

## Social Commerce Investigation: The Role of Satisfaction and Loyalty on Repurchase Intention

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### *Abstract*

*This study aims to find evidence of the effect of satisfaction and loyalty on repurchase intentions in social commerce through social exchange theory. This research focuses on five variables: reputation, information quality, satisfaction, loyalty, and repurchase intention. This research is motivated by satisfaction, which is not optimal in shaping repurchase intentions. Loyalty is an aspect of novelty in this research. The research method used is a quantitative approach. Data collection techniques support this research through online questionnaires. The data used in this study are primary as many as 219 respondents. Data processing analysis uses the Structural Equation Modeling (SEM) method and is supported by SPSS 25 and IBM AMOS 22 software. This study's results indicate that satisfaction significantly affects loyalty and repurchase intentions in social commerce. The results also found that loyalty has no significant effect on repurchase intentions. Satisfaction is an important factor for a user to have the intention to repurchase in the same place. A good reputation and quality information social commerce provides influence this.*

**Keywords:** *satisfaction, loyalty, repurchase intention, reputation, information quality*

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## INTRODUCTION

The rapid development of technology at this time has an effect that makes it easier for humans to carry out various activities, one of which is shopping and sharing information via the internet. Compiled to (Datareportal.Com, 2022) the internet in the territory of Indonesia is used by 277.7 million users, which is up 1% from the previous year, while active social media users in Indonesia rose 12.6% to 191.4 million people. 36.2% of social media users in Indonesia have the main reason for using social media platforms to search for products to make purchases. (Goodstats, 2022), from WeAreSocial (an online magazine providing trend data on the internet) released the popular social media platforms in Indonesia. These social media platforms include Whatsapp, Instagram, Facebook, Tiktok, Telegram, Twitter, Facebook Messenger, Line, and Pinterest. Public awareness of social commerce in Indonesia is still not high. A survey (Populix, 2022), found that almost half of the respondents still needed to learn about social commerce. Statistics show that 52% of respondents already know about social commerce, 22% do not, and 26% still need to learn. The data also shows that TikTok shop is the top choice for using social commerce. The mini-study conducted by (Gemilang, 2022) also found that TikTok shop is the most used platform. Therefore, Tiktok shop as a social commerce platform was chosen as the object and generation z platform users as the subject.

Social commerce is a process of delivering e-commerce activities and transactions that utilize the social media platform through web 2.0 software. Social commerce also includes seeking information, building familiarity, and social attendance. Users of social commerce who feel familiarity will tend to engage in the buying process. Activeness in searching for information by users can also increase familiarity with the platform to make users inspired to make purchases (Hajli et al., 2017). In addition, social commerce emphasizes social media to display advertisements. This is a key disparity between social commerce and other platforms (X. Lin et al., 2017).

This research adopts the social exchange theory proposed by (Homans, 1958). This theory explains that people who give large quantities to others are trying to get something significant. Something given by the service/product provider or from the user's side is considered a cost that requires a reciprocal relationship between the two parties. (Kim, 2016), explains the foundation of the social exchange theory of rewards and costs. The process of social exchange will create satisfaction when someone receives a fair return on spending. (Abdou et al., 2022) explains that social exchange theory is built based on reciprocity which states that when customers feel satisfied with the service or the feeling of being treated well by customers. Customers will be more likely to give back through the involvement of voluntary behavior that will benefit the organization.

Usage satisfaction in social commerce relates to the user's experience while engaging with the platform that provides an assessment of usability that leads to adjustments in performance expectations. Platform users prioritize satisfaction in managing expectations to inform decisions for continued use of the social commerce platform (Osatuyi et al., 2020). Experiences that satisfy and provide benefits give individuals positive stimuli to form purchase intentions (Marsasi and Yuanita, 2022). The e-commerce sector can be successful by ensuring it meets the standards of other e-commerce platforms (Fileri et al., 2017).

In this study, researchers chose loyalty, an element of novelty to add new concepts from previous research. The core purpose of customer activity becomes a description of

loyalty. Customers who receive pleasure or positive feelings from service providers will form loyalty (Clauss et al., 2019). Research from (Akil & Ungan, 2021) found that satisfaction significantly affects user loyalty, which means that users who feel that their needs can be satisfied by service providers or products will generate loyalty in the users themselves. Research from (Juwaini et al., 2022) found that the relationship between satisfaction and loyalty is positive but insignificant. Users who are satisfied with something provided by a service/product provider do not necessarily trigger the formation of a loyal attitude toward the service or product provider. Another study by (Prahiawan et al., 2021) states that electronic satisfaction has a positive but insignificant impact on repurchase intentions at online stores. Customers intend to repurchase when satisfied even though satisfaction is not the main factor in making decisions. The information quality factor as a shaper of satisfaction has an insignificant effect (Albelbisi, Al-adwan and Habibi, 2021). Aspects of information quality do not affect satisfaction, but providing adequate information is also essential to avoid misinformation from users.

**Table 1 Research Gap**

Relationship	Akil and Ungan, 2021	Juwaini et al, 2022	Prahiawan et al, 2021	Albelbisi Al-adwan and Habibi, 2021
Satisfaction-Loyalty	Significant			
Satisfaction-Loyalty		Insignificant		
Satisfaction-Repurchase Intention			Insignificant	
Information Quality-Satisfaction				Insignificant

*Source: Primary Data, 2022*

Based on the explanation above, it can be seen that there are still inconsistent research findings in previous studies. This study aims to re-examine repurchase intentions which are influenced by customer loyalty and satisfaction through a good reputation and the quality of the information provided. This research is expected to provide evidence of a relationship that can create repurchase intention. The variables in this study include reputation, information quality, satisfaction, loyalty, and repurchase intention.

Application reputation is vital for companies in a digital business environment (Wu et al., 2020). People's perceptions of a company's assets and character shape the reputation of its relationships with its stakeholders (Lu et al., 2019). Reputation is a driver of user perceptions regarding the products or services offered by the company. (Eren, 2021) explains that reputation can generate satisfaction felt by users which arises when users cannot control the scope. a good reputation can meet user expectations when using. Research conducted by (Mas'ud & Hamim, 2020), shows that reputation influences customer satisfaction. Other research from (Su et al., 2016), also found that the perceived reputation of customers is a key antecedent of customer satisfaction. The company's positive reputation describes customers who expect quality service to increase satisfaction with the services provided by the company.

H1: There is an effect of reputation that positively affects satisfaction

Information quality is described (Fauzi, 2018) as part of the service quality dimension. The quality of application information plays an important aspect in customers finding out the services provided by the company. Providing adequate information, clear or concise information, current content, and delivery of interesting content are aspects of information quality. Providing quality information will create a pleasant experience contributing to user satisfaction (Al-Fraihat et al., 2020). Information quality is one of the characteristics that can influence the actions of users in making decisions. Information quality has an influence on increasing satisfaction so when the quality of information presented is poor by service providers, it will reduce the level of use of the services offered (Dirgantari et al., 2020). Research (Chi, 2018), found that information quality can affect customer satisfaction. Perceived value or satisfaction is the result of product information displayed online. The research results from (Shahzad et al., 2021), also found that information quality has a direct relationship with user satisfaction. Service providers who provide online knowledge through relevant and correct information will satisfy users while using the app.

H2: There is an effect of information quality that positively affects satisfaction

Customer satisfaction is very important which seeks to maintain customer relationships in the long term. Satisfaction is defined by (Zhang et al., 2020) as a response from customers to their expectations of company fulfillment. Satisfaction in digital form compares service performance in the application with user expectations (Rachibini et al., 2022). Users' experience when making transactions through the platform is a measure of user satisfaction. The research findings (Raza et al., 2020) prove that satisfaction influences loyalty. A deep relationship between customers and the company will create dedicated clients. When a customer is satisfied with the service received, it will lead to loyalty in themselves. (Supriyanto et al., 2021) also found that satisfaction significantly affects loyalty. The study's findings explain that improving service quality is carried out to enhance satisfaction. Increased satisfaction is aimed at increasing loyalty.

H3: There is an effect of satisfaction that positively affects loyalty

Customer loyalty is an evaluation that results from an existing experience or performance the customer expects. Loyalty can change the behavior pattern of a customer and determine the behavior based on the experience previously received by the customer (Khusnah et al., 2021). Loyalty is described by (Kaya et al., 2019) as a situation of consumers developing a desire to make a return visit to the website. Research (Vallen & Antonio, 2022) found that e-loyalty affects online repurchase intentions. A customer who feels safe without any problems in transactions will create loyalty which leads to an increase in repeat purchases. Research (Laparojkit & Suttipun, 2022), found a similar correlation between loyalty and repurchase intentions. Loyalty from customers is one of the predictors of repurchase intentions. The more positive emotional states and connections customers have, the greater their loyalty to a product, service, or brand is expressed in supportive behavior, including intent to purchase again.

H4: There is an influence of loyalty that positively influences repurchase intentions.

Research (Keni, 2020) found that satisfaction positively and significantly influenced repurchase intentions. The results of this study explain that people have a positive view of the company's technology or system, thereby increasing the level of trust and satisfaction. This satisfaction will increase people's intention to repeat purchases at the same place. (Wilson et al., 2019) their research also found that satisfaction is a factor that affects

repurchase intentions. When customers experience great service quality from the company, customers will feel satisfied, increasing the likelihood of engaging in more purchasing activities in the future.

H5: There is an effect of satisfaction that positively influences repurchase intentions.



Figure 1. Research Model

## RESEARCH METHODS

A quantitative research methodology was chosen for conducting the study. Research methods that emphasize statistics and mathematics are known as quantitative approaches. (Creswell & Creswell, 2018), explains quantitative research as a method useful for testing objective theories by looking at the relationship between different variables. The factors being investigated can be measured with research tools that produce data that can be examined statistically.

In this study, the population is people aged 18 years to 25 years who use the social commerce platform. The age range of 18-25 years is included in Generation Z, the generation that dominates the use of social media. This study uses a nonprobability sampling method and purposive sampling is chosen. Nonprobability samples are described as respondents selected based on convenience and availability. The sample criteria in this study are people from Java Island who live in Jakarta, Bandung, Surabaya, Surakarta, and Yogyakarta. Respondents selected were 18-25 years or generation z and used social commerce for purchases.

Structural Equation Model or (SEM) analysis is used for data analysis techniques in research that are useful for testing hypotheses. Structural equation modeling or SEM is a statistical method that uses a confirmatory approach in the form of hypothesis testing for structural theory analysis based on various phenomena that occur (Byrne, 2016). There are several stages before conducting SEM testing: Validity and Reliability, Measurement, Structural Model, Goodness of fit test, and Hypothesis testing.

## RESULT AND DISCUSSION

The results of distributing questionnaires to 219 respondents revealed the identity of social commerce users. The results show that there are 124 respondents with female gender, and 95 other people are men. Respondents' occupations show that 124 people are students or college students, 80 other people are employees and 15 people are self-employed. Data based on education shows that 124 people have a bachelor's degree, 57 people have a high school education, 38 people have a diploma, and three people have a master's degree. Respondent data based on domicile can be seen that Jakarta is the most dominant area, namely 73 respondents, followed by Surabaya with 49 respondents, Bandung with 45 respondents, Surakarta with 33 respondents, and Yogyakarta with 19 respondents.

The validity test is carried out to show an indicator that measures the accuracy of the measurement item. Validity is described by the degree to which a measurement or set of dimensions precisely represents a concept free of systematic or non-random error (Hair et al., 2019). The question items in the questionnaire are declared valid if the Pearson correlation is  $\geq 0.5$  and a significant level of 5% or must be  $\leq 0.05$ . The validity test was carried out using SPSS 25 software.

**Table 2 Validity**

Variable	Indicator	Pearson Correlation	Validity
Reputation	RE1	.738	Valid
	RE2	.422	Invalid
	RE3	.743	Valid
	RE4	.743	Valid
	RE5	.722	Valid
	RE6	.594	Valid
	RE7	.696	Valid
Information Quality	KI1	.696	Valid
	KI2	.713	Valid
	KI3	.522	Valid
	KI4	.730	Valid
	KI5	.577	Valid
	KI6	.702	Valid
	KI7	.737	Valid
Satisfaction	KP1	.288	Invalid
	KP2	.813	Valid
	KP3	.796	Valid
	KP4	.800	Valid
	KP5	.749	Valid
	KP6	.807	Valid
	KP7	.309	Invalid
Loyalty	LO1	.763	Valid
	LO2	.554	Valid
	LO3	.710	Valid
	LO4	.730	Valid
	LO5	.749	Valid
	LO6	.481	Invalid
	LO7	.729	Valid
Repurchase Intention	NP1	.684	Valid
	NP2	.798	Valid
	NP3	.494	Invalid
	NP4	.797	Valid
	NP5	.468	Invalid
	NP6	.796	Valid
	NP7	.806	Valid

*Source: Primary Data, 2022*

The processing results found several measurement indicators that were declared invalid, including RE2, KP1, KP7, LO6, NP3, and NP7 because they have a Pearson correlation value  $\leq 5$ . Indicators declared invalid will be excluded from the study and not tested in the next testing stage.

The reliability test measures the consistency of the measured variables (Hair et al., 2019). The purpose of the reliability test is to find out that the responses given are similar so that the measurements are reliable. Reliability is measured from Cronbach's alpha which must exceed the 0.70 thresholds. The reliability test was carried out using SPSS 25 software. Table 3 below presents the results of the research data processing reliability test.

**Table 3 Reliability Test**

No.	Variable	Cronbach Alpha	Description
1	Reputation	.791	Reliable
2	Information Quality	.793	Reliable
3	Satisfaction	.818	Reliable
4	Loyalty	.803	Reliable
5	Repurchase Intention	.818	Reliable

*Source: Primary Data, 2022*

The results of processing the data indicated that all variables in the study can be said to be reliable because they have a Cronbach alpha value  $\geq 0.700$ . All variables in the study can be used for the next testing stage. The next stage of testing is the measurement model test. Testing the measurement model of this study using AMOS 22 data processing software. The research measurement model test uses Confirmatory Factor Analysis or CFA which connects all variables in the figure through two-way curved lines. The measurement model test results are presented in table 4.

**Table 4 Measurement Model**

Variable	Indicator	Std. Loading
Reputation	RE1	,701
	RE3	,662
	RE4	,750
	RE5	,698
	RE7	,674
Information Quality	KI1	,667
	KI2	,705
	KI4	,696
	KI6	,636
	KI7	,722
Satisfaction	KP2	,806
	KP3	,730
	KP4	,698
	KP5	,660
	KP6	,760
Loyalty	LO1	,749

	LO3	,650
	LO4	,687
	LO5	,775
	LO7	,637
Repurchase Intention	NP1	,820
	NP2	,710
	NP4	,801
	NP6	,817
	NP7	,820

Source: Primary Data, 2022

The output of data processing through the measurement model test showed that all research measuring indicators item have a loading factor  $\geq 0.5$  so that the indicators are declared valid and can be continued at the next stage.

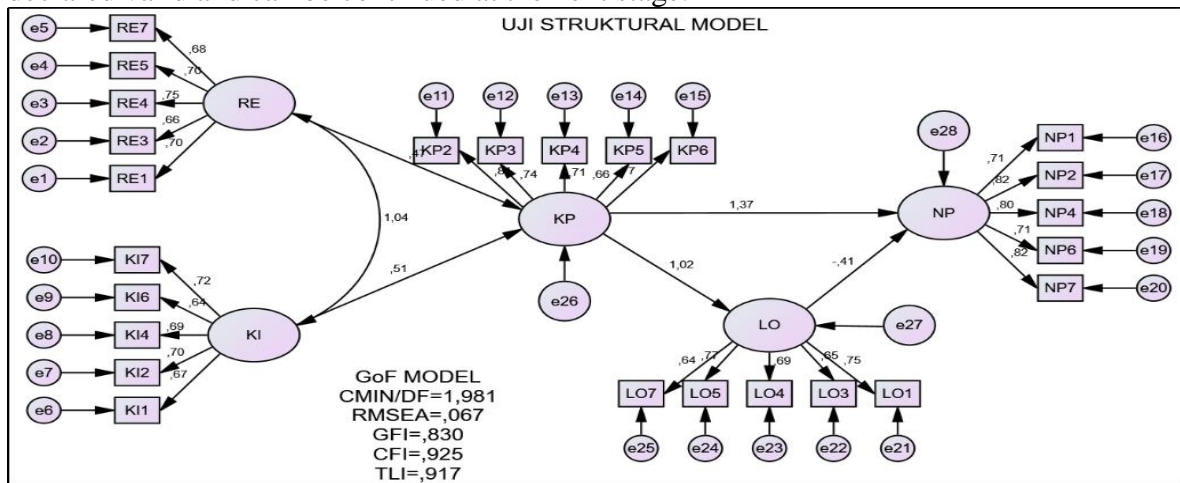


Figure 2. Structural Model

The next stage of testing is the structural model test which aims to determine the power of the connection between the research variables. The relationship between variables is connected through arrows in IBM Amos Graphics 22 software. The results of structural model testing are presented in table 5 below. Testing the structural model in this study produces a goodness of fit score index close to a good fit model. The CMIN/DF score is used to evaluate the model's accuracy. The acceptable CMIN / DF index score is 2. The CMIN / DF index score in this research model is 1.981, which means the tested model is a good fit. The RMSEA index which is categorized as good and acceptable is  $\leq 0.08$ . This study has an RMSEA index score of 0.067, meaning the model tested is a good fit. The GFI score is used to determine the model and whether there is a poor or perfect fit. The index score of the GFI is recommended at a value of 0.90. This research model has a GFI score of 0.890 and can be interpreted as the model tested as a marginal fit. The recommended CFI score is  $\geq 0.90$  as a good fit model. This study has a CFI index of 0.925 which means the model tested is a good fit. The TLI score is used to determine whether or not a research model is accepted. The TLI value in research must have a score  $\geq 0.90$  to be declared good. This study has a TLI index of 0.917 which means that the research model tested is a good fit.



**Table 5 Goodness of Fit**

No	Index	Result	Description
1	CMIN/DF	1,981	<i>Good</i>
2	RMSEA	0,067	<i>Good</i>
3	CFI	0,925	<i>Good</i>
4	TLI	0,917	<i>Good</i>
5	GFI	0,830	<i>Marginal</i>

Source: Primary Data, 2022

The next stage of testing is hypothesis testing. The next stage of the research hypothesis is tested using sample data from 219 respondents who have completed various tests on the measurement and structural model as needed. The hypothesis test's common criterion value is looking at the  $P \leq 0.05$  and seeing the score of  $C.R \geq 1.645$  to determine that the proposed hypothesis is supported. Table 6 shows the findings of the research hypothesis test.

**Table 6 Hypothesis Test**

Hypothesis	Path	Std. Estimate	C.R	P	Std. Reg Weight	Description
H1	RE-KP	,304	2,065	,039	,473	Supported
H2	KI-KP	,288	2,245	,025	,501	Supported
H3	KP-LO	,069	12,841	***	1,021	Supported
H4	LO-NP	,643	-,637	,524	-,490	Not Supported
H5	KP-NP	,563	2,108	,035	1,457	Supported

Source: Primary Data, 2022

The correlation between reputation and satisfaction has a probability score of 0.039. This score means that reputation has a positive and significant impact on satisfaction. The findings of this study are following and supported by the findings (Su et al., 2016), A positive reputation owned by a company can describe customers who have expectations of quality service so that it can increase satisfaction with the services provided by the company. Other research has also reported results showing that reputation positively impacts satisfaction, where reputation is formed from the experience of using services, ownership, and achievements that the company has achieved can create satisfaction for its customers (Mas'ud & Hamim, 2020) This finding shows that users can interpret that platform has a good reputation through the speed provided when providing services and makes users feel satisfied when using social commerce platform services in making online purchases. Users who think that social commerce platform has good performance and can beat their competitors also have a good reputation that triggers satisfaction with shopping on the platform.

The correlation between information quality with satisfaction has a probability score of 0.025. These results suggest that satisfaction is significantly influenced by information quality. This finding is supported by previous researchers' results (Chi, 2018) where information quality is a factor in significantly affecting customer satisfaction. (Shahzad et al., 2021) Also, information quality aims to provide knowledge through relevant information that satisfies users when using the application. These results can

recognize that information that is easy to understand and well-digested by users will create an effect, namely a deep sense of satisfaction with the service provider. This good experience arises from the accurate and relevant information that the platform provides to its users.

The correlation between satisfaction and loyalty has a probability score of 0.000. This score can be interpreted that satisfaction positively and significantly impacts loyalty. This finding has similar results to previous research from (Raza et al., 2020) which found that satisfaction influences loyalty. (Supriyanto et al., 2021) also found that improving the quality of service will increase customer satisfaction, which is aimed at increasing customer loyalty to a company. Based on these results, loyalty is formed when users are satisfied with the promos provided by the platform, where they will advise their friends or other people to make transactions in social commerce. The satisfaction that arises from the pleasure felt towards the features owned by social commerce also creates a loyal attitude to give various positive statements to others when talking about online shopping.

The correlation between loyalty and repurchase intention has a probability score of 0.524. This score can be interpreted as the loyalty variable on repurchase intentions having an insignificant effect. In line with (Y.-H. Lin et al., 2019) their research found that loyalty indirectly affects the intention to use an application. Loyalty is related to perceptions of the product within a specific period of usability, ease of use, and satisfaction. Another study (Prajna, 2022) also found that loyalty had an insignificant effect on repurchase intention in his research. The loyalty that could be better in the social commerce feature cannot have a big enough effect for users to make repurchases on the platform. This may happen because the Tiktok Shop feature is a new feature in the Tiktok application. Users from social commerce who are willing to leave positive reviews about the services on the platform do not make these users have the intention to make a repurchase.

The correlation between satisfaction and the repurchase intention variable has a probability score of 0.035. This score can be interpreted as satisfaction having a significant positive impact on user repurchase intentions. The findings are supported by previous research (Keni, 2020) which found that satisfaction significantly influences repurchase intentions. When someone has a positive perception of the technology owned by the company, the level of trust and satisfaction will tend to increase which leads to an increase in the intention to repeat purchases in the same place. (Wilson et al., 2019) Also, customers who feel a high level of service quality will have a sense of satisfaction, increasing the likelihood of engaging in future purchasing activities. Based on these results, users who are satisfied with their decision will create an intention to return to social commerce when the user needs an online purchase. Users who feel pleasure will not be bored to use the services provided again in the future, as is the case with sales events via live broadcasts on social commerce.

## **CONCLUSION AND RECOMMENDATION**

Based on the findings, the reputation concept affects user satisfaction. This states that a service provider's reputation as a platform widely recognized and used by the wider community makes users feel safe and satisfied to use the services provided. On the concept of information quality, there is a significant positive effect on user satisfaction. Users will feel pleasure and satisfaction when using features on the platform where these features provide clear information with excellent video quality. On the concept of satisfaction, there

is a significant positive effect on user loyalty. This states that users who feel satisfied with a good service experience will create loyalty. The concept of loyalty has an insignificant positive effect on repurchase intentions. This may be due to the low loyalty that users have towards service providers so they have yet to be able to create the intention to make a repurchase. Users of online shopping platforms who voluntarily give advice or recommendations to friends or other people do not make these users have the intention to make a return visit to the platform. The concept of satisfaction has a significant positive effect on repurchase intentions. Users who feel that the service provider provides many things that are needed by users become a satisfaction so that users have a related sense of dependence to buy back.

Suggestions for further research can add the concept of new variables that determine satisfaction. Researchers can add service quality and system quality variables. System quality and service quality are part of something provided by service providers to their users. This can add new insights as a complete reference. In addition, it can also expand the research subject by involving other generations in social commerce. This is because social commerce is not only used by generation z users. Other generations, such as generation x and generation y, also use social commerce platforms to shop online. Other objects can also be selected, such as e-wallets or online games. These two industries are currently widely used by Indonesians, especially young people, which is a reason to study how people's reuse intentions. Other things that can be suggested are related to the collaboration of other theories in research. Further researchers can use the theory of reasoned action to find the relationship between a person's attitude that creates intentions in him.

Satisfaction as a critical factor in shaping repurchase intentions is essential for managers to pay attention to. It is necessary for managers to always create a good experience for users so that they feel satisfied and intend to make a repurchase on the social commerce platform. Providing various attractive features and promotions will create a good shopping experience. Suggestions for managers to provide coin rewards that can be exchanged for money. These activities are a form of promo from service providers to provide satisfaction, leading to repurchase intentions. Company managers are expected to always maintain the company's reputation. Someone who knows and recognizes a platform that can beat competitors will create satisfaction. Choosing exemplary brand ambassadors and talents makes a good reputation. Promotional media from brand ambassadors will maintain the reputation so that users feel satisfied. Managers are expected to continually provide quality information, such as information materials related to clear help features that can help users in transactions. Information in the form of help features needs to be improved in terms of the platform's accuracy in providing user order history information. Managers can add a real-time delivery process feature with a map so that users easily understand it.

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