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The Influence of Social Media Marketing, Perceived Price Fairness, and Twoway Communication on Repurchase Intention: The Mediating Role of Customer Satisfaction

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Keywords

Social Media Marketing,
Perceived Price Fairness,
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Abstract:

Increasingly fierce business competition and ever-changing consumer needs encourage companies to understand consumer desires and build high repurchase intent. Using the Theory of Reasoned Actions (TRA), this study aims to test the influence of social media marketing, perceived price fairness, and two-way communication on repurchase intention. In addition, this study also examines the mediating role of customer satisfaction. The sample in this study is 310 consumers of Unilever products in Padang City. SEM-PLS was used to test the hypothesis in this study. The results of the study show that social media marketing and perceived price fairness do not have a direct effect on repurchase intention, while two-way communication has a direct effect on repurchase intention. Furthermore, customer satisfaction was found to partially mediate the influence of social media marketing and perceived price fairness on repurchase intention, while the influence of two-way communication on repurchase intention was mediated partially by customer satisfaction. The results of this research contribute to the existing literature.



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INTRODUCTION

The development of the world of trade is currently getting stricter. High levels of competition and dynamic consumer desires and needs result in faster customer turnover (Wibowo et al., 2021). Understanding what consumers want and creating buying intent is an effective strategy for dealing with today's dynamic business environment (W. Pan et al., 2019). Companies must put more effort into developing the right marketing strategy to increase customer interest in products and create a competitive advantage through high repurchase intentions.

Repurchase intention is a decision made by a customer to support a brand to buy something by ignoring other alternative possibilities (Trivedi & Yadav, 2018). Repurchase intent plays an important role in a company's sustainability and profitability, as it directly affects their ability to retain customers and drive repeat business over time (A. Ali & Bhasin, 2019).

Previous studies have found that repurchase intention is influenced by social media marketing (Hu et al., 2024), perceived price fairness (Singh & Alok, 2022), two-way communication (Järvinen, 2018). and customer satisfaction (Do et al., 2023; Liang et al., 2018; Majeed et al., 2022; Trivedi & Yadav, 2019). Social media marketing leverages the cultural context of social groups, such as social networks, cyberspace, social news sites, and sites where people share their opinions, to facilitate communication (Fahlevi, 2021). In an ever-evolving digital landscape, social media has become a powerful tool for businesses to connect with their target audience and influence consumer behavior. This transformation allows brands to build relationships with consumers, increase engagement, and strengthen overall marketing strategies, which can ultimately increase repurchase intent among customers (Jamil et al., 2022).

Perceived price fairness is defined as the consumer's assessment and related emotions regarding the fairness, acceptance, or justification of the difference (or lack thereof) between the seller's price and the price of other comparable products (Xia et al., 2004). When consumers perceive prices as fair, they are more likely to feel satisfied with their purchases and will continue making repeat purchases. Research shows that customers are willing to punish unfair pricing behavior, even at a certain cost to themselves (El Haddad et al., 2015). They could decide not to repurchase the product, leaving negative reviews. This shows how important the perception of price fairness is in building and maintaining long-term relationships with customers (El Haddad et al., 2015).

Two-way communication is another aspect that can strengthen consumers' intention to make a repurchase. *Two-way communication* plays an important role in consumer repurchase behavior. By allowing customers to actively interact with brands, provide feedback, and receive timely and personalized responses, companies can build trust and satisfaction, ultimately increasing the likelihood of repurchase (Meilatinova, 2021). Effective two-way communication improves the customer experience and serves as a strategic tool for companies to build long-term relationships with their consumers (Pothong & Sathitwiriyawong, 2016; Shang & Bao, 2020; Meilatinova, 2021). Research on the relationship between two-way communication and repurchase intention is still limited.

Furthermore, some studies have focused on the role of *consumer satisfaction* as a mediating construct in influencing the purchase decision. In the deep *Theory of Reasoned Actions* (TRA), positive attitudes towards behavior (in this case, repurchasing) are important predictors of repurchase intent (Sok et al., 2021). A person's attitude toward a behavior, such as rebuying, is influenced by positive or negative evaluations of that behavior (Khanijoh et al., 2020). Customers determine their level of happiness with their current service based on their satisfaction with previous services (S. C. Chen & Lin, 2019). When customers feel satisfied, they are more likely to have a positive association with the brand, which then increases the likelihood of a repeat

purchase (Miao et al., 2022). Research results (Do et al., 2023; Majeed et al., 2022; Sohaib et al., 2022) find *that consumer satisfaction* will affect consumer decision-making indirectly because many consumers indirectly use it to evaluate purchase decisions.

This research contributes to the existing literature by referring to the *Theory of Reasoned Action* (TRA). It aims to examine the influence of social media marketing, perceived price fairness, and two-way communication on repurchase intention. In addition, it analyzes the mediating role of customer satisfaction.

RESEARCH METHODS

This study uses a survey-based quantitative research design. Mertler (2021) explains that researching the relationship between factors and extrapolating results is better done with quantitative research. The survey collected information from consumers of Unilever products in Padang City. Email and online questionnaires are used to collect information from respondents. The online survey was distributed to respondents in accordance with ethical guidelines, such as the principles of informed consent, data confidentiality, and voluntary participation, which were carefully explained and adhered to. The sampling techniques used in this study are *Non-probability sampling* with techniques such as *Accidental Sampling*. That is, the sampling technique based on chance, that is, anyone who happens to meet the researcher can be used as a sample, if it is seen that the person who happens to be met is suitable as a data source (Scott, 2021). Based on this, 400 questionnaires were distributed, and 310 questionnaires could be processed for data processing. In accordance with the general rule of sample size described by Sekaran & Bougie (2016), sample sizes larger than 30 but smaller than 500 can be used in SEM data processing. As a result, as many as 78% of respondents participated in this study.

The majority of respondents were women (57.70%), aged 22-27 years (31.90%), 150 people (48.4%) were S1 graduates, with 123 civil servants/TNIPOLRI jobs (39.7%), 139 people (44.8%) had a monthly income of Rp. 2,000,000 – 5,000,000 and used Unilever products for > 5 years (51%).

To test the proposed research hypothesis, a thorough analytical evaluation of the data using variance-based structural equation modeling (SEM) through the Partial Least Squares (PLS) method using the SmartPLS software application. PLS-SEM is recommended to evaluate mediating relationships, as it allows simultaneous analysis of multiple variables and testing models with multiple indicators or constructs (Sarstedt et al., 2020). The evaluation of PLS-SEM consists of two components, namely the measurement model and the structural model, which are aligned with the objectives of this approach (Hair et al., 2017).

RESULT

The measurement model was evaluated by looking at *the value of factor loadings* that exceed 0.70, and items that fall below this threshold will be excluded (Hair et al., 2019). The convergent

validity ensures a strong correlation between the indicator and the construct, which is measured through AVE (Average Variance Extracted) values that should exceed 0.50 (Hair et al., 2019). *Composite reliability* (CR) is used to evaluate internal consistency, with the required value above 0.70. The results of *factor loadings*, AVE, and CR are shown in Table 1.

HTMT is a contemporary method that provides higher sensitivity and strength in distinguishing constructs in the evaluation of measurement models (Hair et al., 2019). Valid values between constructs can be set if the HTMT value ≤ 0.85 (Hair et al., 2019), as shown in Table 2.

Table 1. Validity and Reliability

Variable	Items	Loading	AVE	Cronbach Alpha	Composite Reliability
Social Media Marketing	SMM1	0.734	0.615	0.951	0.954
	SMM2	0.730			
	SMM3	0.708			
	SMM4	0.836			
	SMM5	0.782			
	SMM6	0.814			
	SMM7	0.767			
	SMM8	0.826			
	SMM9	0.757			
	SMM10	0.830			
	SMM11	0.845			
	SMM12	0.778			
	SMM13	0.832			
	SMM14	0.720			
Perceived Price Fairness	PPF1	0.795	0.682	0.845	0.856
	PPF2	0.813			
	PPF3	0.875			
	PPF4	0.818			
Two-Way Communication	TWC1	0.888	0.737	0.910	0.913
	TWC2	0.799			
	TWC3	0.867			
	TWC4	0.916			
	TWC5	0.814			
Customer Satisfaction	CS1	0.884	0.719	0.901	0.906
	CS2	0.824			
	CS3	0.772			
	CS4	0.858			
	CS5	0.895			

Variable	Items	Loading	AVE	Cronbach Alpha	Composite Reliability
Repurchase Intention	RI1	0.919	0.799	0.916	0.918
	RI2	0.888			
	RI3	0.866			
	RI4	0.903			

Table 2. HTMT

	CS	PPF	RI	SMM	TWC
CS					
PPF	0.846				
RI	0.838	0.759			
SMM	0.812	0.841	0.808		
TWC	0.838	0.815	0.821	0.842	

The following tests are used to evaluate the structural model: determination coefficient (R^2) and *effect size* (f^2), which indicate predictive accuracy (Ali et al., 2018). Variance is evaluated through the value of R^2 , where the endogenous construct explains. Hair et al. (2017) declares that an R^2 value greater than 0.10 is considered adequate. The R^2 values for customer satisfaction and repurchase intention are 0.812 and 0.767, respectively, above the minimum limit of 0.10. All paths in the model have a value *effect size* that exceeded the specified threshold, i.e., 0.02 for small effects, 0.15 for medium effects, and 0.35 for significant effects, as shown in the assessment *effect size* in Table 3 (Henseler et al., 2018).

Hypothesis testing used general guidelines for statistical t-values (over 1.96) and p-values with a significance threshold of 5%, which were used in the evaluation when *the bootstrap* approach was applied in conjunction with structural equation modeling (Table 3).

Table 3. Hypothesis Testing

Hypothesis	Line	Original Sample (O)	T-Statistics	P-Value	Information
H1	<i>Social Media Marketing -> Repurchase Intention</i>	-0.050	0.552	0.581	Rejected
H2	<i>Social Media Marketing -> Customer Satisfaction</i>	0.254	4.390	0.000	Accepted
H3	<i>Perceived Price Fairness -> Repurchase Intention</i>	-0.095	1.536	0.124	Rejected
H4	<i>Perceived Price Fairness -> Customer Satisfaction</i>	0.110	2.426	0.015	Accepted
H5	<i>Two-Way Communication -> Repurchase Intention</i>	0.474	4.139	0.000	Accepted
H6	<i>Two-Way Communication -> Customer Satisfaction</i>	0.575	10.797	0.000	Accepted

H7	<i>Customer Satisfaction -> Repurchase Intention</i>	0.550	3.583	0.000	Accepted
H8	<i>Social Media Marketing -> Customer Satisfaction -> Repurchase Intention</i>	0.140	3.417	0.001	Accepted
H9	<i>Perceived Price Fairness -> Customer Satisfaction -> Repurchase Intention</i>	0.061	1.966	0.049	Accepted
H10	<i>Two Way Communication -> Customer Satisfaction -> Repurchase Intention</i>	0.317	3.306	0.001	Accepted

The study results show that *Social Media Marketing* does not affect the *Repurchase intention* of Unilever products in Padang City. These results show that *the Social Media Marketing that Unilever has done does not significantly contribute to improving the Repurchase intention of Unilever products in Padang City*. Theory of Planned Behavior (TPB) is used to predict and understand individual behavior (Ajzen, 2020). TPB states that a person's intention to act is influenced by attitudes towards behavior, i.e., the extent to which a person has a positive or negative evaluation of the behavior. In the case of *this, a repurchase intention*, the positive attitude of consumers will influence Unilever products. However, in the results of this study, *Social Media Marketing* does not affect *Repurchase intention* of Unilever products in Padang City because good social media marketing, according to consumers, is not always followed by direct action to repurchase the product. In line with the SDGs, research conducted by (Chatzoglou et al., 2022) the most important factor in influencing *Repurchase intention* is a previous consumer experience. If *Social Media Marketing* is where Unilever provides marketing content that focuses only on promotion without providing information that reinforces the perception of product quality or benefits, consumers do not develop positive attitudes that will affect the intention to repurchase Unilever products. In addition, if the consumer's experience with the use of Unilever products is not satisfactory, then *Social Media Marketing*, what Unilever does, is insufficient to influence consumers' intention to buy back Unilever products. Research (Vinodh et al., 2024) Discovering that personalized content and two-way interactions on social media can build trust and loyalty is key in driving repurchases.

The results of the data analysis show that *Social Media Marketing* has a positive and significant effect on *Customer Satisfaction*. This indicates that social media marketing activities, such as engaging content, customer interaction, promotion, and personalization, successfully create a positive customer experience. Social media allows consumers to easily share important information about products or services a particular brand offers (Jamil et al., 2022). Social media marketing activities play an important role in shaping consumer attitudes by providing positive and engaging content, which increases the perception of the value and benefits of the product, resulting in a more favorable attitude (Hu et al., 2024). This study's results align with previous research, namely research conducted by (Al-Dmour et al., 2023; Hamid et al., 2023; Hanaysha, 2017) who found that *Social Media Marketing Increase Customer Satisfaction*. Research

conducted by (S. C. Chen & Lin, 2019; Jamil et al., 2022) also found that social media marketing positively and significantly affects customer satisfaction.

Furthermore, the study found that *perceived price fairness* does not affect *repurchase intention*. These results show that consumers of Unilever products in Padang City are not interested in repurchasing Unilever products, even though the price they pay is appropriate. The results of this study are in line with previous research (Cahyanto et al., 2021) which found that perceived price fairness did not affect the repurchase intention of LCC aircraft passengers. LCC passengers are not interested in buying back tickets, even though the price they get is considered reasonable. The study results show that *perceived price fairness* positively and significantly affects *Customer Satisfaction*. These results show that the higher the perception of price fairness, the higher the level of customer satisfaction. When consumers feel that the price of the Unilever products they buy is reasonable (in accordance with the value or quality they receive), this creates positive feelings. This means that if consumers feel that the price they pay is proportional to the benefits or quality of the product, they tend to be more satisfied. The results of this study are in line with previous research, namely, research conducted by (Ahmed et al., 2023; Do et al., 2023; Scott, 2019; Malik et al., 2020) which shows a positive correlation between *perceived price fairness* and *consumer satisfaction*.

Two-way communication is found to have a positive and significant effect on *Repurchase intention*. The results of this study show that the better the two-way communication between Unilever and consumers, the higher the consumers' intention to repurchase Unilever products. This means that when consumers feel engaged and valued through good communication, they are more likely to want to repurchase Unilever products. *Two-way communication* with brands through social media platforms can create satisfaction and trust in consumers (Järvinen, 2018). The results of this study are in line with previous research (Järvinen, 2018) who found that *Two-Way Communication positively and significantly affects Repurchase intention. The study results also show that Two-Way Communication* has a positive and significant effect on *Customer Satisfaction*. These results show that two-way communication is important in improving customer satisfaction. The better the two-way communication that Unilever has with its customers in Padang City, the higher the customer satisfaction with the products or services provided. This indicates that listening to customer feedback, responding well, and building interactive relationships can lead to customer satisfaction. (Othman et al., 2021) argues that comprehensive communication used in the marketing process can increase consumer loyalty. The results of this study are in line with previous research (Järvinen, 2018) Who found that two-way communication increases customer *Satisfaction*.

The study's results also show that Customer Satisfaction has a positive and significant effect on *Repurchase intention*. The results of this study show that if consumers of Unilever products are satisfied with Unilever's products and services, their intention to repurchase Unilever products will increase. The higher the customer satisfaction rate, the higher their intention to buy back. This is because satisfaction creates an emotional bond and trust between customers and brands (Ahmed et al., 2023). The findings of this study are in line with previous research (Do et al., 2023; Liang

et al., 2018; Majeed et al., 2022; Trivedi & Yadav, 2019), which shows that *consumer satisfaction* has a positive effect on *Repurchase intention*. This indicates that if consumers are satisfied with a product or service, they are more likely to repurchase it. In the deep *Theory of Reasoned Actions* (TRA), positive attitudes towards behavior (in this case, repurchasing) are important predictors of repurchase intent (Sok et al., 2021). A person's attitude toward a behavior, such as rebuying, is influenced by positive or negative evaluations of that behavior (Khanijoh et al., 2020). In this context, if the consumer feels satisfied with the product or service (because their expectations are met or exceeded). This positive attitude then increases their intention to repurchase the product. Consumer satisfaction creates a positive attitude, which ultimately increases repurchase intent.

The results of data analysis for indirect influences showed that customer satisfaction mediated the impact of social media marketing, perceived price fairness, and two-way communication on repurchase intention. On direct influence, *Social Media Marketing* does not affect *Repurchase intention*. This shows that *Customer Satisfaction* is important in the intention to buy back Unilever products in Padang City. Customer satisfaction is formed through social media marketing, which encourages customer intent to make a repeat purchase. *Social media marketing covers various* marketing strategies through social media platforms, such as Instagram, Facebook, TikTok, and Twitter. Content tailored to customer preferences increases engagement and positive experiences. When customers are satisfied with their interactions through social media, they tend to have a more positive experience with the Unilever brand. Satisfied consumers are likely to make repeat purchases (Liang et al., 2018; Majeed et al., 2022). The results of this study are in line with the research conducted by (Majeed et al., 2022) (Nurvajri TR et al., 2022) who found that *Customer Satisfaction* mediates the influence of Social Media Marketing on *Repurchase intention*.

If you look at the direct influence, *perceived price fairness* does not affect *Repurchase intention*. The perception of Unilever product consumers in Padang City about price fairness does not directly affect repurchase intentions, but the effect occurs through customer satisfaction. In other words, if customers feel that the price of Unilever products is fair, this will increase their satisfaction, and this satisfaction then drives repurchase intentions. The findings of this study are in line with previous research (Bellyanti & Rahyuda, 2019) (Cahyanto et al., 2021) who found that *Customer Satisfaction* mediates the influence of perceived price fairness on *repurchase intention*.

Finally, the study results show that *Customer Satisfaction* mediates the influence of Way Communication on Repurchase Intention. These findings indicate that effective two-way communication will make customers feel more satisfied, and it is this satisfaction that then drives their intention to repurchase Unilever products. High customer satisfaction, which is obtained from effective two-way communication interactions, contributes to a positive attitude towards a product or service. This positive attitude increases the customer's intention to make a repeat purchase (Järvinen, 2018). The findings of this research are in line with previous research, namely, research conducted by (Järvinen, 2018) who found that *consumer satisfaction* mediates the relationship between Two Way Communication and *Repurchase intention*.

CONCLUSION

Using the Theory of Reasoned Actions (TRA), this study analyzes the influence of social media marketing, perceived price fairness, and two-way communication on repurchase intention. This study also examines the role of customer satisfaction mediation. The study showed that social media marketing and perceived price fairness did not affect repurchase intention, while two-way communication affected repurchase intention. Furthermore, the results of the study also show that Customer satisfaction fully mediates the influence of social media marketing and perceived price fairness on repurchase intention, while customer satisfaction was found to mediate the influence of two-way communication on repurchase intention partially.

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