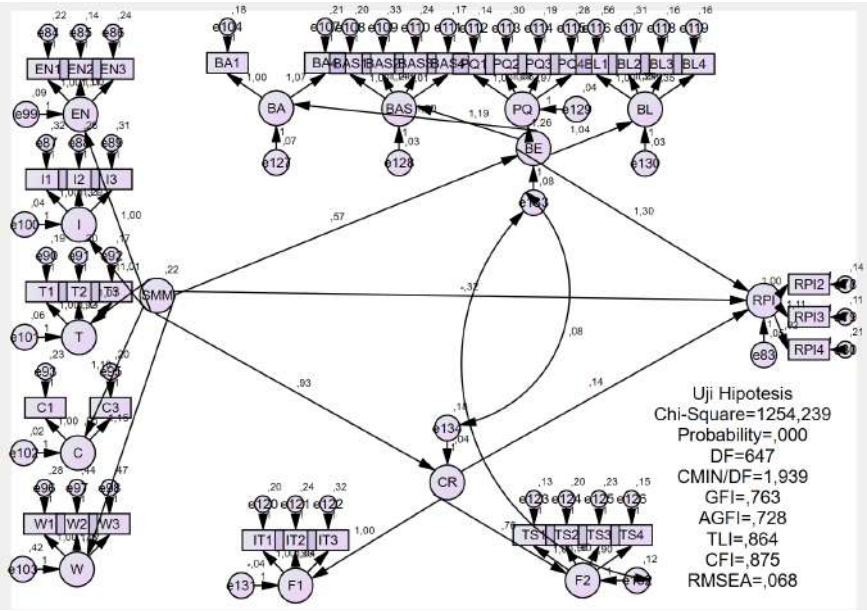

Figure 14. Modification Model

Table 12 Modification

No	Index	Critical Value	Results	Model Evaluation
1	*Chi-Square*	Close to zero	1254,239	Good
2	*Probability level*	0.05	0.00	Bad
3	CMIN/DF	< 2.00	1,939	Good
4	CFI	0.95	0.875	Marginal
5	RMSEA	0.08	0.068	Good
6	TLI	0.90	0.864	Marginal
7	GFI	0.90	0.763	Marginal
8	AGFI	0.90	0.728	Marginal

The shown results indicate that the model is acceptable. CFI and TLI are already close to their benchmark values, which can be said to be excellent. If at least one model feasibility test method is met from several model feasibility tests, then the model can be declared feasible (Hair et al., 2014). In empirical studies, meeting all criteria of "goodness of fit" is not required, but researchers rely on others' evaluations. In this study, the chi-square value was quite good. According to Kline (1998), the model's overall fit could not only be measured using chi-square. This is due to sampling size sensitivity. Despite a slight difference between the sample covariance matrix and the model covariance matrix, there is an increase in sample size.

Chi-square is also strongly connected to the degrees of freedom value, whereby the higher the degree of freedom will influence the chi-square value. This study shows a high value of "degrees of freedom" of 647, affecting the chi-square value. The model feasibility test results shown in the table indicate that several standards are at marginal values. Marginal value is a criterion to determine the model's applicability under absolute and incremental fitting requirements, but because it is close to good fitting standards, further analysis can still be continued (Hair et al., 2014).

F. Squared Multiple Correlation

In the next stage, a measurement model with a double-squared correlation coefficient is carried out on the endogenous variables: brand equity, customer relationship, and repurchase intention variables. In the analysis of this determination, measurement determines the overall magnitude of the exogenous variable to the endogenous variable. This analysis is to see the value of Squared Multiple Correlation. In the table below, each value of the endogenous variables in this study is presented, as follows:

Table 13 Squared Multiple Correlation

Endogenous Variables	Estimate
Brand Equity	,488
Customer Relationship	,505
Repurchase Intention	,807

As shown by the table, the brand equity value is 0.488. This demonstrates that social media marketing acts as an exogenous variable, determining brand equity of 48.8% (0.488 x 100). From these results, it can be seen that this research model in determining brand equity is quite good because the value formed by predictors (exogenous) on endogenous variables is quite large. The table also shows that the customer relationship value is 0.505. This provides information that social media marketing, an exogenous variable, contributes to determining the customer relationship variable by 50.5% (0.505 x 100). From these results, this research model in determining customer relationships is quite good because the values formed by predictors (exogenous) for endogenous variables are quite large.

The table also shows that the repurchase intention value is 0.887. This provides information that all exogenous variables, social media marketing, brand equity, and customer relationships, contribute to determining repurchase intention of 80.7% (0.807 x 100). From these results, we can see that this research model in determining repurchase intention is quite good because the value formed by predictors (exogenous) for endogenous variables is quite significant. This is considered reasonable because this variable is known to have three predictors so that the results are greater than other endogenous variables, which only have one predictor. In addition, the number of predictors will increase the value of the square multiple correlations.

G. *Path Coefficient Analysis*

Table 14. Standardized Direct Effects

Variable	*Brand Equity*	*Customer Relationship*	*Repurchase Intention*
Social Media Marketing	0.698	0.711	-0.279
Brand Equity			0.936
Customer Relationship			0.161

In the table above, we can see that the endogenous variable brand equity is influenced in the direction or positively by social media marketing by 0.698. The customer relationship variable is influenced in the same direction or positively by 0.711. This result is known to be greater than the previous variable, namely brand equity. The repurchase intention variable is influenced negatively or negatively by -0.279. This demonstrates that the only one with a negative impact is the effect of social media marketing on repurchase intention.

In the table above, we can see that the endogenous variable repurchase intention is influenced in the direction or positively by brand equity of 0.936. This result is the largest coefficient value among several paths studied in this study in its effect on repurchase intention. Furthermore, repurchase intention is also influenced in the same direction or positively by customer relationships by 0.161. Thus, the results of this coefficient are not too large compared to the coefficients on other variables.

7.3. HYPOTHESIS TEST

To proceed with Structural Model relationship analysis as shown in the table, the goodness of fit criteria should be fulfilled. The value of regression weights demonstrates the connection between components in the hypothesis (Hair et al., 2014)

Table 15. Regression Weights

			Estimate	SE	CR	P	Label
BE	**<---**	**SMM**	,575	,088	6.504	***	par_5
CR	**<---**	**SMM**	,931	,117	7,963	***	par_6
RPI	**<---**	**SMM**	-,318	,100	-3,175	.001	par_3
RPI	**<---**	**BE**	1,300	,216	6,012	***	par_4
RPI	**<---**	**CR**	,141	,117	1,201	,230	par_7

The table above explains that there is a positive influence with an estimate value of 0.575 between social media marketing and brand equity. The effect of P-Value is 0.000<0.05; hence it is significant, H0 I rejected, and the hypothesis is accepted

The table above explains that there is a positive influence with an estimate value of 0.931 between social media marketing and customer relationships, shown through a P-value of 0.000 <0.05. Hence it signifies the effect to be significant, H0 is rejected, and the hypothesis is accepted.

The table above explains that there is a negative influence with an estimate value of -0.318 between social media marketing and repurchase intention. Although the effect of the P-value is 0.001<0.05, it shows that the effect is significant, but because it is not unidirectional or negative, H0 is accepted, and the hypothesis is rejected.

The table above explains that there is a positive influence, namely the estimate value of 1,300 between brand equity and repurchase intention. This effect has a P-value of 0.000<0.05, implying that it is significant. Thus, H0 is rejected, and the hypothesis is accepted.

The table above explains a positive influence, namely the estimate value of 0.141 between customer relationships and repurchase intention. This effect has a P-value of 0.230>0.05, indicating the effect to not be significant, so H0 is accepted, and the hypothesis is rejected.

8. CONCLUSION

The purpose of this study is to offer empirical evidence on the influence of *Social Media Marketing Activity* on Repurchase Intention. This study uses a sample of 210 respondents who are E-commerce consumers in Indonesia who have used social media and made purchases in e-commerce within the last three months and know the social media of the e-commerce concerned.

The contribution of the results of this study to the advancement of science is that it can take advantage of data information to improve customer relationship management, on other aspects it can benefit in increasing several important factors in the company, especially repurchase intention which is the main discussion in this study in the e-commerce industry.

In managerial implications, social media is rapidly replacing traditional media as the main source of information related to customer relations. It can be seen that the infinite number of online communication channels available to customers has both positive and negative implications for proper customer relationship management. The main benefit of social media is that it gives companies the opportunity to quickly and easily get feedback on the company's current product development and marketing efforts. The only way to manage the pros and cons of social media is to build strong customer relationships based on collaboration, trust and loyalty. One way to reward e-commerce customers without losing too much of the company's profit margin

This study has limitations in particular, both from the research method that only uses quantitative sampling, when viewed from the sampling, it can be seen that almost the sample in the study is homogeneous both in terms of age and occupation and most of the respondents are customers or consumers of one e-commerce only, so it can be biased in a study.

Future research can use several aspects of additional variables that are more complete because there are many important discussions on online shopping and digital marketing through social media that explain the relationship between variable relationships and then can also add qualitative methods such as interviews with consumers or business people in e-commerce companies in order to get better results in describing the e-commerce business.

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