The Role of Social Media Marketing in Strengthening Repurchase Intention: Green Marketing Practices for Vegan Skin Care Products

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Abstract — The objective of this study is to investigate how social media marketing activities influence repurchase intention by examining the variables of functional value, perceived quality, and brand image. A quantitative approach was employed for this research. The sampling method chosen was purposive sampling, with a total of 360 respondents participating in the study. The collected data were subjected to analysis using structural equation modeling (SEM) facilitated by the AMOS software. The findings of the analysis reveal the following: 1) Social media marketing has a positive influence on brand image, 2) Social media marketing has a positive influence on functional value, 3) Social media marketing has a positive and significant influence on perceived quality, 4) Brand image has a positive influence on repurchase intention, 5) Functional value has a positive influence on repurchase intention, 6) Perceived quality has a positive influence on repurchase intention.

Keywords — social media marketing, functional value, perceived quality, brand image, repurchase intention

I. INTRODUCTION

Climate change is an urgent environmental concern triggered by greenhouse gas emissions and human activities. With the escalating realization of industrial practices' impact on climate alteration, there's a mounting attraction towards sustainable and eco-friendly alternatives across diverse sectors. The vegan industry, particularly within cosmetics and personal care items, has arisen as a conscientious environmental solution. The burgeoning vegan industry is centered on furnishing products and services that adhere to plant-based principles, abstain from animal cruelty, and exhibit environmental mindfulness. According to the American Marketing Association (AMA, 1975), green marketing refers to the promotion of products that are believed to be environmentally friendly. As a result, green marketing involves a broad spectrum of actions, including adjusting products, modifying production methods, changing packaging, and even revising advertising strategies (Fahlis Ahmad et al., 2016). Green marketing embodies the coherence of all endeavors that design services and amenities to fulfill human needs and desires, while ensuring they do not have detrimental impacts on the natural environment (Ottman, 2011).

The connection between the vegan sector and the principle of green marketing is closely linked, as both share a central emphasis on sustainability and ecological consciousness. The vegan industry strives to create items and services devoid of animal-derived elements, aiming to mitigate harm to animals and incorporate environmentally considerate materials and manufacturing procedures. Conversely, green marketing involves a marketing approach that underscores messages with an environmental orientation, prioritizing sustainability, and social responsibility to enhance brand perception and attract environmentally aware clientele. Implementing green marketing strategies in the vegan industry has the potential to elevate brand reputation and attract environmentally aware consumers. Hence, adopting green marketing practices in the vegan sector becomes a vital move to strengthen competitiveness within an environmentally conscious market. The interconnection between these aspects demonstrates that the triumph of the vegan industry hinges not only on product excellence but also on its ability to communicate sustainability and social responsibility messages through well-crafted marketing tactics (Fahlis Ahmad et al., 2016).
According to research conducted by Setiawan and Yosepha (2020), based on a survey carried out by ZAP Clinic and MARKPLUS Inc in 2018 involving 17,889 women in Indonesia, it was revealed that the competition within the beauty market is remarkably fierce. Vegan skincare treatments are products that customers directly apply to their bodies. This is closely linked to addressing issues or customer pains that they experience. Once the product is purchased or used, functional value and perceived quality emerge. Functional value, as outlined in (Chen et al., 2012), indicates that many individuals believe that price is the primary consideration when selecting a product. The price of a product is considered a significant factor that influences consumers' purchase intentions. Some consumers focus on whether the product justifies its price. If they find the price reasonable or the product good and worthy of purchase, it enhances their purchase intention, leading them to consider buying the same product in the future.

Furthermore, according to (Syahbana, 2022), perceived quality refers to the commonly assessed capability of a product to fulfill its function, which combines durability, reliability, consistency, and ease of maintenance. In other words, for skincare products, perceived quality involves the product's effectiveness in addressing skin-related issues for customers. One of the vegan skincare products, with the brand Sukin, received a rating of 4 out of 5 stars from 58 users or reviewers on Female Daily. This indicates that vegan products also exhibit varied perceived qualities among the 58 users. Meanwhile, the non-vegan product COSRX maintained a rating of 4.1 out of 5 from 618 Female Daily users. This suggests that both products continue to maintain strong competitiveness within the beauty industry, with sales or usage among customers. The key difference lies in the raw materials and the quality produced by each product.

The data and facts presented above have sparked the researcher’s curiosity due to the differences in raw materials and product backgrounds in skincare treatments. This disparity could incite customer interest in making repeat purchases of vegan skincare products. Alternatively, it raises questions about whether the green marketing efforts carried out by these vegan skincare brands have a positive impact on product sales or if customers perceive any benefits.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. Social Media Marketing

In the study by Aileen et al. (2021), Godey et al. (2016) define social media marketing as a strategy employed to market a product through social media platforms, facilitating the establishment of relationships, communities, transactions, and information exchange with both current and potential consumers. In line with Leviana's perspective (2017), social media marketing has the potential to impact consumer interests, hobbies, and decision-making when it comes to selecting products or services. Consumers tend to lean towards products they are familiar with.
Additionally, Moslehpour et al. (2020) define social media as the use of electronic tools and the internet to efficiently share information and experiences with others. Kelly et al. (2010) emphasizes the role of social media in corporate marketing as building strong relationships between customers and companies and providing easy access for companies to their customers.

Social media functions as a digital space that amplifies interactions among users and nurtures interpersonal connections. It operates as a virtual mediator, streamlining and strengthening associations between individuals. Moreover, it plays a vital part in cultivating social links among individuals (Dharmawan et al., 2021).

B. Functional Value

In (Briliana & Andrianto, 2019), according to Wu and Chang (2016), functional value refers to customers' perception of a product's functions, benefits, and properties. Thus, functional value is a perception of utility that consumers can derive and is influenced by factors sacrificed or gained by the consumers themselves. According to Sheth, Newman, and Gross (1991), the functional value of a product's price is the perceived utility obtained from the object's capacity for functional, utilitarian, or physical performance. In this definition, performance factors are considered to influence the value itself. This definition is supported by Sweeney and Soutar (2001), who define functional value of product performance as the "utility derived from perceived quality and expected performance of the product." This means that performance is seen as a factor influencing functional value itself.

According to (Lee, 2015), functional value can be defined as perceived utility obtained through functional attributes or physical attributes. The term functional, according to (Goançalves, 2016), refers to perceived utility of a product or service based on the physical performance of a product in terms of durability, reliability, and price. Suki (2015) argues that functional value is influenced by the physical performance derived from product durability, product reliability, price, and the benefits the product provides to consumers.

Based on the theories above, it can be concluded that functional value is the perspective or experiential utility that consumers derive from a product based on its function, benefits, and properties. This also encompasses the perceived utility of a product's price based on functional, utilitarian, or physical performance. Factors such as quality, durability, reliability, and price contribute to consumers' assessment of functional value. In general, functional value is the perception of the benefits and physical quality of a product that affects how consumers evaluate and appreciate the product.

C. Perceived Quality

In the study by (Listiana, 2013), perceived quality is not the actual quality of a product but rather the customer's perception of the overall quality or excellence of a product or service, according to Zeithaml (1988). Aaker (1991), as mentioned in (Listiana, 2013), also states that perceived quality is the customer's perception of the overall quality or excellence of a product or service concerning the intended purpose. Thus, perceived quality is the customer's assessment of the overall excellence and superiority of a product or service, which differs from the actual objective quality.

Based on the theories above, it can be concluded that perceived quality is the customer's perception of the overall quality or excellence of a product or service, which differs from the actual objective quality. This is the customer's assessment of the overall excellence and superiority of a product or service in accordance with their expectations. Perceived quality is a core component of consumer-based brand equity and is considered a dimension of brand equity by several marketing experts. Understanding perceived quality is crucial in comprehending how consumers form associations and perceptions of a brand.

D. Brand Image

In Naufal et al. (2017), brand image, according to Keller (2008), refers to how the public perceives or thinks about a company or its products. Brand image encompasses consumers' perceptions and beliefs that can guide them to discuss and recommend the product to others. A favorable brand image can influence consumers to talk about and recommend the product to others (Ismail & Spinelli, 2012). The image of a brand plays a crucial role in influencing consumer purchasing decisions. Consumers with a positive image of a brand or its products tend to choose that brand over others (Tjiptono, 2005).

According to Kotler and Keller (2012), brand image is the perception and beliefs held by consumers, as reflected in the associations that occur in their memory. A strong brand image can provide a competitive
advantage for a bank, among other things. Brand image is the consumer's perception of a product brand, formed from the information consumers acquire through their experiences with the product. Based on this understanding, it is evident that a brand becomes robust when it is built upon experiences and accumulates substantial information.

Based on the theories presented regarding brand image, it can be concluded that brand image is the way the public perceives or thinks about a company or its products. This encompasses consumers’ perceptions and beliefs that can guide them to discuss and recommend the product to others. A positive image can influence consumers to speak positively about the product and recommend it to others. Brand image is influenced by consumers' experiences in using the product and the information they gather about the brand.

E. Repurchase Intention

In Tirta Dwi Sulyati et al. (2020), according to Anoraga (2000), repurchase intention is defined as a decision-making process undertaken by consumers after making a purchase of a product that is offered or needed by the consumer. Sutisna (2001) states that when consumers receive a positive response to past actions, reinforcement occurs, with the positive thoughts about what they have received enabling individuals to make repeat purchases.

In Al Fajri et al. (2020), according to Kotler and Keller (2009), repurchase intention refers to repeated purchases made by consumers due to an urge and behavior to make recurring purchases, which can foster loyalty based on the consumer's post-purchase feelings towards a product. According to Peyrot and Van Doren (1994), repurchase intention is a consumer behavior that results in purchasing products from the same producer. They suggest that consumers who have made a purchase are likely to make repeat purchases. Repurchase intention is a desire to buy similar products again, defined as the likelihood of consumers making future purchases (Bojei & Hoo, 2010).

F. Hypothesis Development

1. Social Media Marketing and Brand Image

Social media plays a crucial role in the digital world and smartphone usage. In a previous study by Moslehpor et al. (2020) titled "The Effects of Social Media Marketing, Trust, and Brand Image on Consumers’ Purchase Intention of GO-JEK in Indonesia," it was demonstrated that social media marketing significantly influences brand image.

Building upon the insights gleaned from the statement above, the ensuing hypotheses will be subjected to empirical testing:

\[ H1: \text{Social media marketing has a positive and significant influence on brand image.} \]

2. Social Media Marketing and Functional Value

Before making a purchase, consumers utilize social media to gather product information, facilitating a trade-off between perceived benefits and perceived costs. This process leads to an overall product evaluation, which directly influences their purchase intentions.

Research conducted by Ceyhan (2019) titled "The Impact of Perception Related Social Media Marketing Applications on Consumers’ Brand Loyalty and Purchase Intention" demonstrates that customer interactions with a brand's social media significantly affect functional value.

Building upon the insights gleaned from the statement above, the ensuing hypotheses will be subjected to empirical testing:

\[ H2: \text{Social media marketing has a positive and significant influence on functional value.} \]

3. Social Media Marketing Perceived Quality

To examine the impact of brand communication on social media marketing, it's necessary to differentiate between two distinct forms of brands: company-generated and user-generated social media communications (Godes and Mayzlin, 2009).

The distinction between these communication sources is relevant due to the social nature of communication created by corporate media, which is under the company's management, while user-generated communication is independent of company control (Vanden Bergh et al., 2011). In the study by Schivinski and Dabrowski (2014), it is shown that company-generated social media communication...
towards perceived quality had its hypothesis rejected. However, user-generated social media communication that is beyond the brand or company's control exhibited a positive and significant influence on perceived quality.

Building upon the insights gleaned from the statement above, the ensuing hypotheses will be subjected to empirical testing:

H3: Social media marketing has a positive and significant influence on perceived quality.

4. Brand Image and Repurchase Intention

Brand image, or the perception associated with a product's brand, serves to establish the identity of the created product. According to Arumsari and Ariyanti (2015) in their journal titled "The Effect of Electronic Word of Mouth, Brand Image, Customer Trust and Customer Satisfaction towards Repurchase Intention at PT. GO-JEK Indonesia," brand image is a significant factor that influences customer repurchases intention, along with electronic word of mouth, customer trust, and customer satisfaction at PT. GO-JEK Indonesia.

Building upon the insights gleaned from the statement above, the ensuing hypotheses will be subjected to empirical testing:

H4: Brand image has a positive and significant influence on repurchase intention.

5. Functional Value and Repurchase Intention

Based on the research by Zhang et al. (2021) in their journal titled "The impact of consumer perceived value on repeat purchase intention based on online reviews: by the method of text mining," the study explores the relationship between consumer perceived value and repeat purchase intention using text mining methods. The research aims to understand how consumer perceptions derived from online reviews affect their intention to make repeat purchases.

Building upon the insights gleaned from the statement above, the ensuing hypotheses will be subjected to empirical testing:

H5: Functional value has a positive and significant influence on repurchase intention.

6. Perceived Quality and Repurchase Intention

Based on previous research conducted by Aquinia & Soliha (2020) in their study "The Role of Perceived Quality and Brand Loyalty Influencing Repurchase Intention," it can be conveyed that a positive and favorable perceived quality of a company's product in the eyes of consumers will have a greater influence on their desire to make repeat purchases of that product.

A similar perspective is also presented in the research by Wijaksono and Ali (2019) in their study "Model Repurchase Intention: Analysis of Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty (Case Study Private Label on Store Alfamidi in Tangerang)." This research suggests that a higher perceived quality in the minds of customers leads to a stronger intention and willingness to engage in repeat purchases of a company's continuously offered products.

Building upon the insights gleaned from the statement above, the ensuing hypotheses will be subjected to empirical testing:

H6: Perceived quality has a positive and significant influence on repurchase intention.

To support the proposed hypothesis and analyze the gathered data, a conceptual framework was constructed, illustrated in Figure 1.
III. METHOD

A. Population and Sample

Population refers to the entire group of people, events, or elements that a researcher aims to investigate, while a sample is a subset of the population (Sekaran and Bougie, 2016). According to Hair et al. (2017), “the sample size should be 10 times the largest formative indicator used to measure a construct.” Therefore, a minimum of 360 respondents is required. Sekaran and Bougie (2013) also state that “sample sizes greater than 30 and less than 500 are appropriate for most research.” The quantitative method is utilized in this study to gather primary data through distributed questionnaires. The specified considerations for selecting the sample include the following criteria:

a) Individuals residing in the Greater Jakarta (Jabodetabek) area who have used vegan skincare products during 2022-2023.

b) Individuals aged 21 and above.

c) Individuals with their own source of income.

Based on the theory above, the sample size is limited to 360 individuals. Purposive sampling is the chosen sampling method for this research. According to Uma Sekaran and Roger Bougie, purposive sampling involves selecting participants who are most prepared and meet certain criteria for providing information. The limitation in the purposive sampling method is the use of vegan skincare products in the Jabodetabek area. This criterion ensures that the selected sample aligns precisely with the research objectives. The chosen respondents are requested to complete the questionnaire.

B. Data Collection Techniques

Quantitative research emphasizes measurement and the analysis of cause-and-effect relationships between variables. In this study, there is a single method for collecting the required data for analysis, which is through the collection of primary data.

Primary data for this research is collected using a questionnaire provided directly to respondents to gather information about the variables studied. Primary data is directly obtained from respondents who are the subjects of the research, where the data is generated from the questionnaire instrument distributed to the predetermined sample, i.e., users of vegan skincare products.
This study employs the Likert scale as a research tool to measure the statements listed in the questionnaire. According to Malhotra, the Likert measurement scale consists of five response categories ranging from "strongly agree" to "strongly disagree," requiring respondents to express their level of agreement or disagreement with a series of statements about the stimulus object.

C. Data Analysis Techniques

The purpose of data analysis is to interpret and draw conclusions from a set of collected data. In this research, the researcher utilizes the AMOS software version 24 to process and analyze the research data, employing Structural Equation Modeling (SEM) techniques.

IV. RESULT

A. Hypothesis Testing

After assessing the indicators via Confirmatory Factor Analysis and verifying their appropriateness for measuring the latent constructs, the comprehensive structural equation modeling (SEM) model can be examined. The outcomes of the AMOS analysis are illustrated in Figure 2.

The structural model of the proposed theoretical framework is visualized in Figure 2. Additionally, referring to the information in Table 1, it is evident that among the various measures of goodness-of-fit provided, 9 indices demonstrate a strong fit. This suggests that the research model is valid and produces positive outcomes in the Goodness of Fit Test for the structural model.
Table 1
Goodness of Fit Test for Structural Model

<table>
<thead>
<tr>
<th>Category</th>
<th>Index Name</th>
<th>Accepted Index Value</th>
<th>Results</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absolute Fit</td>
<td>Chi square/p value</td>
<td>&gt; 0.05</td>
<td>0.135</td>
<td>Good Fit</td>
</tr>
<tr>
<td></td>
<td>RMSEA</td>
<td>&lt; 0.07</td>
<td>0.040</td>
<td>Good Fit</td>
</tr>
<tr>
<td></td>
<td>GFI</td>
<td>&gt; 0.90</td>
<td>0.884</td>
<td>Not Fit</td>
</tr>
<tr>
<td>Incremental Fit</td>
<td>AGFI</td>
<td>≥ 0.80</td>
<td>0.868</td>
<td>Good Fit</td>
</tr>
<tr>
<td></td>
<td>CFI</td>
<td>&gt; 0.90</td>
<td>0.981</td>
<td>Good Fit</td>
</tr>
<tr>
<td></td>
<td>TLI</td>
<td>&gt; 0.90</td>
<td>0.979</td>
<td>Good Fit</td>
</tr>
<tr>
<td></td>
<td>NFI</td>
<td>&gt; 0.80</td>
<td>0.949</td>
<td>Good Fit</td>
</tr>
<tr>
<td>Parsimonious Fit</td>
<td>Chi square/df</td>
<td>1.0 – 5.0</td>
<td>1.564</td>
<td>Good Fit</td>
</tr>
<tr>
<td></td>
<td>PNFI</td>
<td>The higher, the better</td>
<td>0.885</td>
<td>Good Fit</td>
</tr>
<tr>
<td></td>
<td>PGFI</td>
<td>0-1</td>
<td>0.78</td>
<td>Good Fit</td>
</tr>
</tbody>
</table>

The hypotheses are deemed valid if the p-value is < 0.05. To ascertain whether the relationship is positive or negative, one can refer to the β value. A positive relationship is indicated when the estimate (β) is not negative (Ghozali, 2017). Additionally, a p-value marked with *** indicates a value below 0.001. Presented below are the outcomes of the hypothesis testing conducted using Amos:

Table 2
Research Hypothesis Testing

<table>
<thead>
<tr>
<th>Variable</th>
<th>β</th>
<th>SE</th>
<th>CR</th>
<th>P Values</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>BI &lt;--- SM</td>
<td>0.417</td>
<td>0.047</td>
<td>8.825</td>
<td>***</td>
<td>accepted</td>
</tr>
<tr>
<td>FV &lt;--- SM</td>
<td>0.381</td>
<td>0.049</td>
<td>7.83</td>
<td>***</td>
<td>accepted</td>
</tr>
<tr>
<td>PQ &lt;--- SM</td>
<td>0.424</td>
<td>0.048</td>
<td>8.877</td>
<td>***</td>
<td>accepted</td>
</tr>
<tr>
<td>RI &lt;--- BI</td>
<td>0.316</td>
<td>0.044</td>
<td>7.178</td>
<td>***</td>
<td>accepted</td>
</tr>
<tr>
<td>RI &lt;--- PQ</td>
<td>0.324</td>
<td>0.042</td>
<td>7.743</td>
<td>***</td>
<td>accepted</td>
</tr>
<tr>
<td>RI &lt;--- FV</td>
<td>0.293</td>
<td>0.043</td>
<td>6.832</td>
<td>***</td>
<td>accepted</td>
</tr>
</tbody>
</table>

Referring to Table 2, the direct effects can be outlined as follows:

Hypothesis 1 (H1): Social media marketing has a positive impact on brand image. H1 is supported as evidenced by a positive β value of 0.417 and a p-value < 0.05.

Hypothesis 2 (H2): Social media marketing has a positive impact on functional value. H2 is confirmed with a positive β coefficient of 0.381 and a p-value < 0.05.

Hypothesis 3 (H3): Social media marketing has a positive and significant effect on perceived quality. H3 is substantiated by a positive β value of 0.424 and a p-value < 0.05.

Hypothesis 4 (H4): Brand image positively influences repurchase intention. H4 is validated with a β coefficient of 0.316 and a p-value < 0.05.

Hypothesis 5 (H5): Functional value has a positive impact on repurchase intention. H5 is supported as shown by a positive β value of 0.293 and a p-value < 0.05.

Hypothesis 6 (H6): Perceived quality positively affects repurchase intention. H6 is upheld with a positive β coefficient of 0.324 and a p-value < 0.05.

B. Discussion
1. Social Media Marketing and Brand Image

The first hypothesis posited a positive and significant influence of social media marketing on brand image. The SEM calculation yielded a β coefficient of 0.417 (positive), a Critical Ratio (C.R) of 8.825 (C.R > 1.967), and a p-value < 0.05, meeting the predefined criteria and indicating the acceptance of this hypothesis. In this context, the obtained β value of 0.417 signifies a positive direction of the relationship between social media marketing and brand image. This implies that as marketing activities through social media increase, the positive impact on brand image also increases.
Furthermore, the C.R value of 8.825 greatly surpasses the critical threshold of 1.967. This suggests that the relationship between social media marketing and brand image holds statistical significance. The p-value below 0.05 further supports these results, indicating that the findings are not coincidental. Thus, this finding suggests the acceptance of the first hypothesis. In broader terms, it affirms that effective utilization of social media marketing can exert a positive and significant influence on brand image. Companies proficient in leveraging social media in their marketing endeavors have the potential to establish a stronger and more positive brand image in the eyes of consumers. These results corroborate the notion that social media is not merely a communication and interaction tool with the audience but also a powerful platform for shaping consumer perceptions of a brand. By generating relevant, engaging, and consistent content on social media, companies can craft an impressive brand image, ultimately impacting consumer perceptions of brand value, credibility, and uniqueness.

These findings reinforce prior research conducted by Moslehpour et al. (2020) in their study titled "The Effects of Social Media Marketing, Trust, and Brand Image on Consumers’ Purchase Intention of GO-JEK in Indonesia," which revealed a significant influence of social media marketing on brand image.

2. **Social Media Marketing and Functional Value**

The second hypothesis postulated a positive and significant influence of social media marketing on functional value. The SEM calculation yielded a $\beta$ coefficient of 0.381 (positive), a Critical Ratio (C.R) of 7.83 (C.R > 1.967), and a p-value < 0.05, meeting the predefined criteria and indicating the acceptance of this hypothesis. In this context, the obtained $\beta$ value of 0.381 signifies a positive relationship between social media marketing and functional value. This suggests that as marketing activities through social media increase, the positive impact on the perceived functional value, which is deemed important by consumers, also increases.

Moreover, the C.R value of 7.83 significantly surpasses the critical threshold of 1.967, demonstrating the statistical significance of the relationship between social media marketing and functional value. The p-value below 0.05 further supports these findings, indicating that the results are not coincidental. Therefore, these results confirm the acceptance of the second hypothesis. In a broader scope, the findings suggest that the use of social media marketing has the capability to influence consumers' perceptions of the functional value of a product or service positively and significantly. By crafting effective marketing campaigns on social media, companies can contribute to enhancing consumers' perception of the functional value possessed by their products or services. This finding underscores the importance of social media's role as a tool for conveying information and the functional benefits of a product or service to consumers. By providing educational and informative content through social media, companies can assist consumers in understanding the significance of the functional value of the product or service in meeting their needs and desires.

These results further strengthen prior research conducted by Ceyhan (2019) in their study titled "The Impact of Perception Related Social Media Marketing Applications on Consumers’ Brand Loyalty and Purchase Intention," which demonstrated a significant influence of interactions or engagements with a brand on social media towards functional value.

3. **Social Media Marketing and Perceived Quality**

The third hypothesis posited a positive and significant influence of social media marketing on perceived quality. The SEM calculation yielded a $\beta$ coefficient of 0.424 (positive), a Critical Ratio (C.R) of 8.877 (C.R > 1.967), and a p-value < 0.05, meeting the predefined criteria and indicating the acceptance of this hypothesis. In this context, the obtained $\beta$ value of 0.424 indicates a positive relationship between social media marketing and perceived quality. This suggests that as marketing activities through social media increase, the positive impact on consumers' perception of product or service quality also increases. Although the $\beta$ value is less than 1, it still demonstrates that each increment in social media marketing has a positive effect on the change in perceived quality.

Furthermore, the C.R value of 8.877 exceeds the critical threshold of 1.967, indicating the statistical significance of the relationship between social media marketing and perceived quality. The p-value below 0.05 confirms that the results are not due to chance.
Therefore, these results confirm the acceptance of the third hypothesis. In a broader context, the findings suggest that the use of social media marketing can positively and significantly influence how consumers perceive the quality of a product or service. Through effective social media marketing, companies can shape a stronger and more positive quality image in consumers' minds.

This finding underscores that social media is not merely a tool for building interaction and communication; it is a powerful tool for shaping consumers' perceptions of product or service quality. By presenting content that highlights the product or service's strengths and relevant quality elements, companies can enhance the positive perception of the quality provided by their products or services. These results further strengthen prior research conducted by Schivinski and Dabrowski (2014), which demonstrated that user-generated social media communication, beyond brand control, has a positive and significant influence on perceived quality.

4. **Brand Image and Repurchase Intention**

The fourth hypothesis posited a positive and significant influence of brand image on repurchase intention. The SEM calculation yielded a \( \beta \) coefficient of 0.316, with a Critical Ratio (C.R) of 7.178 (C.R > 1.967), and a p-value < 0.05, meeting the predefined criteria and indicating the acceptance of this hypothesis. In this context, the obtained \( \beta \) value of 0.316 indicates a positive relationship between brand image and repurchase intention. This implies that the more positive the brand image held by consumers, the stronger their intention to repurchase the product or service. The \( \beta \) value, being less than 1, suggests that improvements in brand image have a subtle influence on changes in repurchase intention.

Furthermore, the C.R value of 7.178 surpasses the critical threshold of 1.967, signifying the statistical significance of the relationship between brand image and repurchase intention. The p-value below 0.05 confirms that the results are not due to chance. Therefore, these results confirm the acceptance of the fourth hypothesis. In a broader context, this finding indicates that a positive brand image has a significant and positive impact on consumers' intention to repurchase. Companies that can build and maintain a strong brand image will benefit from higher consumer loyalty and more opportunities to foster long-term business relationships.

This result highlights that a strong and positive brand image can be a key factor in influencing consumer decisions to stay connected with a brand and the products or services offered by the company. By designing a careful branding strategy and emphasizing elements that support a positive brand image, companies can leverage its impact in enhancing consumer loyalty and repurchase intentions. These findings further strengthen previous research conducted by Arumsari and Ariyanti (2015) in their study titled "The Effect of Electronic Word of Mouth, Brand Image, Customer Trust and Customer Satisfaction towards Repurchase Intention at PT. GO-JEK Indonesia." The research findings revealed that the brand image variable had a positive influence on repurchase intention, supporting the outcomes of the current study.

5. **Functional Value and Repurchase Intention**

The fifth hypothesis posited a positive and significant influence of functional value on repurchase intention. The SEM calculation yielded a \( \beta \) coefficient of 0.293 (positive), with a Critical Ratio (C.R) of 6.832 (C.R > 1.967), and a p-value < 0.05, meeting the predefined criteria and indicating the acceptance of this hypothesis. In this context, the obtained \( \beta \) value of 0.293 indicates a positive relationship between functional value and repurchase intention. This suggests that the higher the functional value recognized by consumers in a product or service, the stronger their intention to repurchase. The \( \beta \) value, being above 0 but less than 1, implies that functional value has a positive impact, possibly with a softer intensity, on changes in repurchase intention.

Furthermore, the C.R value of 6.832 surpasses the critical threshold of 1.967, indicating the statistical significance of the relationship between functional value and repurchase intention. The p-value below 0.05 reaffirms that the findings are not due to chance. Therefore, these results confirm the acceptance of the fifth hypothesis. In a broader context, these findings suggest that positive functional value has a significant and positive impact on consumers' intention to repurchase. In this case, consumers tend to consider the functional aspects of a product or service when deciding to make a repeat purchase.
These results indicate that a product or service's ability to meet consumers' functional needs and objectives can influence whether consumers will continue to commit to repurchase. Hence, companies need to ensure that their products or services meet consumers' functional expectations and continue to provide the desired value, thereby sustaining repurchase intentions and fostering consumer loyalty. These findings further strengthen previous research conducted by Zhang et al. (2021) in their study titled “The impact of consumer perceived value on repeat purchase intention based on online reviews: by the method of text mining,” which demonstrated a significant influence of functional value on repurchase intention.

6. Perceived Quality and Repurchase Intention

The sixth hypothesis postulated a positive and significant influence of perceived quality on repurchase intention. The SEM calculation resulted in a ß coefficient of 0.324 (positive), with a Critical Ratio (C.R) of 7.743 (C.R > 1.967), and a p-value < 0.05, meeting the predetermined criteria and indicating the acceptance of this hypothesis. In this context, the obtained ß value of 0.324 indicates a positive relationship between perceived quality and repurchase intention. This implies that the more positive consumers' perceptions of the quality of a product or service are, the stronger their intention to make a repeat purchase. Although the ß value is less than 1, it still signifies a positive influence between the variables. Furthermore, the C.R value of 7.743 surpasses the critical threshold of 1.967, indicating that the relationship between perceived quality and repurchase intention holds statistical significance. A p-value lower than 0.05 further confirms that these findings are not merely by chance.

Therefore, these results affirm the acceptance of the sixth hypothesis. In a broader perspective, these findings suggest that positive perceived quality has a significant and positive impact on consumers' intention to make a repeat purchase. When consumers perceive that a product or service has good quality and meets their expectations, they are more likely to consider repurchasing the product or service in the future. These findings highlight that efforts to enhance the perceived quality of a product or service can contribute to maintaining repurchase intentions and building consumer loyalty.

In a larger scope, perceived quality can play a crucial role in guiding consumer decisions to stay connected with a brand and choose to continue making repeat purchases. These results further strengthen previous research conducted by Aquinia & Soliha (2020) in their study “The Role of Perceived Quality and Brand Loyalty Influencing Repurchase Intention,” suggesting that a positive and favorable perception of product quality in the eyes of consumers will have a greater influence on the desire to make repeat purchases of the company's products.

V. CONCLUSION

Based on the results obtained from the hypothesis testing, the following conclusions can be inferred:
1. Social media marketing has a positive influence on brand image.
2. Social media marketing has a positive influence on functional value.
3. Social media marketing has a positive and significant influence on perceived quality.
4. Brand image has a positive influence on repurchase intention.
5. Functional value has a positive influence on repurchase intention.
6. Perceived quality has a positive influence on repurchase intention.

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