
Effectiveness of Social Media Marketing and E-Service Quality on Repurchase Intention through Brand Loyalty

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ABSTRACT

Purpose: This study aims to analyze and explain (1) determine the influence of Social Media Marketing on Brand Loyalty; (2) determine the effect of Social Media Marketing on Repurchase Intention; (3) determine the effect of E-Service Quality on Brand Loyalty; (4) determine the effect of E-Service Quality on Repurchase Intention; (5) determine the effect of Brand Loyalty on Repurchase Intention; (6) determine the influence, Social Media Marketing and e-Service Quality on Repurchase Intention through Brand Loyalty.

Design/methodology/approach: This study used a data collection method with questionnaires with a quantitative approach. The population that is the object of research is OVO application users, with as many as 165 respondents—analysis testing using SEM with Smart PLS software.

Findings: Based on the analysis of the research results, the following conclusions were obtained, Social media marketing has a significant effect on brand loyalty, Social media marketing has a significant impact on repurchase intention, E-Service quality has a considerable effect on brand loyalty, E-service Quality does not have a significant impact on repurchase intention, Brand loyalty has a significant effect on repurchase intention, Social media marketing and electronic service quality has a significant impact on purchase intent through brand loyalty.

Research limitations/implications: Because of the distribution of questionnaires through google forms, the results obtained are less in-depth; it is recommended that further research can add other variables and use more in-depth measuring devices so that results are close to the real thing.

Practical implications: The results of this research can be used by digital wallet service providers to improve e-service quality further if they want to get loyal consumers and continue to use it repeatedly.

Originality/value: This Paper is Original.

Paper type: Research paper

Keywords: Social Media Marketing, E-Service Quality, Brand Loyalty, Repurchase Intention.

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I. INTRODUCTION

In the ever-evolving digital age, social media marketing and electronic services have become essential elements of a company's marketing strategy. The development of increasingly advanced technology currently impacts the use of digital technology. Activities carried out digitally based or using technology. This changed behavior changeable is observed in daily activities, one of which is in the payment system. Cashless payment systems have been widely used. Social media has influenced many aspects of consumer behavior in the 21st century, including awareness, acquisition an a sha, a ring of information, opinions, attitudes purchases,s, and post-purchase behavior. Social media marketing leverages online platforms such as Facebook, Instagram, and Twitter to promote products and services to consumers. With the availability of social media, companies can now communicate with their customers and get feedback from them; also, customers can communicate with other customers and share information about products and services (Mangold & Faulds, 2009).

Meanwhile, electronic services involve interactions and transactions through online platforms, including websites and applications. This communication platform is perfect for sharing information and opinions. Social

media is considered more sincere to consumers because it communicates a brand. An essential factor in increasing repurchase interest is to make consumers recall a brand or product with the help of promotional media on social media. Trust in the brand is one of the factors to improve relationships with a brand and can be used to create a relationship with consumers in the future. In transacting, social media marketing is a new medium for exchanging information and offering products from a company. Social media is a new tool because this marketing strategy can potentially launch a company's goal by creating brand trust (Rachmawati, 2018).

Many researchers have proposed different attributes and dimensions to measure the quality of e-services. (Yogatama, 2019) conducted a study on e-service quality that examined how customers shape expectations of technology-based self-service quality and suggested five critical attributes of e-service quality: speed of delivery, ease of use, reliability, enjoyment, and control. The results showed that control and enjoyment were significant determinants of service quality; ease of use was also a key determinant in service quality, but only for high lead times and control groups, while delivery speed and reliability did not impact service quality. The most common approach to measuring service quality is the SERVQUAL Model (Parasuraman et al., 1988). This Model is still popular and is currently used in many studies among them (Budiarani et al., 2021; Khayatmoghadam, 2021; Siddiqui et al., 2020; Tarigan, 2021; Tien et al., 2021). In online business, many researchers modify SERVQUAL into several models. The most famous adaptation model is Web Qual, developed by Barnes and Vidgen and Loiacono, which was later adapted by research conducted by (Ali et al., 2017; Amponsah & Antwi, 2021; Jin et al., 2023; Li, 2018; Stringam & Gerdes, 2019; Zhong, 2022), e TailQ compiled by Wolf-inbarger and Gilly and then researched (Pramudito, 2021; Shukor & Harizan, 2021).

Studies show that the effectiveness of social media marketing and the quality of e-services can positively impact consumers' intent to repurchase through brand loyalty. The point of social media marketing can be measured through the level of interaction, engagement, and influence achieved through online marketing campaigns. The more effective social media marketing is, consumers will likely be engaged and interested in considering repeat purchases. Accepting payments via mobile depends on the ability of service providers to build a network of partners and customers simultaneously ((Hadi et al., 2016). Mobile payment service providers and business partners must be made so that every effort can improve the consumer experience (Dinh, 2019). A survey conducted by Pricewaterhouse-Coopers (PWC, 2019) stated that Indonesians experienced an increase in online transactions using mobile payments. Mobile payments are also increasing rapidly with the increasing use of mobile applications (Nugroho & Fajar, 2018). With this phenomenon, many companies are using mobile payment systems in Indonesia.

In addition, the quality of electronic services is also an essential factor in influencing consumers' intention to repurchase through brand loyalty. The quality of electronic services covers various aspects, such as reliability, responsiveness, ease of use, and speed in processing transactions. Consumers tend to be more loyal to brands like PT that provide a satisfying e-service experience and meet their expectations. Visionet Internasional (OVO) is one of Indonesia's financial applications and services. The collaboration between OVO, Grab, and Tokopedia makes OVO a digital delivery platform in Indonesia that can be accepted in retail networks, food stalls, stores, e-commerce, to online services with more than 500,000 offline outlets. This shows that evolving business models generally adopt and mimic mobile banking business models. Mobile payments need to be developed so that there is innovation and fill existing opportunities (Mawarrini et al., 2017)

This study aims to explain and test how the influence of social media marketing and e-service Quality on repurchase intention through brand love in OVO Application users in MalaThe study aimed to provide a better understanding of how social media marketing and e-services can influence consumer buying behaviour and shape brand loyalty. It is hoped that the results of this study will provide valuable insights for companies in developing effective marketing strategies and improving the quality of their electronic services. By understanding the interrelationships between social media marketing, e-service quality, and brand loyalty, companies can optimize their efforts to increase customer retention, build brand loyalty, and increase consumer intent to repurchase.

A. Theoretical Foundation

1. Social Media Marketing

Simply put, social media marketing is a marketing process carried out through social media. Usually, the social media used is Facebook, Instagram, or Twitter. However, its meaning can be broader. According to (Tuten & Solomon, 2018), social media marketing is the use of technology, channels, and software from social media that aims to create communication, delivery, exchange, and offer value to an organization's stakeholders. In today's era, business people need to experiment and adjust to market conditions using social media marketing tactics to achieve the company's goals (Rangkuti, 2002).

1. Micro Theories Related to Social Media:

Several micro-theories associated with social media marketing help explain how individuals interact, engage, and exchange information in a digital environment. Some of these micro-theories include (*Social Media Marketing Theory: Know Everything Now!*, 2021):

- a. **Word of Mouth/Psychological Ownership and Perceived Control Theory:** In the context of the tourism and hospitality industry, advice from friends and relatives is the most frequently obtained and influential source of information consumers use in travel decision-making. This advice is often considered more credible and trustworthy than information from marketers. This theory emphasizes the influence of social relationships in purchasing decision-making and the importance of user-generated content and recommendations from friends.
 - b. **Social Exchange Theory:** This theory deals with the motives behind individual participation in social media. This theory uses cost-benefit frameworks and alternative comparisons to explain how humans communicate with each other, form relationships and bonds, and how communities are formed through communication exchanges.
 - c. **Social Penetration Theory:** Similar to social exchange theory, social penetration theory explains how human exchange forms relationships. However, this theory focuses more on the individual and dyadic levels, whereas social exchange theory can explain behavior at the aggregate and organizational levels. Social exchange theory states that humans form close relationships through self-disclosure. Using the analogy of peeling off the layers of an onion, one must reveal oneself through an ongoing process of revealing oneself and one's identity.
2. **Chaffey's Theory of Social Media Marketing:** This theory is defined by David Chaffey as the oversight and facilitation of customer interaction, participation, and sharing through digital media to encourage positive engagement with a company and its brand, leading to commercial value. Interactions may occur on company sites, social networks, and third-party websites. This theory emphasizes the importance of participating in customer conversations and understanding their needs to improve brand perception and customer relationships (Sokolska, 2017).
 3. **Maslow's Hierarchy of Needs in Social Media Marketing:** Maslow's Hierarchy of Needs Theory classifies human needs into five levels, from basic needs for survival to higher psychological needs. In social media marketing, understanding the level of hierarchy that customers might reach when interacting with your brand is essential. The demands that people want to meet in using social media can differ depending on the platform used, and you must adjust your content according to these needs (Bari & Hidayat, 2022)
 4. **The 7 P's in Marketing Mix:** The concept of marketing mix has existed since 1960, when the original four P's-product, place, price, and promotion, were first used to analyze and create marketing campaigns. This marketing theory was later expanded to the seven Ps, adding elements of people, processes, and physical evidence. This expanded version allows marketers to use this theory to create campaigns for services. Some digital marketing specialists even add an eighth P, productivity, and quality, to reflect how businesses deliver productivity and value to their customers (Paul & Mas, 2019).

2. E-Service Quality

E-Service Quality is a service provided on the Internet network as an extension of a site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently (Rita et al., 2019). E-Service Quality, or e-serve-qual, is part of service quality (serve-qual) or service quality. E-service quality is one of the most researched topics in the field of marketing because of its relationship with cost, satisfaction, retention, and loyalty (Deif et al., 2019; Kaur et al., 2020; Paul & Mas, 2019; Singh, 2019) e-service quality is defined as the extent to which websites facilitate shopping in the efficient and effective purchase and delivery of products and services.

E-S-Qual:

1. **Efficiency:** ease and speed in accessing the site.
2. **Fulfillment:** all kinds of transactions made can complete as expected.
3. **System Availability:** all available engineering functions can run smoothly.
4. **Privacy (privacy policy):** provides security and guarantees for individual/personal data.

E-RecS-Qual:

1. **Responsiveness:** respond quickly to the site.
2. **Compensation:** the level of compensation that the customer can receive in case of problems
3. **Contact:** customer service availability by telephone or representative in online support facilities.

3. Brand Loyalty

The book Marketing Basics (Sahir et al., 2021) defines brand loyalty as a measure of consumer closeness or connection to a brand. Brand loyalty describes the likelihood of a consumer switching to another brand. Especially when the brand changes, such as price increases or other modifications. Generally, consumers loyal to that brand will continue to use the brand even though faced with many superior alternative competing product brands. Managing Techniques Brand Equity and Brand Development Strategies Brand loyalty represents a strategic asset that, if appropriately managed, will provide value to the company. This value, namely reducing marketing costs,

and increasing trade, can bind new consumers and quickly respond to company products—indicators of consumer loyalty to brands (Rangkuti, 2002b). As quoted from the book *Brand Marketing* (Putri & Dkk, 2021) et al., Nancy Giddens describes six indicators of consumer loyalty to brands: Commit to the brand. Dare to pay more for one brand than another. Get others to buy. If you repurchase the product, you will not consider it. Always follow news related to the brand. Consumers can become spokespersons for the brand, and it is a free promotion.

Meanwhile, according to Jill Griffin, indicators of consumer loyalty to brands are: Making repeat purchases. Demonstrate immunity to the attractiveness of competitors or competitors of the product brand. They were referencing product brands to consumers. Talk positively about the product brand to others. And this is contained in research (Bernarto et al., 2020; Bilgin, 2018; Chao, 2018; Parris & Intelligence, 2023)

4. Repurchase Intention

Repurchase Intention will appeal to consumers because consumers have made previous and repeated purchases. Consumers intending to make a repurchase will show their desire in the future (Nurdiansah & Widyastuti, 2022; Tjiptono, Fandy & Chandra, 2016). That is, the repurchase intention depends on the consumer rating obtained from transactions made in the past (Yanti et al., 2023). Buying interest is also influenced by changes in people's behavior; consumers are currently more oriented to instant behavior and hedonic tendencies (Juanda et al., 2019; Nst, 2015). Buying behavior arises because it is preceded by buying interest, buying interest arises, one of which is caused by the perception obtained that the product has good quality. So buying interest arises from customers. According to (Hasan, 2014)) repurchase intention can be identified through the following dimensions: 1. Transactional interest, which is a person's tendency to buy products. 2. Referential Interest, which is a person's tendency to refer to others. 3. Preferential Interest, which is an interest that describes the behavior of a person who has the primary preference for the product. This preference can be replaced when something happens to the product of his preference.

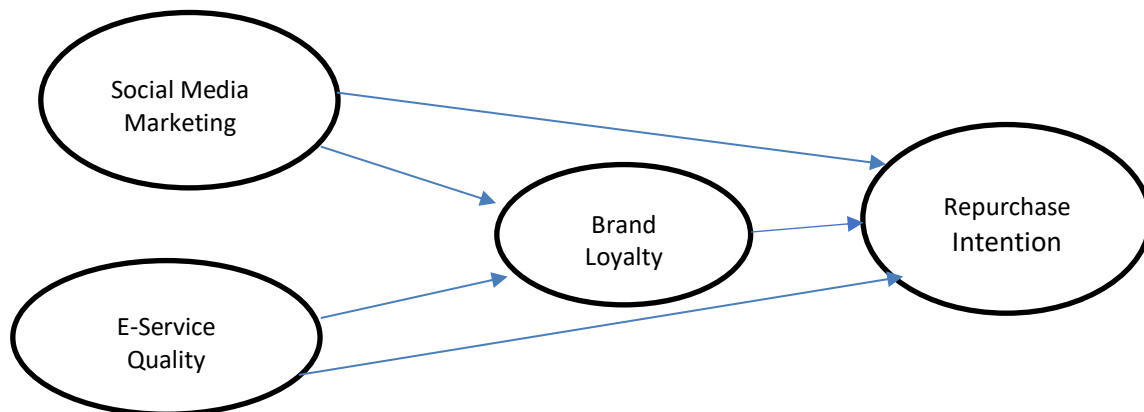


Figure 1. Research Conceptual Framework

B. Research Hypothesis

- H1: Social media marketing significantly affects brand loyalty
- H2: Social media marketing significantly affects repurchase intention
- H3: E-Service quality significantly affects brand loyalty
- H4: E-service Quality significantly affects repurchase intention
- H5: Brand loyalty significantly affects repurchase intention
- H6: Social media marketing and E-service quality significantly affect repurchase intention through brand loyalty

II. METHODS

The approach used in this study is quantitative. According to Sugiyono, quantitative research uses statistical analysis and data in the form of numbers—this approach is an empirical, objective, measurable, rational, and systematic scientific method. According to the nature of this type of research, data is included in empirical research (Empirical Research), which is research on empirical facts obtained based on observation or experience. The location of this research is in Malang City. The population in this study is Malang residents who use the OVO digital wallet application. This study uses sampling in searching for data, namely by non-probability sampling, because the total number of users is unknown. The sampling method in this study was by purposive sampling

technique, and 165 samples of respondents were obtained. Using the formula Heirs Significance level 5% and a minimum path coefficient of 0.2. From the calculation results, a minimum sample is obtained, namely:

$$5\%: \min > \left(\frac{2.486}{\rho_{min}}\right)^2 \quad n_{min} > \left(\frac{2.486}{0.2}\right)^2 = 154.505$$

So the minimum sample used was 155 people, and in this study, a sample of 165 questionnaires was obtained. Data collection techniques using questionnaires. The Likert scale guides the preparation of questionnaires or questionnaires with several alternative answers weighted with assessment. The data analysis used in this study uses SEM PIs, while data processing uses the Smart-PIs program.

III. RESULTS AND DISCUSSION

A. Result

1. Validity and Reliability Test

Table 1. Convergent Validity Test Results Show

	<i>Sosial Media Marketing</i>	<i>E-Service Quality</i>	<i>Brand Loyalty</i>	<i>Repurchase Intention</i>
<i>SMM2</i>	0.908	<i>ESQ2</i>	0.746	<i>BL1</i> 0.757
<i>SMM3</i>	0.772	<i>ESQ3</i>	0.792	<i>BL3</i> 0.855
<i>SMM4</i>	0.736	<i>ESQ4</i>	0.820	<i>BL4</i> 0.833
<i>SMM5</i>	0.783	<i>ESQ5</i>	0.859	<i>BL5</i> 0.872
<i>SMM1</i>	0.860	<i>ESQ6</i>	0.856	<i>BL6</i> 0.817
	0.908	<i>ESQ7</i>	0.731	<i>BL7</i> 0.810
			<i>BL8</i>	0.795
			<i>BL9</i>	0.868
			<i>BL10</i>	0.825
			<i>BL11</i>	0.859
			<i>BL12</i>	0.873
			<i>BL13</i>	0.820

Source: Primary Data processed 2023

From the table above, it can conclude that the Model has excellent convergent validity because it has a > value of 0.7, and the higher the value of the loading factor on each construct, indicating if the higher the contribution of the indicator to the construct.

After conducting the validity test, a reliability test will be performed. The reliability test results are in the following table:

Table 2 Reliability Test Result

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
<i>SMM</i>	<i>0.872</i>	<i>0.907</i>	<i>0.663</i>
<i>ESQ</i>	<i>0.890</i>	<i>0.915</i>	<i>0.643</i>
<i>BL</i>	<i>0.960</i>	<i>0.964</i>	<i>0.693</i>
<i>RI</i>	<i>0.884</i>	<i>0.915</i>	<i>0.684</i>

Source: Primary Data processed 2023

Based on table 2 above shows that the Typical Difference Extricated (AVE) on each variable SMM, ESQ, BL, and RI > 0.50 implies that all builds are reliable. Thus, it tends to be stated or resolved, assuming each variable has a high discriminant legitimacy. Meanwhile, it tends to be found in the table above that the Composite reliability value of each variable shows a value of > 0.60. These results indicate that each variable has been met, so it can be assumed that all factors have high reliability. In addition, in the table above, it can also be seen that the Cronbach alpha value of each variable indicates a build value of > 0.70. As a result, the consequences of this study show that each exploration variable has met the prerequisites of Cronbach's alpha value, so it is perfect to be able to reason that each of the above factors has a severe and unshakable quality. So it is ideal to suppose that the markers used in this study have high discriminant legitimacy in regulating their separate aspects. The author uses SmartPLS Software to test the hypothesis through an inner model evaluation and t-test to answer the whole hypothesis.

Table 3. Model Fit

	<i>Saturated Model</i>	<i>Estimated Model</i>	<i>Model</i>
<i>SRMR</i>	<i>0.085</i>	<i>0.085</i>	<i>Fit</i>
<i>d_ULS</i>	<i>2.943</i>	<i>2.943</i>	<i>Fit</i>
<i>d_G</i>	<i>1.357</i>	<i>1.357</i>	<i>Fit</i>
<i>Chi-Square</i>	<i>1105.026</i>	<i>1105.026</i>	<i>Fit</i>
<i>NFI</i>	<i>0.749</i>	<i>0.749</i>	<i>Fit</i>

Source: Primary Data processed 2023

The goodness of fit test of the Model can be seen from the NFI value of ≥ 0.662 declared fit. From Table 3, an NFI value of 0.749 indicates the corresponding Model. Therefore, from these results, it can be concluded that the Model in this study has a relatively high degree of agreement, and it is worth using it to test the exploratory hypothesis.

2. Hypothesis Test

To perform the hypothesis test, I used Smart PLS software. The test evaluates the inner Model and the t-test to answer four predetermined hypotheses. The following are the results of the hypothesis test through the evaluation of the inner Model:

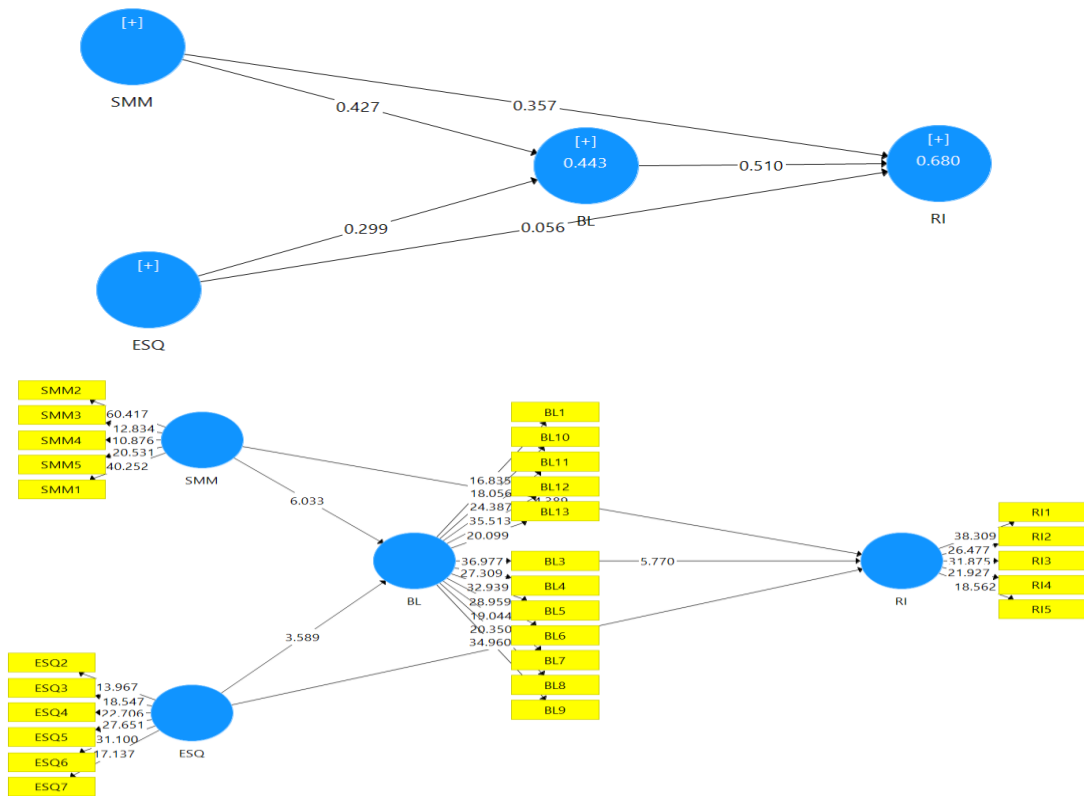


Figure 2. Output of Smart-PLS Analysis Results

Source: Primary data processed 2023

From the results of the inner model evaluation, the R square value is obtained as follows:

Table 4. Coefficient of Determination

	R Square	R Square Adjusted
BL	0.443	0.436
RI	0.680	0.674

Source: Primary data processed 2023

Table 4 shows that the R Square value for the brand loyalty variable is 0.443. The statement explained that the percentage of brand loyalty is 44.3%, which means that social media marketing and e-service quality variables affect brand loyalty by 44.3%, while other variables affect 55.7%. For the variable repurchase intention, the Adjusted R-Square value is 0.674. The results explain that the percentage increase in repurchase intention is 67.4%. Social media marketing, e-service quality and brand loyalty affect repurchase intention by 67.4%, and other variables affect the rest by 32.6%.

Table 5. Path Coefficients

	<i>Original Sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Information</i>
<i>Direct Effect</i>				
<i>BL -> RI</i>	<i>0.510</i>	<i>5.770</i>	<i>0.000</i>	<i>Accepted</i>
<i>ESQ -> BL</i>	<i>0.299</i>	<i>3.589</i>	<i>0.000</i>	<i>Accepted</i>
<i>ESQ -> RI</i>	<i>0.056</i>	<i>0.735</i>	<i>0.463</i>	<i>Rejected</i>
<i>SMM -> BL</i>	<i>0.427</i>	<i>6.033</i>	<i>0.000</i>	<i>Accepted</i>
<i>SMM -> RI</i>	<i>0.357</i>	<i>4.389</i>	<i>0.000</i>	<i>Accepted</i>
<i>Indirect Effect</i>				
<i>ESQ -> BL -> RI</i>	<i>0.153</i>	<i>3.225</i>	<i>0.001</i>	<i>Accepted</i>
<i>SMM -> BL -> RI</i>	<i>0.218</i>	<i>4.032</i>	<i>0.000</i>	<i>Accepted</i>
<i>Total Effect</i>				
<i>BL -> RI</i>	<i>0.510</i>	<i>5.770</i>	<i>0.000</i>	<i>Accepted</i>
<i>ESQ -> BL</i>	<i>0.299</i>	<i>3.589</i>	<i>0.000</i>	<i>Accepted</i>
<i>ESQ -> RI</i>	<i>0.209</i>	<i>2.846</i>	<i>0.005</i>	<i>Accepted</i>
<i>SMM -> BL</i>	<i>0.427</i>	<i>6.033</i>	<i>0.000</i>	<i>Accepted</i>
<i>SMM -> RI</i>	<i>0.575</i>	<i>9.507</i>	<i>0.000</i>	<i>Accepted</i>

Source: Primary data processed 2023

Table 5 above shows that from the direct relationship, one relationship is rejected, namely E-service quality to repurchase intention because t-calculate < 1.96 and P-Value > 0.05. At the same time, the other four relationships are accepted because the statistical value of t-count > 1.96 and the P-value < 0.05. From the table, two indirect relationships appear to be acceptable because the statistical value of t-count > 1.96 and P-value < 0.05.

B. Discussion

1. Social Media Marketing Significantly Affects Brand Loyalty.

Based on the analysis results, it was found that social media marketing significantly affects brand loyalty, in line with the results of research from (Hendra et al., n.d.; Hidayah, 2018; Radhitama, 2018) which states that in the current era of development social media marketing can be used as an effective and efficient marketing medium.

2. Social Media Marketing Significantly Affects Repurchase Intention.

Based on the analysis, it was found that social media marketing has a significant effect on repurchase intention, in line with the results of research conducted by (Kevin et al., 2018; Subawa et al., 2020), who stated

that in the era of the onslaught of the digital era, social media marketing is quite effective and efficient in increasing the repurchase intention of users, especially OVO digital wallet users.

3. E-Service Quality Significantly Affects Brand Loyalty.

Based on the results of the analysis, it was found that e-service quality has a significant effect on brand loyalty; this states that in the progress of digitalization in the community, good e-service quality can increase brand loyalty in the community in line with research from (Parris & Intelligence, 2023; Zehir & Narc, 2016).

4. E-Service Quality Significantly Affects Repurchase Intention.

Based on analysts' results, the direct effect of e-service quality on repurchase intention has no significant impact. It can be understood that repurchase intention will not occur only because of e-service quality but requires other things, including different variables; increasing e-service quality must improve repurchase intention.

5. Brand Loyalty Significantly Affects Repurchase Intention.

Based on the analysis of research results, when viewed from the direct influence between variables, it was found that brand loyalty had a significant effect on repurchase intention; this is in line with research from (Parris & Intelligence, 2023; Pranata & Permana, 2021; Rita et al., 2019).

6. Social Media Marketing and E-Service Quality Significantly Affect Repurchase Intention Through Brand Loyalty.

Based on the analysis results, it was found that brand loyalty increases the value of the influence of social media marketing on repurchase intention and e-service quality on repurchase intention; this shows an increase in the total value of impact. This shows that brand loyalty will increase the value of repurchase intention and consumer loyalty to a particular brand to benefit the company. Loyal customers will not switch to other brands easily, so this can increase repurchase intention. This result shows that the brand loyalty variable is an intervening variable that can improve media marketing, social, and e-service quality toward repurchase intention.

IV. CONCLUSION

Based on the analysis of research results, the following conclusions were obtained, Social media marketing has a significant effect on brand loyalty, Social media marketing has a substantial impact on repurchase intention, E-Service quality has a considerable effect on brand loyalty, E-service Quality does not have a significant impact on repurchase intention, Brand loyalty has a significant effect on repurchase intention, Social media marketing and E-service quality has an impact Significant to purchase intent through brand loyalty.

We recommend that the manager further improve E-Service Quality to attract users to continue using the OVO digital wallet application amid the increasing number of other digital wallet competitor brands. And further researchers can examine other related variables to determine in more detail what can cause consumers to continue using one digital wallet service.

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