

Analysis of Social Media Marketing on Repurchase Intention

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ABSTRACT

Objective: The purpose of this study is to determine the effect of social media marketing on repurchase intention. **Method:** The method used is a literature review of references from online journals and foundations. **Results:** The results of this study indicate that social media marketing can have a clear positive and significant impact if there are additional mediating variables. These variables can be brand trust, brand image, and customer satisfaction. If only social media marketing is expected to influence repurchase intention, the results are still positive but not significant. **Novelty:** This study highlights the importance of mediating variables in strengthening the relationship between social media marketing and repurchase intention, emphasizing that social media marketing alone may not yield significant results without these additional factors.

INTRODUCTION

With the development of technology and information, it also affects people's behavior in seeking information and entertainment. At present, almost all people will have one of the above devices, so electronic devices such as smartphones, laptops or tablets and Internet media have become a necessity that is inseparable from people's daily lives. Smartphone or commonly referred to as a smartphone is a device that basically has a function to communicate, but there are additional functions supported by many features and applications such as cameras, search tools (browsers), to print and electronic media applications that are specifically made to be installed on smartphones (Tangdiria, 2023).

The use of a smartphone cannot be separated from the support of an Internet connection; without an Internet connection, the smartphone will not function optimally to access the applications mentioned above. Smartphones rely on Internet connectivity through various technologies such as Wi-Fi and cellular networks (3G, 4G, 5G) to access applications, gather information, and communicate (De Masi & Wac, 2022). Survey data conducted by Hootsuit Indonesia Digital Report in 2024 in table 1, it can be seen that the average time Indonesians use the Internet can spend 7 hours 38 minutes a day. This average occupies the first position of the six aspects of Indonesians' activities in accessing digital media.

Table 1. Average time Indonesians spend accessing digital media.

Index	Average/daily
Internet	7 Hours 38 Minutes
Social Media	3 Hours 11 Minutes

Movie Streaming	2 Hours 41 Minutes
Music Streaming	1 Hours 31 Minutes
Access of News	1 Hours 26 Minutes
Games	1 Hours 12 Minutes

Sumber: Hootsuite (We are Social) Indonesian Digital Report 2024

Table 1 is Indonesians spend a lot of time on social media. The use of social media in Indonesia has increased significantly, especially among the younger generation. (Panca Nugraha et al., 2024). According to Hootsuite's survey results, the average day is 3 hours and 11 minutes. It is undeniable that nowadays all circles must have social media, be it Facebook, Instagram, TikTok and others.

With the amount of time people spend on social media, this affects activities in the marketing industry. This is where the development of marketing has penetrated through digital, one of which is through social media, so it can be called social media marketing. According to Kotler and Keller (2016) social media marketing is online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services. It can be said that social media is a development of technology used to disseminate information in the form of writing or images with Internet intermediaries. Meanwhile, social media marketing is a form of product or service marketing process that uses social media as a medium.

Products or services marketed through social media marketing can be more widely recognized by both active social media users and non-users, thereby increasing sales or consumer purchase decisions for these products or services. This statement is consistent with the results of previous research conducted by Fadillah (2022) on the influence of social media marketing on purchase interest in Sociolla e-commerce. It was found that "social media marketing has a significant positive effect on purchase decisions, because social media marketing conducted by Sociolla significantly influences product purchase decisions, because social media marketing conducted by Sociolla has proven to reach consumers and make it easier for consumers to choose and provide feedback on products".

There are four indicators to measure the success of social media marketing, are (Astuti & Abdurrahman, 2022): (1) Interaction, companies need to create interaction with consumers. This interaction is in the form of communication, either directly or indirectly, with the aim of consumers to get information. (2) Content sharing, still with the aim of sharing information, but this dimension is in the form of content for online consumers to enjoy. (3) Accessibility, a dimension that prioritizes ease and low cost in the execution of social media marketing. (4) Credibility, which refers to companies that need to be able to demonstrate their credibility in terms of providing information, being able to solve consumer problems, and how to receive suggestions or criticism from consumers.

Social media marketing is often used by businesses or companies to increase customers by influencing customers so that customers act to repurchase intention (Yudanto et al., 2024). Nowadays, social media marketing is not only used to increase

sales, but also to build good customer relationships. Building relationships with customers is the secret to repeat transactions (Manzoor et al., 2020). In the business, customer retention is a critical aspect of a company's sustainability and success. One of the ways to achieve this goal is to increase repurchase intention.

Repurchase intention is a consumer's intention to repay a product or service from the same vendor (Teng & Huang, 2022). Repurchase intention included in the consumer behavior section where consumers respond positively to the products or services provided by a company. Repurchase intention occurs after an evaluation of the purchase process. According to Kotler (2018), the five steps of the buying process, are: problem recognition, information search, search for alternatives, purchase decision, evaluation.

There are several main factors that influence customer interest in repurchase intention, they are psychological factors, personal factors and social factors. So it can be concluded that repurchase intention is a customer's decision to make repeat purchases in the future, caused by satisfaction and trust, where this customer's repurchase decision can bring benefits to the company (Nasta'in et al., 2023).

There are four indicators used to determine the repurchase intention of a product or service (Maulidya et al., 2021): (1) Transactional interest, the customer's desire to always repurchase products that have been used. (2) Referential interest, the consumer's desire to recommend products that have been used, so that other people also buy with other people's references and experiences. (3) Preferential interest, the consumer's habit of making the first choice of products that have been used. (4) Exploratory interest, the habit of consumers to seek information about the positive side of the product they are interested in.

The purpose of this study is to determine the effect of social media marketing on repurchase intention. Based on the above problems, the researcher is interested in analyzing more deeply related to "Social Media Marketing on Repurchase Intention" by using a literature review study as a method of this research.

RESEARCH METHOD

In writing this article using the literature review study method, which aims to find out the description of the factors that affect the results of the variables studied. The research steps taken are to collect data both from online journal literature available on Google Scholar and literature review from several book references.

RESULTS AND DISCUSSION

Results

The results of previous research are described in Table 1. The following table clarifies the research variables and differentiates this research from previous research.

Table 2. Past Research.

No	Writer, Year	Research Results (from Abstract and Conclusion)	Similarity	Different
1.	(Astuti & Abdurrahman, 2022)	Social media marketing has positive on repurchase intention. Brand trust has positive on repurchase intention.	Social media marketing on repurchase intention	Brand trust on repurchase intention.
2.	(Putra & Prasetyawati, 2021)	Green Product has positive on repurchase intention with Green Advertising as intervening variable at Instagram @starbucksindonesia.	Social media marketing on repurchase intention	green product and green advertising.
3.	(Maulidya et al., 2021)	Experiential marketing and marketing mix have significant on konsumen repurchase intention at Semusim Café Kota Malang.	repurchase intention.	Experiential marketing and marketing mix on Purchase intention.
4.	(Prasetio & Zahira, 2021)	social media marketing with brand trust and brand image has positive impact on purchase intention.	Social media marketing	
5.	(Tahulending et al., 2023)	The impact variable on repurchase intention.	Factor of repurchase intention.	Cunsomer satisfication, price, dan Quality.
6.	(Harita & Siregar, 2022)	Live Streaming has big impact on repurchase intention.	Social media marketing on repurchase intention	Live streaming
7.	(Nasta'in et al., 2023)	Conten marketing and social media has positive on repurchase intention.	Social media marketing on repurchase intention	Content marketing on repurchase intention.
8.	(Lestari et al., 2021)	Social media with consumer satisfication didn't have significant impact on repurchase intention.	Social media marketing on repurchase intention	Consumer satisfication on repurchase intention.

9.	(Rohani et al., 2022)	Social Media and Celebrity Endorser have a direct and significant effect on Repurchase Intention.	Social media marketing on repurchase intention	Celebrity Endorser on repurchase intention.
10.	(Rizky et al., 2023)	experiential marketing has a positive and insignificant effect on repurchase intention and social media marketing has a positive and significant effect on repurchase intention	Social media marketing on repurchase intention	Experiential marketing on repurchase intention.

Conceptual Framework

Based on the formulation of the problem, research objectives, theoretical studies, previous research, and the relationship between variables, the following conceptual framework can be prepared:



Figure 1. Conceptual Framework.

Discussion

Social media marketing has a positive and significant effect on repurchase intention. Some previous research results state that this hypothesis is true, as in research (Nasta'in et al., 2023), (Putra & Prasetyawati, 2021), (Astuti & Abdurrahman, 2022), and (Rohani et al., 2022) which the research results can be seen in table 1.

There is also research that states that social media marketing has no significant effect on repurchase intention. This is consistent with research conducted by Lestari in 2021 and Tong in 2020.

However, it will have a significant effect if there are additional mediating variables. Referring to the research results in Table 1, it can also be seen that social media marketing does not freely influence repurchase intention, but there are several other variables that mediate, such as customer satisfaction, brand trust, celebrity endorsers and experiential marketing.

CONCLUSION

Fundamental Finding : This study analyzes the effect of social media marketing on repurchase intention using literature review study as the method. Based on the research and discussion, it can be concluded that social media marketing has a positive and significant effect on repurchase intention. However, some studies show that social media marketing cannot have a direct impact, but requires mediating variables on the dependent variable repurchase intention. The mediating variables used in previous studies are brand trust, customer satisfaction, celebrity endorsement, and experiential marketing. **Implication :** Social media marketing strategies should consider mediating

variables to effectively increase consumer repurchase intention and brand loyalty. **Limitation** : This article has limitation. Because this is only discusses two variables are social media marketing as X, and repurchase intention as Y. **Future Research** : Based on the conclusions above, for further research, similar research can be made but with additional variables. They have been independent variables or mediating variables. Because the addition of these variables will provide more accurate results on the variables that have been studied previously are social media marketing and repurchase intention.

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