Research Paper

The Effect of Perceived Ease of Use, Perceived Usefulness, and Social Media Marketing Toward Repurchase Intention Tokopedia Indonesian Consumer Through Customer Satisfaction

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Abstract.
Currently, the development of e-commerce in Indonesia is experiencing the second fastest growth after Vietnam and is projected to continue to grow. Therefore, it is important for e-commerce to implement various strategies to attract customers to make repeat purchases and maintain their existence. This study aims to explain how the influence of perceived ease of use, perceived usefulness, and social media marketing on repurchase intention influences Tokopedia Indonesia's customer satisfaction. The type of data used in this study is quantitative using the SEM-PLS method with a sample of generation Z research of Tokopedia consumers in Malang City. The results of this study show that there is a positive and significant influence on perceived ease of use, perceived usefulness, and social media marketing on repurchase intention through Tokopedia Indonesia's customer satisfaction mediation variables.

Keywords: perceived ease of use, perceived usefulness, social media marketing, repurchase intention, customer satisfaction

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1. Introduction

The development of e-commerce digital business in Indonesia is increasing. This is because people are more interested in buying and selling through e-commerce which can save time and costs and be able to reach local and foreign markets (Reminta et al., 2019). The e-commerce sector in Indonesia is the second fastest growing sector after Vietnam with economic value exceeding pre-pandemic levels (bisnis.tempo.co, 2023). Research by Google, Tamasek, and Bain and Company explained that the economic value of Indonesia's e-commerce sector reached US$ 59 billion in 2022, which is equivalent to 76.62% of the total value of Indonesia's digital economy of US$

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77 billion. The economic value of the e-commerce sector in 2022 increased by 22% when compared to the previous year. Indonesia's e-commerce is projected to continue to grow to reach US$ 95 billion by 2025 (katadata.co.id, 2023).

The large number of e-commerces in Indonesia makes competition fierce on every platform. Based on data from databoks.katadata.co.id (2023) the most e-commerce visitor in Indonesia in the second quarter of 2022 is Tokopedia which has the highest number of website visitors of 158.3 million website visitors per month in the second quarter of 2022. While Shopee in second place experienced a decrease compared to the previous quarter with an average of 131.2 million website visitors per month. Tokopedia remains the leader of the e-commerce market in Indonesia in 2022 where Tokopedia's achievement increased compared to the first quarter of 2022 which averaged 157.2 million website visitors per month. Tokopedia's achievement cannot be separated from the social media marketing strategy that utilizes social media platforms to create, communicate, convey information, and conduct promotions to influence consumers, build loyalty and increase interaction with consumers (Tuten & Mintu-Wimsatt, 2018). Tokopedia uses a massive social media marketing strategy to create interactions with consumers and build brand awareness (Utami & Saputri, 2020).

This study adopts the technology acceptance model (TAM) proposed by Davis 1989. The TAM model is becoming a solid and widely used framework to help describe consumer behavior among various digital contexts (Stocchi et al., 2019). TAM is also a theory about an individual's actions and perceptions of something in order to determine attitudes and interests in behavior (Oentario et al., 2017). The TAM model has two main factors that affect the use of information technology systems, namely perceived ease of use and perceived usefulness (Perangin, et al., 2016). Perceived ease of use and perceived usefulness are important factors for e-commerce that are influential to increase consumer trust to make loyal consumers to reuse the e-commerce site (Luh et al., 2020).

The application of the TAM method in the use of technology can meet consumer needs and be able to produce customer satisfaction (Kock N & Lynn G, 2012). Customer satisfaction is an important component that can affect the success of transactions in e-commerce (Ting dan Nam, 2016). If e-commerce can add value to their products and services to the maximum, it will create customer satisfaction so that consumers can increase and maintain competitive advantages that can affect repeat purchases or repurchase intentions (Adam et al., 2020). Repurchase intention in e-commerce is where consumers make repeat purchases will revisit the online shopping site and recommend it to others (Suhaily dan Soelasih, 2017).

Research conducted by Wafiyyah & Kusumadewi (2020) explained that perceived ease of use and perceived usefulness are not influential enough to increase repurchase intention because they only contribute to a certain limit. Therefore, this study aims to fill the gap of previous research by integrating the TAM model on social media marketing to determine the effect of repurchase intention using customer satisfaction as mediation variables on Tokopedia Indonesia.

2. Research Method

In this study, the research method used was quantitative. Quantitative research methods are based on concrete data used to examine certain populations or samples, data collection using quantitative or statistical data analysis research instruments to test hypotheses that have been established (Sugiyono, 2017). This study used two types of research, namely descriptive and explanatory. Descriptive research serves to describe or describe the object under study through data or samples that have been collected without conducting analysis and making generally accepted conclusions (Sugiyono, 2017). While the type of explanatory research intends to explain the position of the variables studied and the influence between variables with one another. There are five main variables in this study, namely three independent variables, two dependent variables, and one mediation variable. The goal is to analyze the effect of perceived ease of use, perceived usefulness, social media marketing on repurchase intention through Tokopedia Indonesia customer satisfaction.
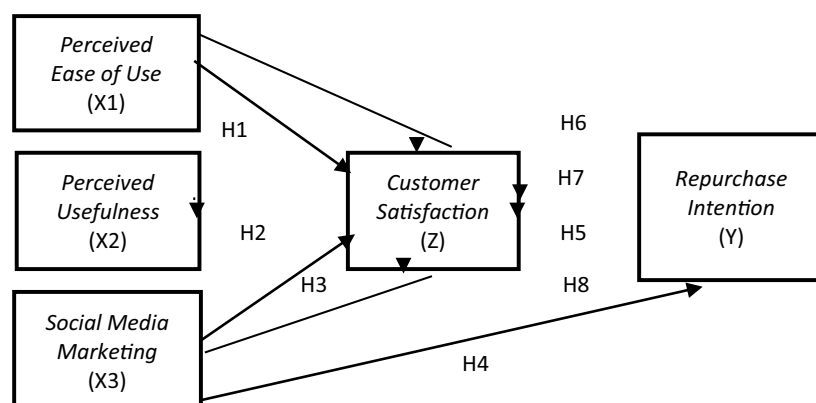

Figure 1: Research Model. Source: Model development, 2023.

Hypothesis:

H1: Perceived ease of use has a positive effect on customer satisfaction at Tokopedia Indonesia

H2: Perceived usefulness has a positive effect on customer satisfaction at Tokopedia Indonesia

H3: Social media marketing has a positive effect on customer satisfaction at Tokopedia Indonesia

H4: Social media marketing has a positive effect on repurchase intention in Tokopedia Indonesia consumers

H5: Customer satisfaction has a positive effect on the repurchase intention of Tokopedia Indonesia consumers

H6: Perceived ease of use has a positive effect on repurchase intention through customer satisfaction at Tokopedia Indonesia

H7: Perceived usefulness has a positive effect on repurchase intention through customer satisfaction at Tokopedia Indonesia

H8: Social media marketing has a positive effect on repurchase intention through customer satisfaction at Tokopedia Indonesia

The data in this study is quantitative data which is research data in the form of numbers derived from the results of questionnaires distributed to 204 samples with non-probability sampling techniques and purposive sampling techniques. So that this study has certain criteria (1) generation Z in Malang City (2) have bought products at Tokopedia more than once (3) aged around 18-26 years old. Data collection in this study used questionnaires distributed through google forms. The results of scoring respondents' answers on the questionnaire distributed will be the data used in this study. The data analysis method in this study uses 2 techniques in the form of descriptive statistical analysis and inferential statistical analysis. Descriptive statistical analysis in this study was used to describe research variables which include perceived ease of use, perceived usefulness, digital marketing, repurchase intention, and customer satisfaction. By knowing the interpretive value of each variable seen in the mean value table Sugiyono (2017). Meanwhile Inferential Statistical Analysis uses the Structural Equation Modeling - Partial Least Square (SEM-PLS) method because it has a high level of flexibility for research that connects theory and data. SEM-PLS analysis consists of two sub-models including the measurement model or outer model and the structural model or inner model. The outer model test is in the form of a convergent validity test, an average variance extracted test to measure the validity of question items. Then test discriminant validity and reliability tests to test the correlation between variables. While the inner model test uses the R-square test, F-square test, and bootstrapping test to test the hypothesis.

Some previous studies were used to develop variable measurement scales. To measure perceived ease of use and perceived usefulness using five items from the study (Chiu et al., 2009). Meanwhile, social media marketing is taken from research (Ebrahim, 2020) six question items. Then five items of repurchase intention from previous research conducted (Kim et al., 2012). Lastly, customer satisfaction has three items taken from the research (Udo et al., 2010). All of these items used a Likert scale of 1= strongly disagree to 7= strongly agree. While the variable repurchase intention uses a Likert scale of 1= strongly disagree to 5= strongly agree. The results of the data then processed using SmartPLS4 software.

3. Result and Discussion

3.1. Demographics Respondent

This study had a total of 208 respondents but respondents who met the criteria were 204 respondents. The majority of respondents were women aged 21 to 23 years who spend between 500,000 to 1,000,000 per month and often buy fashion items.

3.2. Validity and Reliability Test

Instrument testing is carried out using validity tests and reliability tests to find out whether the research instrument has met the requirements of the quality test results. If the instrument is valid and stable in measuring the components you want to know, then it can be said that the instrument qualifies. The validity test is carried out by determining based on the value of the load factor or loading factor with a > of 0.70 (Ghozali et al., 2015). While the reliability test using composite reliability measure and cronbach alpha with the evaluation value is said to be good if it is greater than 0.70 and the average variance extracted value is said to be good if it is greater than 0.50 (Ghozali et al., 2015).

From the results of the data processing carried out, all items from the variables perceived ease of use (5 items), perceived usefulness (5 items), social media marketing (6 items), repurchase intention (5 items), customer satisfaction (3 items) were declared valid. This refers to all items having a standardized loading factor value greater than 0.70. Based on the Cronbach alpha value, the composite reliability of all variables is said to be reliable because it is more than 0.70 and AVE is more than 0.50.
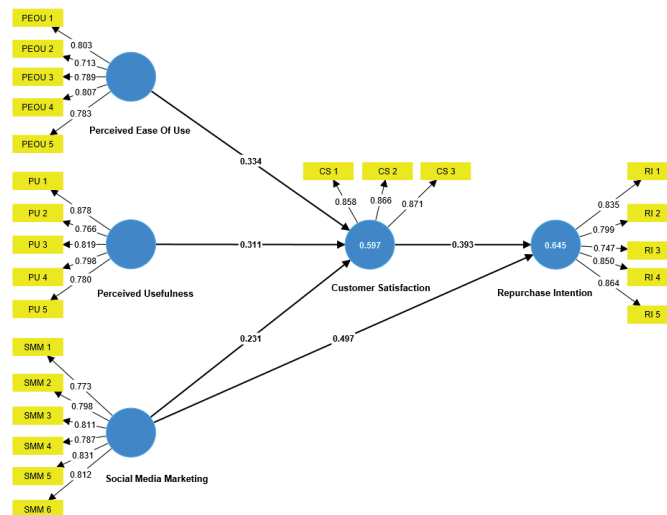
Figure 2: Outer Model.

3.3. Descriptive Statistic Test

The mean value is used to see the tendency of the middle value or central tendency, while it is to measure the difference from the average value itself using standard deviation. Data processing is carried out using SMARTPLS 4. From the results of the data below, variables (X1) perceived ease of use 5.91 (X2) perceived usefulness 5.88 (X3) social media marketing 5.59 (Y) repurchase intention 4.02 (Z) customer satisfaction 6.03. Each variable has a grand mean with a very good category which can mean that respondents strongly agree with the statements contained in the research question-naire.

3.4. Direct Effect Test

The criteria used to test the hypothesis are to use the positive coefficient value or the original sample value that shows a positive influence and t-statistics that are > 1.96 and P value < 0,05 (Ghozali et al., 2015) which shows the significance of the independent variable that affects the dependent variable. This study examines five hypotheses that have a direct influence.

The first finding shows that H1 where perceived ease of use has a positive and significant effect on customer satisfaction (O = 0.334, t-statistic = 3.554, p < 0.05). Then the relationship between perceived usefulness and customer satisfaction in H2 is accepted because it has a positive and significant effect on satisfaction (O = 0.311, t-statistic = 3.436, p <0.05). H3 shows that social media marketing has a positive and significant effect on customer satisfaction (O = 0.231, t-statistic = 2.574, p<0.05).

TABLE 1: Validity and Reliability Test.

Variable/ Indicator	Loading Factor	AVE	Cronbach Alpha	Composite Reliability	Result
Perceived Ease of Use Ease to become skilful Ease to learn Flexible Clear and understandable	0,803 0,713 0,789 0,807	0,608	0,838	0,886	Reliable Valid Valid Valid Valid
- Ease to use	0,783				Valid
Perceived Usefulness Faster Enhances effectiveness Easier	0,878 0,766 0,819	0,655	0,868	0,904	Reliable Valid Valid Valid
- Increase productivity	0,798				Valid
- Useful	0,78				Valid
Social Media Marketing Up to date Trendy Information easy to find Provides customized service Pass along information Upload company contents	0,773 0,798 0,811 0,787 0,831 0,812	0,672	0,889	0,916	Reliable Valid Valid Valid Valid Valid Valid
Repurchase Intention - Continue to purchase - Acquire product information - Recommendation - Priority - Continue to use	0,835 0,799 0,747 0,85 0,864	0,644	0,877	0,911	Reliable Valid Valid Valid Valid Valid
Customer Satisfaction - Satisfied with previous experience - Pleasant experience - Overall satisfied	0,858 0,866 0,871	0,748	0,832	0,899	Reliable Valid Valid Valid

Source: SEM-PLS Results, 2023

Furthermore, the relationship between social media marketing and repurchase intention has a positive and significant effect supported by H4 (O = 0.497, t-statistic = 6.363, p<0.05). Meanwhile, H5 between customer satisfaction and repurchase intention was supported positively and significantly by (O = 0.393, t-statistic = 5.614, p<0.05).

3.5. Mediation Test

In the mediation effect test, this study uses the bootstrapping method to find the indirect influence of customer satisfaction variables which are mediation variables. This study examines three hypotheses that have an indirect influence using positive coefficient values or original sample values that show positive influences and t-statistics that are > 1.96 and P value < 0.05 (Ghozali et al., 2015). Based on the results in table 7,

TABLE 2: Descriptive Statistic Test.

| Variable	Indicator	Mean	SD	Grand Mean
Perceived ease of use	Ease to become skilful Ease to learn Flexible Clear and understandable Ease to use	5,672 5,843 5,946 5,961 6,132	1,022 0,988 1,095 1,019 0,878	5,91
Perceived usefulness	Faster Enhances effectiveness Easier Increase productivity useful	5,804 5,828 5,897 5,907 5,98	0,971 1,059 1,068 0,998 0,923	5,88
Social media marketing	Up to date Trendy Information easy to find Provides customized service Pass along information Upload company content	5,765 5,775 5,623 5,775 5,525 5,103	1,073 1,154 1,129 1,047 1,419 1,664	5,59
Repurchase intention	Continue to purchase Acquire product information Recommendation Priority Continue to use	4,029 4,118 4,147 4 3,843	0,804 0,861 0,778 0,975 1,178	4,02
Customer satisfaction	Satisfied with previous experience Pleasant experience Overall satisfied	5,985 6,025 6,083	0,973 0,992 0,895	6,03

Sources: SEM-PLS Results, 2023
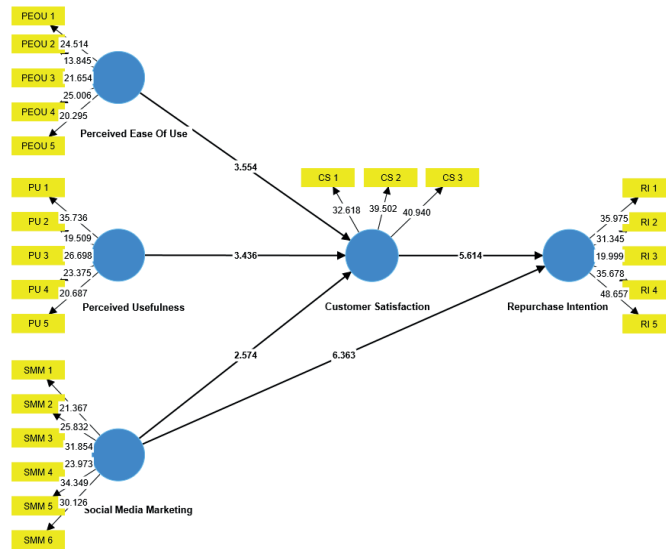
Figure 3: Inner Model.

customer satisfaction was found as a mediator variable in the relationship between perceived ease of use and repurchase intention stating that H6 was accepted (O = 0.131, t-statistic = 53.14, p<0.05). An indirect relationship of H7 is accepted where perceived usefulness has a positive and significant effect on repurchase intention

<div align="center">TABLE 3: Direct Effect Test.</div>

	Hypothesis	Original Sample	T-Statistics	P-values	Result
H1	Perceived Ease of Use → Customer Satisfaction	0,334	3,554	0,000	H1 Supported
H2	Perceived Usefulness → Customer Satisfaction	0,311	3,436	0,001	H2 Supported
H3	Social Media Marketing → Customer Satisfaction	0,231	2,574	0,010	H3 Supported
H4	Social Media Marketing → Repurchase Intention	0,497	6,363	0,000	H4 Supported
H5	Customer Satisfaction → Repurchase Intention	0,393	5,164	0,000	H5 Supported

Source: SEM-PLS Results, 2023

through customer satisfaction (O = 0.122, t-statistic = 2.674, p<0.05). In addition, there is an influence of customer satisfaction as mediation on social media marketing and repurchase intention, this means that H8 is accepted (O = 0.091, t-statistic = 2.404, p<0.05).

<div align="center">TABLE 4: Mediation Test.</div>

	Hypothesis	Original Sample	T-Statistics	P-values	Result
H6	Perceived Ease of Use → Customer Satisfaction → Repurchase Intention	0,131	3,14	0,002	H6 Supported
H7	Perceived Usefulness → Customer Satisfaction → Repurchase Intention	0,122	2,674	0,008	H7 Supported
H8	Social Media Marketing → Customer Satisfaction → Repurchase Intention	0,091	2,404	0,016	H8 Supported

Source: SEM-PLS Results, 2023

3.6. R Square Test

The R square test serves to measure the predictive accuracy of the model and can also be seen as a combined effect of exogenous variables and can provide a proportion or percentage of the total variation in the dependent variable described by the independent variable. The value of R square lies between 0-1 where if the R square value of 0.75 can be inferred as a strong model, the value of 0.50 can be inferred as a moderate value and the value of 0.25 can be inferred as a weak value (Ghozali et al., 2015). Table 8 shows that the model is acceptable because all endogenous variables have an R square value greater than 0.50. The customer satisfaction variable has an R square

value of 0.591 or in the moderate category while the repurchase intention variable has an R square value of 0.642 in the same category, namely medium or moderate.

TABLE 5: R Square.

Variable	R Square	R Square Adjusted	Result
Customer Satisfaction	0,597	0,591	Moderate
Repurchase Intention	0,645	0,642	Moderate

Source: SEM-PLS Results, 2023

3.7. F Square Test

F square measurement is used to assess the relative impact of predictor constructs on endogenous constructs that have effect size values with category 0.02 including the weak category while values of 0.15 are included in the moderate category and 0.35 are included in the category of link. Thus researchers also assessed the size of the F square which resulted in H1, H2, and H3 included in the weak category, H4 included in the strong category and H5 included in the moderate category.

TABLE 6: F Square.

Construct	F Square	Result
H1: Perceived Ease of Use– Customer Satisfaction	0,123	Weak
H2: Perceived Usefulness – Customer Satisfaction	0,09	Weak
H3: Social Media Marketing – Customer Satisfaction	0,073	Weak
H4: Social Media Marketing – Repurchase Intention	0,424	Strong
H5: Customer Satisfaction – Repurchase Intention	0,265	Moderate

Source: SEM-PLS Results, 2023

4. Discussion

4.1. The Effect Of Perceived Ease of Use Toward Customer Satisfaction

This study resulted in findings that perceived ease of use has a positive and significant influence on customer satisfaction. This result shows that hypothesis 1 is accepted, which means that the easier consumers feel the use of the Tokopedia application, the more customer satisfaction with the Tokopedia application will also increase. This study is in line with previous findings conducted by Abd Ghani et al (2017) where perceived ease of use positively affects customer satisfaction. When consumers feel perceived ease of use in using a site, consumers will show a high level of satisfaction. Research conducted

Tandon et al (2020) also explained that perceived ease of use has a positive effect on customer satisfaction. This research aligned with the latest research conducted Olivia & Kezia Marchyta (2022) that perceived ease of use has a direct influence on customer satisfaction. The findings of the study explain that consumers believe that easy use of e-wallets can lead to consumer satisfaction. Moreover Phuong et al (2020) establish that the perceived ease of use felt by consumers significantly affects customer satisfaction because the use of information technology requires only a little effort to use so that it will be more easily accepted by users and able to create consumer satisfaction. This indicates that the greater the convenience felt by consumers when making transactions in the Tokopedia application, it will automatically increase consumer satisfaction in shopping.

4.2. The Effect Of Perceived Usefulness Toward Customer Satisfaction

This research findings that perceived usefulness has a positive and significant influence on customer satisfaction. This result shows that hypothesis 2 is accepted, which means that the more consumers feel that the Tokopedia application is useful, the more customer satisfaction with the Tokopedia application automatically increases. These results are supported by previous research conducted Maryanto dan Kaihatu (2021) which shows that perceived usefulness can affect customer satisfaction positively. This satisfaction can be obtained because consumers feel the ease of accessing the application. This is in line with research conducted by Amin et al (2014) explained that there is a positive influence between perceived usefulness and customer satisfaction in using the mobile website. In addition, recent research was conducted Olivia & Kezia Marchyta (2022) that perceived usefulness has a direct influence on customer satisfaction. The findings of the study explain that consumers who feel the benefits, ease and effectiveness in using e-wallets allow higher customer satisfaction. Findings of previous research conducted Chiu et al (2009) it also shows that there is a significant influence between perceived usefulness and customer satisfaction. If consumers feel high perceived usefulness, then the perceived customer satisfaction will also be higher. The relationship between perceived usefulness and customer satisfaction that has a positive effect needs to be applied to understand the importance of service comfort so that consumers can feel the perceived benefits of the service felt through the Tokopedia application to achieve customer satisfaction.

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4.3. The Effect Of Social Media Marketing Toward Customer Satisfaction

There are findings that social media marketing research results in findings that perceived usefulness has a positive and significant influence. This result shows that hypothesis 3 is accepted, which means that the implementation of social media marketing strategies can increase customer satisfaction in the Tokopedia application. This research is in line with recent research that explains that social media marketing factors greatly affect customer satisfaction in B&B sector companies. so companies need to develop a good social media marketing strategy to be able to increase customer satisfaction (Nalluri et al., 2023). Previous research conducted by Hanaysha (2017) also explained that social media marketing has a positive influence on customer satisfaction. Other studies conducted (Clark dan Melancon, 2013; in Kaede Sano, 2014) Also explained that social media marketing has a significant effect on customer satisfaction. In addition, there are studies put forward by Suharto et al (2022) said that social media marketing has a positive and significant influence on consumer satisfaction in e-commerce. Tokopedia needs to strengthen social media marketing because this allows consumers to interact and collaborate with companies so that they can strengthen relationships between consumers and companies that can create consumer satisfaction.

4.4. The Effect of Social Media Marketing Toward Repurchase Intention

Research has found that social media marketing has a positive and significant influence on repurchase intention. This result shows that hypothesis 4 is accepted, which means that the implementation of social media marketing strategies can increase repurchase intentions on the Tokopedia application. These results are supported by previous research conducted by Jalil et al (2021) explained that social media marketing has a significant effect on the repurchase intention of halal cosmetic products. Other studies have tested that the likelihood of consumers making repeat purchases comes from social media, which is a platform to reach consumers and share information with consumers, can increase repurchase intention (Erdogmus et al., 2012). Besides that Tong (2020) Explains that there is no significant influence between social media marketing and repurchase intention. But Tong (2020) explained that social media marketing with repurchase intention is not just a means to provide communication, sales, and relationships between their customers. Now social media is considered more than that because it serves to communicate the brand sincerely to consumers. This shows that

the implementation of social media marketing strategies needs to be done massively by updating the latest news and information and providing services online. So if the social media marketing campaign is successful, it will automatically increase consumers to make repeat purchases on Tokopedia Indonesia products.

4.5. The Effect of Customer Satisfaction Toward Repurchase Intention

Research results in findings that customer satisfaction has a positive and significant influence on repurchase intention. This result shows that hypothesis 5 is accepted, which means that if consumers are satisfied with the product or service received, it will automatically increase repurchase intention. This study is in line with previous findings conducted by Ilyas et al (2020) explained that customer satisfaction has a positive and significant effect on repurchase intention. Consumer satisfaction factors affect the repurchasing of a product or service. Previous research conducted by Srivastava dan Sharma (2013) explained that there is a positive and significant relationship between customer satisfaction and repurchase intention where the higher customer satisfaction will affect the higher the repurchase intention as well. In addition, research conducted by Kitapci et al (2014) Stating customer satisfaction has a direct and positive effect on repurchase intention. This is in line with research conducted by Mashur et al (2019) that customer satisfaction positively affects repurchase intention. If consumer satisfaction when using the product is achieved, it will make consumers recommend the product to others so that repurchase intention can also be done through others (Mashur, et al., 2019). To achieving the level of consumer satisfaction, the company must provide products or services that meet consumer expectations, because if consumers are satisfied then consumers will make repeat purchases.

4.6. The Effect of Perceived Ease Of Use Toward Repurchase Intention Through Customer Satisfaction

The research found that perceived ease of use has a positive and significant influence on repurchase intention through customer satisfaction. This result shows that hypothesis 6 is accepted, which means that the more consumers feel that the Tokopedia application is useful, the more customer satisfaction with the Tokopedia application automatically increases and causes repeat purchases. These results are supported by previous research conducted Wilson et al (2021) which shows that the perceived ease of use felt by consumers is able to positively and significantly affect repurchase intention

through customer satisfaction both directly and indirectly in making transactions in B2C Indonesia e-commerce. Further research conducted Tu et al (2012) It has also been found that perceived ease of use has a positive and significant impact on customer satisfaction and builds loyalty. Similarly, the research conducted Anugrah (2020) it also found that perceived ease of use had a positive effect on customer satisfaction and consumer repurchase intention to reuse the same services provided by the same company. Moreover Oktarini & Wardana (2018) conduct research shows that customer satisfaction can mediate perceived ease of use with repurchase intention positively and significantly. With these results, Tokopedia needs to pay more attention to perceived ease of use because it plays an important role in determining consumer satisfaction which will have an impact on consumers' repeat purchase decisions.

4.7. The Effect of Perceived Usefulness Toward Repurchase Intention Through Customer Satisfaction

Research has found that perceived usefulness has a positive and significant influence on repurchase intention through customer satisfaction. This result shows that hypothesis 7 is accepted, which means that the more positive the perceived usefulness of consumers in making online purchases and the higher the level of consumer satisfaction with product purchases, the higher the repurchase intention made by consumers. This study is in line with previous findings conducted Asmarina et al (2022) shows that customer satisfaction can mediate the effect of perceived usefulness on the repurchase intention of Bukalapak consumers in Bali Province. The higher the satisfaction felt by consumers, the more it will increase the influence of perceived usefulness on consumer repurchase intent. Other studies conducted Nofiyanti & Wiwoho (2020) also explained that there is a positive and significant influence of perceived usefulness on online repurchase intention through customer satisfaction. If consumers are satisfied with the convenience they feel when accessing and shopping online, it will automatically increase the intention to repurchase. In tune with research from Keni (2020) which explains that there is a significant relationship between perceived usefulness and repurchase intention through customer satisfaction. The results of the study show that when consumers have a positive perception of the technology or system adopted by e-commerce companies, the level of consumer satisfaction will tend to increase which increases consumer intention to buy back at the same company. So Tokopedia needs to pay more attention to perceived usefulness because it plays an important role in determining consumer satisfaction which will have an impact on consumers' repeat purchase decisions.

4.8. The Effect of Social Media Marketing Toward Repurchase Intention Through Customer Satisfaction

Research has found that perceived usefulness has a positive and significant influence on repurchase intention through customer satisfaction. This result shows that hypothesis 8 is accepted, which means that the more massive the implementation of social media marketing strategies can increase customer satisfaction and automatically increase repurchase intentions on the Tokopedia application. These results are supported by previous research conducted Astuti & Abdurrahman (2022) it also explained that social media marketing does not directly affect repurchase interest through customer satisfaction. In the study, customer satisfaction was unable to mediate social media marketing against repurchase intention. Similar studies conducted (Novia & Heni, 2021) explained that there is an insignificant influence between social media on consumer repurchase interest through customer satisfaction in Bandung City. Based on his research, social media only acts as a means of promotion so it cannot affect consumer repurchase interest through consumer satisfaction. However, the results of this study are not in line with the research conducted (Dwipayana & Sulistyawati, 2018; in Astuti & Abdurrahman, 2022) which states that customer satisfaction can be an intermediary and has a positive relationship between social media marketing and repurchase intention. This can be Tokopedia's concern to implement massive social media marketing so that customer satisfaction will increase and repurchase intention will be higher.

5. Conclusion

Based on the results of research and discussions that have been carried out, it can be concluded that perceived ease of use, perceived usefulness, and social media marketing have a positive and significant effect on customer satisfaction. While social media marketing and customer satisfaction also directly affect repurchase intention. Customer satisfaction is proven to indirectly mediate the relationship between perceived ease of use, perceived usefulness, and social media marketing to repurchase intention. The implications that can be used through this research for e-commerce companies, especially Tokopedia, to improve and create perceived ease of use by simplifying the system, language, shortening steps, and adding information or instructions at each point. So that users do not experience confusion and difficulty in making transactions. Meanwhile, to maintain and increase perceived usefulness is to display products with a variety of price ranges and recommend stores with the lowest prices. In addition,

to improve social media marketing, Tokopedia must provide the latest and relevant information and content. Information that can inspire and motivate customers towards their brand choices. This system will ultimately create user interactivity that can realize consumer satisfaction and increase repeat purchases on the Tokopedia Indonesia application so that Tokopedia is able to maintain its existence in the Indonesian e-commerce market. This research is inseparable from limitations and obstacles such as the distribution of questionnaires using closed question items so that respondents' answers cannot be explored. In addition, this study was only conducted in Malang City, which may hinder the generalization of this study. In this sense, the authors would like to recommend that future studies may conduct research in other cities or even other countries to increase the generalization of this topic. Furthermore, this research was conducted specifically in the B2C e-commerce sector which may cause the research results cannot be generalized to other industries. Therefore, the authors strongly suggest that future studies can conduct research in other industries with the influence of the variables discussed in this study or can add variables to the technology acceptance model.

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