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THE INFLUENCE OF SOCIAL MEDIA MARKETING ON ONLINE STORE PURCHASE INTENTION BASED ON CONSUMER TRUST

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ABSTRACT

The study is aimed to develop a model that predict repurchase intention on online store. the factors is trust and social media marketing. SEM-PLS used to analyze the data from 231 respondents. The result is that all of the hypotheses are significant which concluded that there is significant impact of social media marketing toward repurchase intention on online store through trust.

KEY WORDS

Social media marketing, trust, repurchase intention.

Nowadays, transactions between traders and buyers no longer have to be face-to-face, everything can be done anywhere and anytime. Advances and modernity of technology today is influenced by the lifestyle of consumers. Starting from the field of communication, namely the emergence of various smart phones, then social platform and YouTube have emerged and what is now being watched by many business people in Indonesia is e-commerce. Trading electronically is electronic transactions and business processes using electronic technology that connect companies, consumers, and consumers in the form of electronic exchange / sale of goods, services, and information. (Shukla and Sharma, 2018).

One application of electronic trading is a networked shop. A networked shop will be very helpful in saving time, costs and energy for both the seller and the buyer. Buyers will be facilitated to find all the necessary needs by logging into the networked shop's web, there will be many advertisements that offer products from the seller. In addition, the advantage for buyers is that they can compare prices and various types of goods and no longer need to spend time, cost and effort to find needed goods, all of which have been replaced with networked shops (Han, 2018). The development of networked shops in Indonesia is so fast and growing very broadly, the sales figures for these networked shops also show signs in a positive direction. In addition, the development of networked shops in Indonesia is still a very profitable business.

The increasing number of networked shops in Indonesia will make it easier and provide many choices for Indonesian people in buying goods. However, to become the networked shop of choice, it takes effort and good performance from networked shops in serving consumers. networked shops of choice lead consumers to make repurchases (Hoang, 2020). This repurchase will bring in sales and profits for the networked shop. Therefore, an analysis of the intention to repurchase at networked shops and the factors that influence it is needed. One of the factors that influence consumers to decide to repurchase is social platform marketing, namely networked shop marketing through social platform.

Social media has influenced many aspects of consumer behavior in the 21st century, including information, opinions, attitudes, purchases, recognition, acquisition and sharing of post-purchase behavior. With the availability of social platforms, businesses can communicate with connected shop customers and receive feedback from connected shops. Customers can also communicate with other customers and share information about their products and services (Mangold and Faulds, 2009).

An important factor in motivating repurchases is to remind consumers of a networked business or product with the help of advertising media on social platforms. Trust in connected stores is a factor in improving connected store relationships and can be used to build relationships with consumers in the future (Angela, 2010). In the trading process, social



platform marketing is a new medium for exchanging information and delivering corporate products. Using the social platform as a new tool. This is because this marketing strategy can create a corporate goal: trust in a networked shop (Hubert, et al. 2019).

The intention to repurchase can be strengthened by consumer confidence in a networked shop. Trust is an aspect of networked shop value that binds consumers to a networked shop and can be defined as a feeling of security generated based on consumer interactions with a networked shop and the networked shop can be trusted and responsible (Sheth and Mittal, 2004). Building and maintaining networked shop trust is very important, because it has a direct impact on repurchase interest (Mangold and Faulds, 2009). With good social platform marketing, it will facilitate networked shop interactions with potential customers as well as with current customers. Therefore, being a connected shop that transcends time and space limits, the presence of a connected shop on social networks is important in terms of customer information, friendliness, and awareness of connected shop availability (Seo and Park, 2018). Purchasing intent is the consumer's willingness to repurchase a product or service within a specified time period, based on past consumer experience.

LITERATURE REVIEW

Social Media Marketing is a kind of social platform that uses market items, service, brand or problem marketing using viewers who are participating in social media. According to Tsistsis, social platform marketing can work together in a system that markets the intelligence of people involved in marketing purposes, work together, work together to use it.

Hubert et al. (2019) a marketing strategy that benefits people in the form of network networks defines social platform marketing. Maia et al. (2018), in a journal entitled Social Platform Marketing, claims that social platform marketing refers to the process of accessing or attracting attention to network sites through social platform sites. Social platform marketing programs are usually focused on creating content that attracts attention and encourages readers to share with connected business social networks.

Refer to what some experts say, social platform marketing is a marketing strategy that uses social platforms to market products and services by hiring people to participate for marketing purposes. The research on marketing on social platforms is extensive and the latest is by Hubert et al. (2019) Create the following indicators:

- Networked Communities. A company or company type can use a social platform to build a community centered on their product or business interests. The community spirit of building loyalty, inspiring discussion and providing information is very helpful in development and progress;
- Interaction. Social platforms enable greater interaction with connected communities through up-to-date relevant information from customers;
- Sharing of content. Content Sharing talks about the scope of individual exchange, distribution, and reception of content in social platform rules;
- Accessibility. Accessibility refers to accessibility and minimal cost when using social platforms. The social platform is also easy to use and does not require any special skills;
- Credibility. Credibility is described as sending a clear message to build credibility for what is being said or done that is emotionally relevant to the target audience.

Trust is defined as the willingness to rely on the ability, integrity, and motivation of others to meet mutually agreed needs and interests, implicitly or explicitly (Sheth and Mittal, 2004). Trust is understood from the consumer's point of view as a series of transactions or interactions that are characterized by an experience-based perception of reliability, or the fulfillment of expectations for product performance and satisfaction. Guillen et al. (2003) Trust is defined as the sense of security that consumers have as a result of their interaction with the connected business, based on the recognition that the connected business is reliable and responsible for the interests and safety of the consumer. increase.



Experience is a source for consumers to create a trust in a product or networked shop that arises naturally which can be caused because the desires that consumers have can only be answered by the product or networked shop. This is what makes trust grow so that consumers will not switch to other products because trust in networked stores and these products have the ability to answer consumer needs and even provide more than consumers need. Trust is a feeling that arises naturally based on someone's experience where the product or service chosen by consumers is reliable and can be accounted for.

Arora and Sahney (2018) say that the shopping for choice-making method refers to constant and smart movements taken to fulfill needs. Buying choice making is a customer's choice approximately what to buy, how lots to buy, wherein to do it, while to do it and a way to make a purchase (Chauhan, et al., 2019).

Purchasing Decision Process Purchasing activity is a series of physical and mental actions experienced by a customer in making a purchase. Based on the opinion of Kotler and Keller (2012), the stages in purchasing decisions made by customers are:

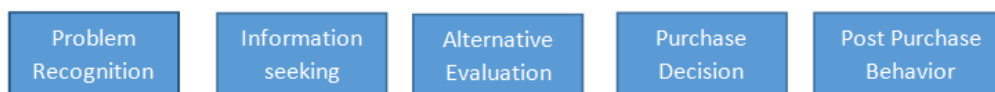


Figure 1 – Buying Decision Process (Source: Kotler dan Keller, 2012)

Repurchase is described as the customer's actual behavior to repurchase or use the product. When a customer purchases a particular item, they have the option of repeating the purchase. This means that customers will repeatedly use similar services or products from the same seller. Buybacks are real behavior, but buyback intentions indicate the seller's willingness to engage in future activities (Pham et al, 2018). According to Arora and Sahney (2018), the intent to buy again is the consumer's desire to buy in the future based on the experience gained. Consumers' desire to repurchase is usually based on product satisfaction, as products can meet consumer expectations. Repurchase intent is the tendency of consumers to repeatedly purchase goods and goods within a certain period of time and to actively prefer goods and services based on past experience and positive attitude (Guillen et al. 2003). Hubert, et al. (2019) states that repurchase intention is an individual's judgment about repurchasing products from the same company in a situation that has already occurred.

Brand trust is one of the factors that improve relationships with connected stores and can be used to build relationships with consumers in the future (Angela and Ko, 2010). In the trading process, social media marketing is a new medium for exchanging information and delivering company products. By leveraging the social platform as a new tool for this marketing strategy, you may be able to reach your business goals. That is, establishing trust in the connected store (Rumman and Alhadid, 2014). Based on this description, the research hypothesis:

Hypothesis 1: There is an effect of social platform marketing on trust.

The higher trust will certainly be used as a measure to grow networked purchase intention. The higher the trust, the higher the purchase intention. Trust positively affects the intention to shop again because consumers believe that the company is able to carry out its networked activities (because of competence) and can deliver the purchased products to consumers (Nguyen et al., 2018). If consumers trust the connected stores offered by the company, the connected stores can increase their buying intent. This understanding generally drives connected transactions that have a positive impact on consumers' repurchase intent (Mangold and Faulds, 2009). Based on this description, the research hypothesis:

Hypothesis 2: There is an effect of trust on repurchase intention.

Today, many products or connected businesses are looking to social platforms as a means of providing communication, sales, and relationships with customers in connected businesses. This communication platform is perfect for exchanging information and opinions.



Social platforms are considered better suited for consumers to get information about connected businesses. According to Kotler and Keller (2012), if one of the purposes of an ad is to remind consumers of a networked shop, the repurchase intent is influenced by the ad. A key element of repurchase motivation is the use of advertising media on social platforms to remind consumers of connected stores and products. Based on this description, the research hypothesis:

Hypothesis 3: There is an effect of social media marketing on repurchase intention.

Trust is recognized as one of the keys to improving relationships with customers or specific connected businesses, and trust is recognized as a variable in building long-term relationships with customers. increase. The use of social platforms as a marketing tool arises because this marketing strategy offers a variety of opportunities to achieve business goals, one of which is building trust (Angela, 2010). Trust is an aspect of the value of a networked store that binds consumers to an networked store and can be defined as a feeling of security generated based on the interaction of an networked store with an networked store and the networked store can be trusted and responsible (Shin et al., 2016). Building and maintaining trust in an networked store is very important, because it has a direct impact on repurchase interest. Based on this description, the research hypothesis:

Hypothesis 4: There is an influence of social media marketing on repurchase intention through trust.

The research model is as follows:

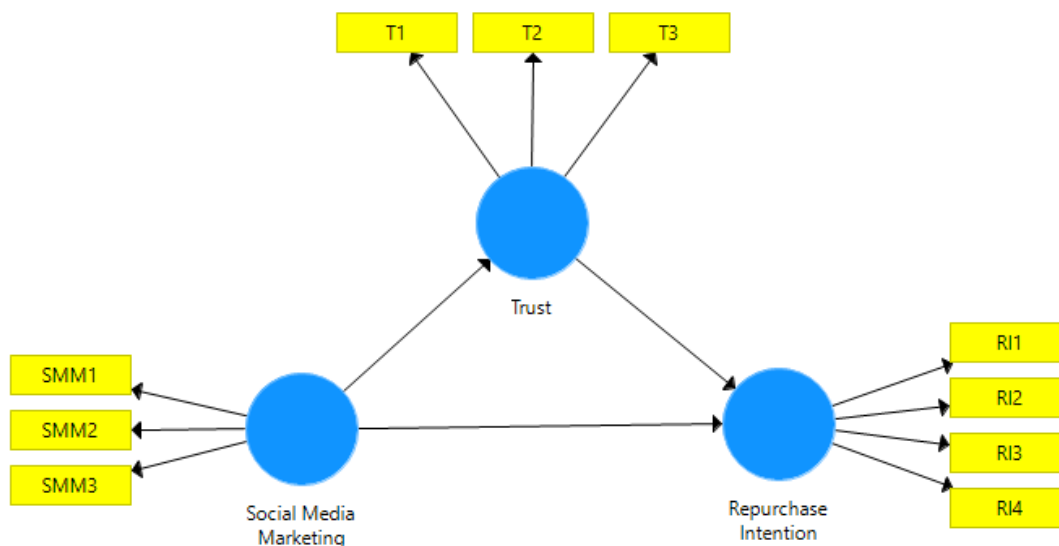


Figure 2 – Research Framework

The hypothesis in this study:

- H1: There is an influence of social media marketing on trust;
- H2: There is an effect of trust on repurchase intention;
- H3: There is an influence of social media marketing on repurchase intention;
- H4: There is an influence of social media marketing on repurchase intention through trust.

RESULTS AND DISCUSSION

If the load factor value is greater than or equal to 0.3, the convergence validity test is declared valid. On the other hand, the validity of the discrimination is confirmed from the AVE value, and it is declared valid when it is 0.5 or more. The results of the convergence validity test are shown in table below:



Table 1 – SmartPLS Output for Validity Test

n/n	Repurchase Intention	Social Media Marketing	Trust
RI1	0,927	-	-
RI2	0,765	-	-
RI3	0,925	-	-
RI4	0,801	-	-
SMM1	-	0,967	-
SMM2	-	0,839	-
SMM3	-	0,964	-
T1	-	-	0,842
T2	-	-	0,776
T3	-	-	0,864

The maximum load factor for items in the repurchase intent statement is 0.927 and the minimum is 0.765. The load factor value for the elements of the social media marketing statement is highest at 0.967 and lowest at 0.839. The load factor value for the trust declaration is 0.864 at the highest and 0.776 at the lowest. After testing the convergent validity, we tested the discriminative validity by examining the AVE score.

Table 2 – Average Variance Extracted (AVE) and Cronbach Alpha

n/n	Cronbach's Alpha	Average Variance Extracted (AVE)
Repurchase Intention	0,877	0,736
Social Media Marketing	0,914	0,856
Trust	0,775	0,686

Based on Table 2, all propositional elements are discriminatively valid because the AVE score for each variable is greater than 0.5. Instrument reliability tests were performed using Cronbach's alpha analysis. Cronbach's alpha is the average of all possible coefficients resulting from various divisions of the scale item. Based on Table 2, we can conclude that the statement position of each variable is reliable because the Alphacronbach value of each variable is greater than 0.7.

The following are the results of the PLS SEM analysis in the research analysis:

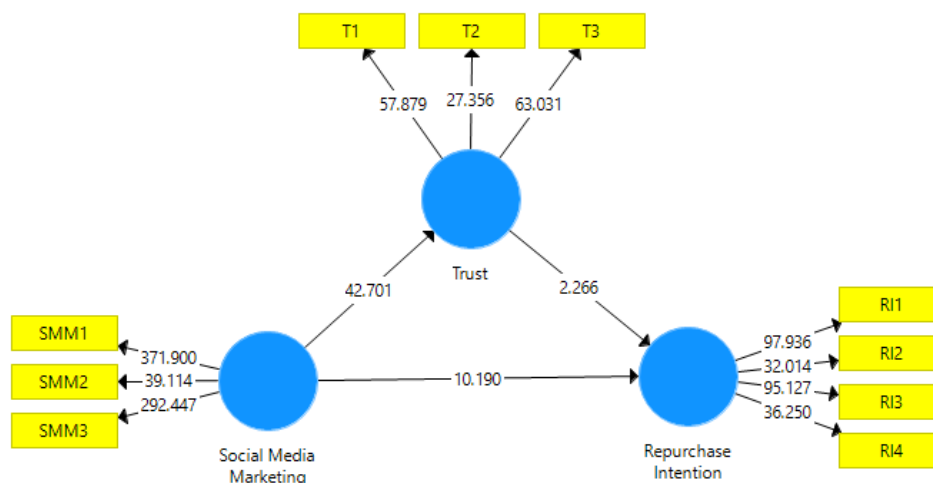


Figure 3 – SmartPLS Output

Table 3 – Summary of Hypothesis Testing

n/n	T Statistics	P Values
Social Media Marketing -> Trust	42,701	0,000
Trust -> Repurchase Intention	2,266	0,024
Social Media Marketing -> Repurchase Intention	10,190	0,000
Social Media Marketing -> Trust -> Repurchase Intention	2,280	0,023



Based on table 3, the p-value for hypothesis 1 is $0.000 < 0.05$, meaning that there is an influence of social media marketing on trust. The p-value for hypothesis 2 is $0.024 < 0.05$, meaning that there is an effect of trust on repurchase intention. The p-value for hypothesis 3 is $0.000 < 0.05$, meaning that there is an influence of social media marketing on repurchase intention. The p-value for hypothesis 4 is $0.023 < 0.05$, meaning that there is an influence of social media marketing on repurchase intention through trust.

CONCLUSION

There is a marketing impact on a trusted social platform. These results are consistent with the study by Kim and Ko (2010). Trusting your online store will improve your relationship with it in the future. Social platform marketing is a new medium for exchanging information and delivering company products in the trading process. The use of social platforms as a marketing tool because this marketing strategy has the potential to achieve business goals by instilling trust in online stores.

The intention to buy back has the effect of self-confidence. These results are consistent with the study by Mangold and Faulds (2009). Reliability will motivate you to buy back online. The higher the reliability, the more motivated you will be to buy again. Trust has a positive impact on purchase intent, as consumers believe that companies can carry out online activities (due to their abilities) and deliver purchased products to consumers. If consumers trust the online store offered by the company, the online store can increase their willingness to buy back. This understanding generally facilitates online transactions that have a positive impact on consumers' repurchase intent.

Marketing on social platforms influences repurchase intent. These results are consistent with the study by Kim and Ko (2010). Many online stores are looking to social platforms to provide communication, sales, and relationships with their customers. This communication platform is perfect for exchanging information and opinions. Social platforms are considered more honest with consumers because they convey products and online shops. Repurchase intent is affected by the promotion. One of the goals of advertising is to remind consumers of online shops. A key element of repurchase motivation is to remind consumers of online stores and products with the help of advertising media on social platforms.

Marketing on social platforms influences repurchase intent through trust. These results are consistent with the study by Kim and Ko (2010). Trust is seen as one of the keys to improving relationships with customers and specific online stores, and trust is recognized as a variable in building long-term relationships with customers. The social platform is used as a marketing tool because this marketing strategy has the opportunity to reach consumers. Building and maintaining consumer trust in online stores is very important as it directly affects repurchase interests.

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