

THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES, PERCEIVED VALUE, AND CUSTOMER EXPERIENCE ON SKINCARE CUSTOMER BEHAVIOR THROUGH RELATIONSHIP QUALITY

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ABSTRACT

The purpose of this study was to prove the direct and indirect effect on repurchase intention, loyalty intention and participation in skincare products. Further factors can be seen in the variables Social Media Marketing Activity, Perceived Value, and Customer Experience. This type of research was quantitative using a purposive sampling technique which was distributed via questionnaire to 295 skincare consumer respondents aged 17-45 years in the Bekasi area. Primary data analysis was carried out using the Structural Equation Modeling (SEM) method. The results of this study indicate that the variable Perceived Value has the greatest direct influence on Relationship Quality followed by Customer Experience and Social Media Marketing Activity. Then, Relationship Quality has the greatest indirect effect on the relationship between Perceived Value and Participation Intention, Repurchase Intention and Loyalty Intention. This research contributes to companies to focus more on the perceived value and customer experience. The results of this study suggest to future researchers to expand the research area, extend the duration of the research and conduct focus group discussions.

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1. INTRODUCTION

The high growth of the skincare market makes local and international brands compete and makes this market very competitive, thus spurring companies to improve their marketing strategies. Based on data from the Ministry of Industry (2020) it states that the growth of the beauty business in Indonesia in 2019 reached 6.03 billion in 2019 and will continue to increase to 8.46 billion in 2022. Social media is a popular marketing strategy tool and has been widely used by companies (Wibowo et al., 2021) because it is very effective in conducting marketing communications and can reach a large number of people so that it can make it easier for companies to interact with consumers and get direct feedback. Advertising features used in skin care products contain sound effects, music, images and logos which can be the basis for consumers choosing products.

The success of a business for all companies lies in the hands of consumers so that the needs, wants and buying behavior of consumers are very important and must be understood by organizations. Consumer behavior is generated as a response to carrying out social media marketing activities, namely generating repurchase intentions, loyalty intentions, and participation intentions (Wibowo et al., 2021). Repurchase intention in marketing activities is very important because it can drive company profitability. Because getting new customers costs five times higher than maintaining old customers (Pitaloka & Gumanti, 2019). Then, loyalty intention becomes another important behavior because when consumers are satisfied with a product or service, consumers will produce a positive attitude that benefits the company (Wibowo et al., 2021). Finally, the intention of consumer participation in marketing activities is very important to win the competition because consumers who are satisfied and trust the brand will immediately be actively involved in marketing products that can attract non-consumers (Wibowo et al., 2021).

Consumer behavior in purchasing is closely related to being influenced by product advertisements which can create emotional reactions or desires in the minds of consumers who see them, especially in skin care products (Fatima, 2015). In social media marketing, social media marketing activities are an important variable to research because they can influence consumer behavior where the main function of marketing activities is based on marketing activities that exist in the business's social media platforms such as sharing content, reviews, reviews and information, holding collaborations, and other online events (Sharma et al., 2021) where if the marketing activity is considered good and appropriate, consumers will have purchase intentions and be involved in it (Wibowo et al., 2021).

Then, in consumer behavior perceived value is important to study because it can influence individual choices and behavior where companies present the value of the benefits of a product (by providing detailed information, good image and sound quality, as well as appropriate digital marketing) and presenting experiential value from relationships generated after using or interacting with services or companies (Rahardja et al., 2021). Customer experience is another important variable to study where this experience will affect customer response and customer behavior in the analysis process after making a purchase (Wibowo et al., 2021). In addition, the quality of relationships is also important to study to see the company's success in building close relationships with consumers which will lead to consumer behavior (Wibowo et al., 2021).

The gaps in this research are first, previous research examined social media marketing in general, while this research examined social media marketing on skincare products. Second, this study adds perceived value variables. Third, this study changes the purchase intention variable to repurchase intention. So that the measurement of consumer behavior in social media marketing of skincare products in this study is measured through social media marketing activity variables, customer experience, consumer perceived value, and quality of relationships which will influence consumer behavior such as repurchase intention, loyalty intention, and participation intention.

The purpose of the first research, to see whether social media marketing activities, perceived value, and customer experience affect the quality of the relationship. Second, to see the mediating variable, namely the quality of the relationship can have an impact on repurchase intention, loyalty intention, and participation intention. Third, to make a comparison of mediation results on repurchase intention, loyalty intention, and participation intention.

The main objective of marketing activities is to build communication between the company and its customers, which can lead to a good relationship between the two and create interest in what the company has to offer. A good social media marketing activity contains positive and interactive content. The existence of interactive content will lead to two-way communication. With the increasing intensity of communication will have an impact on the quality of the relationship.

The results of previous research have proven that social media marketing activities have a positive and significant influence on the quality of relationships, so marketing managers must create interesting, up-to-date and interactive content (Wibowo et al., 2021). Another study conducted by Sharma et al. (2021) that social media marketing activities have a significant positive impact on the relationship between customers and brands where the trust factor has a large impact on building that relationship. Then, Clark et al. (2017) stated that social media has a significant positive impact on the quality of relationships with consumers. Based on the statement above, the hypothesis is proposed as follows:

H1: Social media marketing activities have a positive effect on relationship quality.

Perceived value relates to everything that consumers feel before, during and after interacting with or using a brand or service. This can affect consumer satisfaction and trust which will ultimately have an impact on the quality of the relationship. The existence of perceived value makes marketers strive to improve websites and provide quality services and marketing content in order to generate consumer satisfaction and trust. With the increase in perceived value, of course, the quality of the relationship with consumers will be better.

The results of previous research prove that the value perceived by consumers has a positive and significant effect on the quality of the company's relationship with consumers (Rahardja et al., 2021). Then research, Chen & Lin (2019) proves that the perceived value of social media marketing activities directly affects customer satisfaction which then influences continuance intention, participation intention, and purchase intention. In addition, Itani et al. (2019) stated that customer perceived value has a significant positive effect on the quality of relationships with consumers. Based on the statement above, the hypothesis is proposed as follows:

H2: The perceived value of consumers has a positive effect on the quality of the relationship

The interactions that exist between consumers and brands or companies create an experience for consumers, which based on the results of the evaluation this experience can be either a positive or negative experience. Consumer perceptions based on their experience can provide responses that will become the basis for assessment in building consumer satisfaction and trust, both of which will have an impact on the quality of the relationship.

Previous research conducted by Chen & Lin (2015) found that consumer experience in using blogs in a marketing context directly affects consumer satisfaction which has an impact on continuing intentions. Another study by Rahardja et al. (2021) found that customer experience also has a significant positive effect on the quality of relationships for providers so marketers need to create content with interesting narratives or other interesting things. And the research by Wibowo et al. (2021) also shows that customer experience has a significant positive effect on the quality of relationships with consumers. Based on the statement above, the hypothesis is proposed as follows:

H3: Customer experience has a positive effect on relationship quality.

Social media marketing activities that are going well will increase the intensity of communication that makes customers feel connected and closer to the company. Customers will get information and it will be easier to convey suggestions and criticisms to the company so that the product can match the expected needs and desires. This will make marketing activities carried out more effective and efficient so as to create better quality relationships. This relationship will have an impact on customers according to what the company wants. Social media marketing activities that were originally planned only to increase awareness, but because of the good quality of relationships can cause repurchase intentions, loyalty and even customer participation.

This is in line with the research of Thanh RQOA et al. (2020) which proves that the quality of relationships with customers mediates social media marketing on the intention to repurchase fashion products. Other research from Wibowo et al., (2021) also proves that relationship quality significantly mediates the relationship between social media marketing activity and loyalty intentions. Besides that, previous research from Wibowo et al. (2021) showed that relationship quality significantly mediated the relationship between social media marketing activity and customer participation intentions. Based on the statement above, the hypothesis is proposed as follows:

H4a: Relationship quality has a mediating effect on the relationship between social media marketing activity and repurchase intention.

H4b: Relationship quality has a mediating effect on the relationship between social media marketing activity and loyalty intentions.

H4c: Relationship quality has a mediating effect on the relationship between social media marketing activity and participation intentions.

The quality of a good relationship is created from the value felt by the customer. When customers feel the value they feel fulfills their desires, they will feel satisfied and trust the company. With a good relationship quality, customers may look for companies outside of buying and selling transactions. Because there is a quality relationship that creates an emotional bond between the company and the customer. With a good relationship quality, the customer will have the intention to repurchase and participate with the company in order to feel the value he feels again. More than that, customers will also have the intention of becoming loyal customers by considering the company more if they need the products or services provided and customers will give little interest to competitors so that marketing campaigns carried out by competitors will not affect the choice of purchase or use of the brand.

This is in line with previous research which has proven that the value perceived by consumers has a positive and significant effect on the quality of the company's relationship with consumers (Rahardja et al., 2021). And the quality of the relationship has a positive and significant effect on repurchase intention (Hadi et al., 2019). Coupled with the research of Javed, F., & Cheema (2017) which states that the quality of the relationship mediates the relationship between perceived value and loyalty. Next, previous research has proven that consumer perceived value has a positive and significant effect on the quality of company-consumer relationships (Itani et al., 2019). And the quality of the relationship has a positive and significant effect on participation intentions (Wibowo et al., 2021). Based on the statement above, the hypothesis is proposed as follows:

H5a: Relationship quality has a mediating effect on the relationship between perceived value and repurchase intention.

H5b: Relationship quality has a mediating effect on the relationship between perceived value and loyalty intentions.

H5c: Relationship quality has a mediating effect on the relationship between perceived value and participation intentions.

The quality of the relationship is impossible to create before the customer uses the product or service from the company. This is because without direct experience, customers cannot feel and evaluate the company's products and services as a whole. When customers experience it directly, they will decide what kind of relationship they should have with the company. An impressive customer experience will provide an unforgettable experience thereby creating a good quality relationship with the company because of the resulting sense of trust and satisfaction. With good relationship quality, customers will have the intention to repurchase because they want to repeat the experience. This also encourages customers to have the intention to become loyal customers by considering the company more when they need the products or services provided. This good relationship will also affect customer intentions to participate where customers will consider the company more to be involved in events or social media marketing activities.

This is in line with previous research which has proven that customer experience has a significant positive effect on the quality of company-consumer relationships (Wibowo et al., 2021). And the quality of the relationship has a positive and significant effect on customer repurchase intentions. After that, Lo (2020) shows that relationship quality has a significant mediating effect on the relationship between customer experience and loyalty. This is in line with the research by Wibowo et al. (2021) which proves that relationship quality mediates the relationship between customer experience and participation intention. Based on the statement above, the hypothesis is proposed as follows:

H6a: Relationship quality has a mediating effect on the relationship between customer experience and repurchase intention.

H6b: Relationship quality has a mediating effect on the relationship between customer experience and loyalty intentions.

H6c: Relationship quality has a mediating effect on the relationship between customer experience and participation intention.

2. METHOD

The type of research used is causal (cause - effect) where this research is to explore causal interactions between social media marketing activity practices, perceived value, customer experience, quality of relationships, repurchase intentions, loyalty intentions, and participation intentions. The population in this study are social media users who use skincare products. Then, the sample in this study are people who are in the Bekasi area and use their social media to shop for skincare products.

The sampling technique used is non-probability, namely a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample. The type of non-probability that will be used to collect data is purposive sampling, namely determining samples based on certain criteria that will be used and in accordance with research objectives (Etika & Bala, 2017) with a questionnaire tool that uses a Likert scale of 1 - 6 (Beglar & Nemoto, 2014). The criteria in this study were skincare consumers in Bekasi aged 17-45 years who followed their skin care social media accounts and had made a purchase at least 2 times. The questionnaires distributed also took samples to determine the consumer's age, gender, education level, occupation, and monthly income. Questionnaires will be distributed within 3 months via online (google form).

There were 59 questions in the research questionnaire, the first measurement related to social media marketing activities as many as 11 questions obtained from measurements carried out by Kim & Ko, (2012); Wibowo et al. (2021). Second, measurements related to perceived value as many as 12 questions were obtained from Rahardja et al. (2021). Third, a measurement related to consumer experience as many as 10 questions obtained from Rahardja et al. (2021); Wibowo et al. (2021). Fourth, measurements related to the quality of the relationship as many as 12 questions were obtained from Wibowo et al. (2021). Fifth, measurement related to repurchase intention as many as 4 questions obtained from Wibowo et al. (2021). Sixth, measurement of loyalty intention as much as 4 questions obtained from Choi et al. (2017); Wibowo et al. (2021). Seventh, measurement related to participation intention as many as 6 questions obtained from Wibowo et al. (2021).

Determination of the number of samples was carried out based on the theory of Hair et al. (2021)

which states that the number of samples in Structural Equation Modeling (SEM) analysis must be at least 5-10 times the number of questionnaire statements. So, the number of respondents in this research sample is 295 (5 x 59) respondents. The pretest will be conducted on 30 respondents and will be tested for validity and reliability using confirmatory factor analysis to test and measure the hypothesized model. The validity test was carried out using the Kaiser-Meyer-Olkin (KMO) measurement and Measures of Sampling Adequacy (MSA) anti-image matrix correlation with the condition that the factor analysis value is acceptable, namely if $KMO \geq 0.5$ and $MSA \geq 0.5$. Furthermore, the reliability test looks at the Cronbach alpha value with the provision that an acceptable value is ≥ 0.6 (Hair et al., 2021).

Based on the results of the pretest on 30 respondents, the results obtained were 59 statements from 7 variables in this study that fulfilled the Kaiser-Meyer-Olkin (KMO) test and the MSA value for each indicator was > 0.5 so that it was concluded that all variables and indicators of this study were valid and can be used for further analysis. Then, the reliability test can be seen on the Cronbach alpha value. Based on the calculation results that all indicators of the questionnaire questions met the reliability test with a value of > 0.6 , meaning that the research indicators were said to be reliable.

Then, an analysis of primary data totaling 295 respondents uses the Structural Equation Modeling method which will test the outer and inner models. The outer model test consists of convergent validity, discriminant validity, reliability, weight value, collinearity, and R square adjusted. Whereas in testing the inner model with the criteria of p-value, t-statistics, original sample.

3. RESULT AND DISCUSSION

The type of research used is causal (cause - effect) where this research is to explore causal interactions between social media marketing activity practices, perceived value, customer experience, quality of relationships, repurchase intentions, loyalty intentions, and participation intentions. The population in this study are social media users who use skincare products. Then, the sample in this study are people who are in the Bekasi area and use their social media to shop for skincare products.

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4. CONCLUSION

Based on the findings of this study, it can be concluded that in order to increase customer repurchase intentions for skincare products, skincare manufacturers must prioritize their marketing strategies that focus on perceived value factors that can be formed through aspects of customer return on investment (CROI), service excellence, and pleasure. . Then, in order to increase customer loyalty intentions, skincare manufacturers must also prioritize their marketing strategies that focus on perceived value factors that can be formed through aspects of customer return on investment (CROI), service excellence, and pleasure. Furthermore, to be able to increase customer participation intentions, skincare manufacturers must also prioritize their marketing strategies that focus on perceived value factors that can be formed through aspects of customer return on investment (CROI), service excellence, and pleasure.

To be able to improve the quality of relationships, skincare producers must prioritize their marketing strategies that focus on perceived value factors formed through the aspects of customer return on investment (CROI), service excellence, and pleasure. Furthermore, it focuses on customer experience factors that can be shaped through the sense, feel, and act aspects. Finally, it focuses on social media marketing activity factors that can be formed through entertainment, customization, and trendy aspects.

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