



ORIGINAL ARTICLE

Exploring the Determinants of Repurchase Intention and Word of Mouth Intention in Social Commerce

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ABSTRACT

Purpose – This study aims to analyze the factors that affect customer intention to make a repeat purchase and provide recommendations to others on social commerce platforms.

Methodology – This study uses a quantitative study design with data collection through online surveys. The respondents from this study were 220 respondents who actively used social commerce platforms and had made purchases on social commerce platforms. The research model was tested using SmartPLS software version 4.

Findings – Based on the research results, it can be concluded that Reputation has a positive effect on Satisfaction, Information Quality has a positive effect on Satisfaction, Transaction Safety has a positive effect on Satisfaction, Satisfaction has a positive effect on Repurchase Intention, and Satisfaction has a positive effect on WOM Intention.

Originality/Novelty – This study's novelty lies in adding transaction safety variables directly related to consumer satisfaction.

Implications – Maintaining and improving reputation is very important, and businesses need to consistently build a positive image and credibility in the eyes of consumers. To ensure a strong reputation, focus on transparency, integrity, and quality of service. To increase transparency, social commerce businesses must ensure that the information provided is clear, timely, and useful for consumers. In addition, transaction security is also a top priority to create satisfaction that can encourage repurchase intentions and WOM from consumers.

Keywords: Reputation, Information Quality, Transaction Safety, Satisfaction, Repurchase Intention, WOM Intention

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INTRODUCTION

In the rapidly developing digital era, social commerce has become a topic that attracts attention from researchers and business practitioners in the context of electronic commerce. The acceleration and expansion of the internet have created a world without borders, and the rise of social media has changed the way social communication and interaction are conducted (Attar et al., 2021). With the emergence of social media platforms increasingly dominating online interactions, buying and selling transactions through these platforms has become more than just a trend but a phenomenon that significantly impacts the overall business ecosystem.

In this era, social media has become inevitable and a daily routine for every social media user. The use of social media is gradually increasing, meaning that users are spending more time on social media platforms. This has attracted the attention of small businesses and start-ups as it provides opportunities to use social media platforms as a promotional and commercial tool (Karishma & Srivastava, 2023). Currently, various e-commerce activities are carried out through social networks with the help of social media and various Web 2.0 technologies, which is called social commerce (Shang & Bao, 2022). Social commerce, an integration between e-commerce and social media, has provided a new platform for interaction between consumers and sellers that creates unique opportunities and promises great potential to understand consumer behavior more deeply.

Online shopping from social commerce platforms that are booming today allows every user to become a seller and a consumer. Online platforms provide a way for consumers to express their opinions about a product or service so that they can know other consumers' views (Ritu & Saxena, 2023).

In this context, customer satisfaction plays an important role as a critical indicator of the effectiveness and success of social commerce platforms. Customer satisfaction not only affects customer loyalty but also directly impacts customer intention to make a repurchase intention and provide recommendations to others (word of mouth intention).

Because Indonesians are actively using social media platforms, word-of-mouth (WOM) promotions generated through interaction on online platforms can be a very effective way to reach potential customers. With the high activity of social media and the existence of social features on social commerce sites, customers often not only intend to buy again on the same website but also discuss purchases through WOM by sharing information such as purchase experiences and recommendations to other potential customers (Meilatinova, 2021). Social commerce users make informed purchases and get the best prices by exchanging trustworthy information about certain products and services, a unique strength of social commerce (Kim & Park, 2013).

The advancement of Internet technology has made online shopping grow, surpassing the old methods. Therefore, ensuring the security of transactions is important and must be accommodated by technological advances (Wai et al., 2019). Security is another dominant factor that affects consumers in online shopping. Many internet users avoid online shopping because they do not believe in the security offered by the website due to credit card fraud, privacy factors, non-delivery risks, post-purchase services, and also hackers who usually create fake websites similar to online shopping sites (Kasuma et al., 2020).

However, behind the increasing popularity of social commerce, there is a gap that needs to be understood more deeply. Although many studies have been conducted to explore the potential and positive impact of social commerce, there are still areas that have not been adequately addressed. One significant gap is the lack of understanding of the factors influencing consumer behavior in social commerce. While there have been attempts to

identify these factors, there is an urgent need to delve further into how online social interactions, group dynamics, and psychological factors influence consumer purchasing decisions. In addition, the context of the Indonesian market, which has unique social media usage dynamics and great potential in social commerce, has not been widely discussed. This study fills this gap by focusing on the Indonesian market with different characteristics, including high social media usage.

Customer satisfaction is considered a key indicator of the quality of customer experience in social commerce. In recent years, online reviews and social interactions have increasingly influenced consumer behavior on social media. This indicates a shift from purchasing decisions based solely on advertising to decisions based more on social recommendations (WOM). The reputation of social commerce platforms has been recognized as one of the main factors that affect customer perception of the credibility and reliability of the platform. In addition, the quality of the information provided on the platform also plays an important role in shaping customer perception of the value and usefulness of the product or service. Finally, as Kasuma et al. (2020) explained, transaction security issues remain a major concern for users. This study attempts to fill the gap by further exploring how transaction security affects repurchase intentions and recommendations.

This study offers a more holistic perspective than previous studies by integrating factors such as reputation, information quality, and transaction security. The focus on social interactions and the unique Indonesian market context significantly contribute to the social commerce literature. This study is expected to gain a deeper understanding of the factors that influence customers' intentions to make repeat purchases and provide recommendations to others on social commerce platforms.

In social commerce, the relationship between reputation and customer satisfaction plays a crucial role in determining the success of an online platform. Understanding how reputation affects satisfaction is essential for businesses to effectively manage their online platform presence and foster a positive customer experience. Research conducted by Meilatinova (2021) shows that customers will trust social commerce platforms more if they have a good reputation to avoid various transaction risks. Therefore, social commerce platform companies must improve and manage their reputation in offline and online community environments to gain customer trust and satisfaction.

Reputation is a significant predictor of customer satisfaction in a social trading environment. Using a reputable platform aims to ensure customer peace of mind and provide business information (Nguyen & Khoa, 2019). Adapted from research conducted by Kim and Park (2013), reputation can be measured by how famous the social commerce platform is, whether the social commerce platform has a good reputation and is honest in the minds of customers and whether customers are familiar with the brand of the social commerce platform.

In the dynamic social commerce landscape, the quality of information provided to customers is crucial in shaping customer satisfaction levels. Understanding the relationship between information quality and satisfaction is essential for businesses to optimize their online platforms and improve the customer experience. The quality of information on social trading platforms greatly affects customer satisfaction and subsequent behavior. Meilatinova (2021) explained that the quality of information on social commerce platforms significantly affects customer repurchase intentions through trust and satisfaction. Social commerce platforms with accurate, relevant, complete, and up-to-date information will be more likely to be trusted by customers and satisfy them enough to ensure a purchase.

When the information on social commerce qualifies for surface credibility, there is little concern about privacy, which will develop trust and show higher purchase intent from consumers (Attar et al., 2021). However, with the help of social networking features provided by various social media, social interaction between sellers and customers needs to be maintained to share information so that it can be mutually beneficial and ultimately form a harmonious relationship (Shang & Bao, 2022). The advantage of using social media is that information-sharing activities can be significantly improved to increase the efficiency of managing various business processes. This information-sharing activity includes different types of approaches such as reviews, assessments, forums and communities, videos, images, feedback, referrals, and others which are some of the main elements of social media used on various platforms (Bugshan & Attar, 2020).

In assessing how effective and comprehensive the information is, consumers tend to focus on product-related information in eWOM. If the information communicated through eWOM is supported by strong evidence, consumers will associate it with quality. This means that information that helps consumers form a clearer and deeper understanding of products and brands tends also to build trust in the quality of information (Zhao et al., 2020). In this study, the measurement of information quality is adapted from research conducted by Kim and Park (2013), namely accurate, trustworthy, and sufficient information to make transactions provided on social commerce platforms.

Online shopping has greatly impacted how people buy what they want, but some bad problems can create a bad perspective on online purchases. Some consumers do not trust the security offered by the platform due to online fraud perpetrated by hackers (Kasuma et al., 2020). Transaction safety and security are paramount in social commerce platforms, as they directly impact customer satisfaction levels. Understanding the relationship between transaction security and satisfaction is essential for businesses to cultivate customer trust and loyalty.

Social commerce features information-sharing activities and various business interactions that may be associated with privacy risks. Awareness about the internet and sharing information safely can significantly increase perceived privacy risks (Bugshan & Attar, 2020). Lack of consumer trust and the absence of platform security and privacy will be some of the weaknesses of online shopping, consequently hindering its development. Social commerce platform companies must be aware of and strengthen their security in online transactions and provide privacy policies to consumers, increasing consumer confidentiality, satisfaction, and purchase intent (Kasuma et al., 2020).

Transaction security can be measured through security measures to protect users, ensuring that information related to transactions is protected during transactions and a sense of security using electronic payment systems (Kim & Park, 2013).

Understanding the relationship between customer satisfaction and repurchase intent is essential for businesses operating on social commerce platforms. By examining these relationships, businesses can design strategies to improve customer satisfaction and encourage repeat purchase behaviour, thus ensuring long-term success in a competitive online market.

Customer satisfaction is the level of satisfaction felt at the end of a purchase or service. It is often one of the most common indicators companies use to analyze their customers (Lin et al., 2022). Marinao-Artigas and Barajas-Portas (2020) said that consumer satisfaction is a consequence of the reputation of mobile commerce. In the study, it is stated that it is certain that reputation has a direct and positive effect on consumer satisfaction. Increasing the credibility of the platform's surface can facilitate the achievement of increased satisfaction

among users of social commerce platforms, which in turn can lead to increased purchases (Attar et al., 2021).

Factors such as reputation, quality of information, and security of transactions collectively contribute to customer satisfaction levels. In this study, customer satisfaction measurement was adapted from research conducted by Alshibly (2015), namely meeting customer expectations, having good experiences, offering what customers need, and feeling a good mood when using social commerce platforms.

Various factors in the social commerce ecosystem influence customer behavior, such as repurchase intent and WOM intent. Satisfied customers will be more likely to repeat purchases on the same social commerce platform and tell others about their buying experience, thus encouraging others to buy (Meilatinova, 2021). The findings of Shang and Bao (2022) confirm that customer satisfaction influences repurchase intent in the e-commerce success model. This is in line with research conducted by Majeed et al. (2022), which explains that customers who are satisfied with their experience are more likely to buy again. When customers plan to make a return purchase, they tend to visit a familiar store and are already satisfied with their previous purchase (Lin et al., 2022).

Due to the high cost of acquiring new customers and the economic value of trusted and loyal customers, repurchase is necessary and desirable. It costs five times more to acquire new customers and initiate transactions with them than to retain existing customers. A high level of electronic satisfaction is necessary to maintain positive customer relationships; this fosters customer trust and repurchase intent and lowers switching costs (Wu et al., 2020).

Customers tend to stick to retailers that continue to engage them positively. Therefore, social commerce retailers seeking to attract repurchase intent should focus on designing an effective engagement strategy where trust, responsiveness, reliability, and compatibility are important cues in increasing customer engagement and influencing repurchase intent in social commerce (Lim et al., 2020). When customers feel that social commerce is reliable and suitable for their lifestyle, they are more likely to engage in repurchase (Lim et al., 2020). In this study, the measurement of repurchase intention was adapted from research conducted by Aren et al. (2013), namely the desire to revisit the same social commerce platform, the intention to reuse the same social commerce platform, the intention to repurchase other products or services on the same social commerce platform, and the expectation to use the same social commerce platform in the future.

Understanding the relationship between customer satisfaction and WOM promotional intent is essential for businesses operating on social commerce platforms. By examining these relationships, businesses can leverage customer satisfaction to generate positive WOM communications, thereby improving brand reputation and attracting new customers.

Due to technological advancements, word-of-mouth promotion through the internet is also an important contemporary expression. When consumers buy a product or service, social and word-of-mouth interactions between humans are very important (Han et al., 2020). In practice, consumers evaluate services holistically to generate WOM, stating their satisfaction and intention to buy back (Boisvert & Khan, 2023). Word-of-mouth promotion is defined as positive publicity that is informal but significant. It is an informal way for consumers to communicate their opinions about a particular product or service to other potential customers after using it (Miao et al., 2021).

Electronic WOM includes comments and ratings as well as existing customer experiences with a particular brand or product that assist consumers in mitigating the risk

of buying a bad product by reading positive and negative comments (Markiones et al., 2023). Millennials may be more likely to believe that a product or service is worth buying if they read good reviews and advice on social media (Karishma & Srivastava, 2023). This is supported by Zeqiri et al. (2023), who said that when looking to buy a product online, consumers usually look for online reviews and comments from other consumers' experiences before deciding to buy a product from an online store.

Customers tend to rely on product recommendations and shopping experiences from friends or other shoppers to make purchase decisions on social commerce platforms (Leung et al., 2020). Additionally, high customer satisfaction results in positive customer WOM promotions (Lin et al., 2022). Customers are more likely to be persuaded by recommendations from people they trust, including platforms with a history that provides accurate information (Karishma & Srivastava, 2023). WOM Intention can be measured through the positive things shared about social commerce platforms, the information provided on social commerce platforms, recommending social commerce platforms to relatives, and the desire to encourage others to consider social commerce platforms (Kim & Park, 2013).

Hypothesis

Based on the background description, the research hypothesis is formulated as follows:

H1: Reputation has a positive and significant effect on satisfaction

H2: Information quality has a positive and significant effect on satisfaction

H3: Transaction Safety has a positive and significant effect on satisfaction

H4: Satisfaction has a positive and significant effect on repurchase intention

H5: Satisfaction has a positive and significant effect on WOM intention

Drawings of the research model and the proposed hypothesis can be seen in Figure 1.

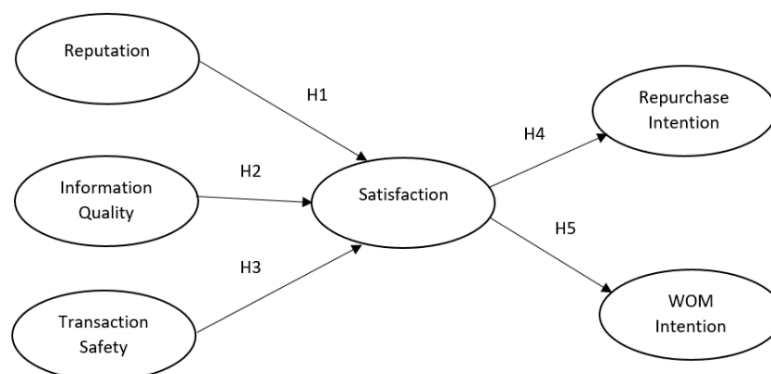


Figure 1. Research Model

METHOD

This study uses a quantitative study design, with data collected through online surveys. The survey was distributed to respondents who actively use social commerce platforms and have made purchases on them. It includes questions designed to measure the variables studied. A total of 246 responses were successfully collected. The collected data is examined to check for specific data problems before further analysis (Hair et al., 2019).

Based on the examination of the data, 26 responses were deleted due to suspicious response patterns and isolated elements, leaving 220 valid responses.

The data sampling technique was carried out using convenience sampling, which is included in nonprobability sampling (Hair et al., 2019). The respondents' answer data, as a result of the questionnaire distribution, were processed and analyzed using the data analysis method, namely SEM (Structural Equation Modeling), based on variants that can simultaneously test the measurement model as well as test the structural model, namely PLS (Partial Least Square). The research model was tested using SmartPLS software version 4 by evaluating two measurements, namely the outer and inner models.

RESULTS

Several demographic category questions were asked to the respondents, namely gender, age, education level, occupation, and frequency of shopping using social commerce in the last 3 months. From the results of descriptive statistical analysis, it can be concluded that most of the respondents who filled out the questionnaire were dominated by women (78%), with an age range of 21-30 years (56%). It should be noted that most of the respondents have a bachelor's education background (50%) and are dominated by workers (38%) with the frequency of shopping on social commerce platforms 11 - 20 times in the last 3 months. The results of the demographic analysis of the respondents can be seen in Table 1 below:

Table 1. Characteristics of Respondents

Demographic Categories	Range	Frequency	Percentage
Gender	Male	48	22%
	Female	172	78%
Age	≤ 20 y.o.	32	15%
	21 - 30 y.o.	124	56%
	31 - 40 y.o.	44	20%
	41 - 50 y.o.	17	8%
	> 50 y.o	3	1%
Education Level	High School or equivalent	26	12%
	Bachelor (S1)	110	50%
	Master (S2)	72	33%
	Doctoral (S3)	12	5%
Occupation	Student	22	10%
	Civil Servant	31	14%
	Employee	84	38%
	Entrepreneur	72	33%
	Unemployed	11	5%
Frequency of shopping on social commerce in 3 months	≤ 10 kali	87	40%
	11 - 20 kali	95	43%
	21 - 30 kali	28	13%
	31 - 40 kali	7	3%
	> 40 kali	3	1%

The results of the analysis using smartPLS software show the results in the measurement model and structural model. The measurement model, commonly called the outer model, aims to test the validity and reliability of the instrument of each variable

studied. Table 2 shows the results of PLS analysis for the outer model consisting of loading factor (convergent validity), average variance extracted (AVE), composite reliability (CR), and Cronbach's alpha (CA). Convergent validity testing is carried out by measuring the value of outer loading. The indicator is declared to meet convergent validity in the good category if the outer loading value > 0.7 . Based on the data, each research variable indicator had an outer loading > 0.7 . The data in Table 2 shows no variable indicators with outer loading values < 0.7 and $AVE < 0.5$, as well as CR and $CA < 0.7$. It can be concluded that all indicators are declared valid and reliable in representing each variable so that they can be used for further analysis.

Table 2. Convergent Validity and Reliability

Variabel	Item	OL	AVE	CA	CR
Information Quality	IQ1	0.818	0.712	0.802	0.822
	IQ2	0.895			
	IQ3	0.815			
Reputation	REP1	0.838	0.665	0.829	0.845
	REP2	0.825			
	REP3	0.900			
	REP4	0.686			
Repurchase Intention	RI1	0.791	0.759	0.894	0.901
	RI2	0.916			
	RI3	0.915			
	RI4	0.857			
Satisfaction	SAT1	0.889	0.794	0.913	0.915
	SAT2	0.924			
	SAT3	0.888			
	SAT4	0.864			
Transaction Safety	TS1	0.816	0.727	0.811	0.811
	TS2	0.879			
	TS3	0.861			
WoM	WMI1	0.907	0.801	0.916	0.923
	WMI2	0.945			
	WMI3	0.900			
	WMI4	0.825			

To improve validity and reliability checks, this study conducted a discrimination validity test using the Fornell Larcker test. This test aims to determine whether the AVE root of each construct exceeds the correlation of that construct with other latent variables. As shown in Table 3, the root of the AVE for each construct goes beyond its correlation with other variables. Therefore, this test strengthens the results of validity and reliability assessments. Fornell Larcker's results can be seen in the following Table 3.

Table 3. Discriminant Validity - Fronell-Larcker Criterion

	Information Quality	Repurchase	Reputation	Satisfaction	Transaction Safety	WoM
Information Quality	0.844					
Repurchase	0.671	0.871				
Reputation	0.704	0.633	0.816			
Satisfaction	0.675	0.811	0.706	0.891		
Transaction Safety	0.702	0.666	0.747	0.782	0.852	
WoM	0.711	0.790	0.718	0.802	0.732	0.895

After the outer model test is fulfilled, the inner model test is next. The structural model, commonly called the inner model in this study, was measured using the value of the determination coefficient (R^2), the estimated path coefficient, and the t-statistic value. This test was carried out to prove the relationship between latent variables.

Table 4. Multicollinearity and Hypothesis Testing

	VIF	STD	STDEV	T Statistics	P Values
Information Quality → Satisfaction	2.306	0.175	0.081	2.16	0.031
Reputation → Satisfaction	2.639	0.206	0.068	3.038	0.002
Transaction Safety → Satisfaction	2.626	0.505	0.073	6.913	<0.001
Satisfaction → Repurchase Intention	1.000	0.811	0.026	31.805	<0.001
Satisfaction → WoM	1.000	0.802	0.024	32.948	<0.001

Table 5. R-Square and F-Square

	R-square	Effect Size	Information
Information Quality → Satisfaction	0.658	0.039	Weak
Reputation → Satisfaction		0.047	Weak
Transaction Safety → Satisfaction		0.285	Moderate
Satisfaction → Repurchase Intention	0.658	1.925	Strong
Satisfaction → WoM	0.644	1.805	Strong

Table 6. Predictive Power – PLSpredict

Item	Q ² predict	MAE		PLS-SEM vs LM
		PLS-SEM	LM	
RI1	0.389	0.480	0.440	0.040
RI2	0.371	0.588	0.580	0.008
RI3	0.342	0.618	0.609	0.009
RI4	0.388	0.607	0.608	-0.001
SAT1	0.532	0.445	0.458	-0.013
SAT2	0.599	0.462	0.457	0.005
SAT3	0.440	0.442	0.451	-0.009
SAT4	0.451	0.450	0.456	-0.006
WMI1	0.471	0.523	0.429	0.094
WMI2	0.545	0.512	0.453	0.059
WMI3	0.466	0.614	0.502	0.112
WMI4	0.433	0.685	0.623	0.062

The coefficient of determination essentially measures how far the model can explain variations in the dependent variable, where the coefficient of determination is between 0–1. Based on Table 5, information quality, reputation, and transaction security contributed by 65.8% to satisfaction, while satisfaction contributed by 65.8% to repurchase intentions and to WOM intentions by 64.4%.

The values that are estimated for pathway relationships in structural models (all latent variables) should be evaluated in terms of the strength and significance of the relationship. This significance value can be obtained by bootstrapping procedure and the t-statistic value is used to express the constant significance of each independent variable, whether it really affects its dependent variable. The test criteria used a significance level (α) = 0.05 where there is a significant influence if t is calculated > t table.

Based on Table 4 and 5 pathways are estimated to have relationships between variables and show that all research hypotheses are accepted because the relationship between constructs (P-Values) has a significance value of less than 0.05. The β column shows the path coefficients of the two variables measured, and the t-stats column shows the results of the t-statistical calculation of the measured paths to express the significance of the relationship. The magnitude of all path coefficients in the data above is positive (path coefficient > 0), which means there is a positive influence between the two variables. When viewed in the t-stats column, all t-statistical values > t tables (t tables of 5% significance is 1.96) indicate a significant influence between the two variables.

Furthermore, Table 6 explains the structural model's predictive power. The method used to predict is PLSpredict (Shmueli et al., 2019). As a result, the structural model has weak predictive data because on the MAE measure, the dominant linear modeling (LM) value is greater than PLS-SEM on the indicator unit. However, on the Q²predict measure, the model provides good predictive power because the Q²predict value > 0.

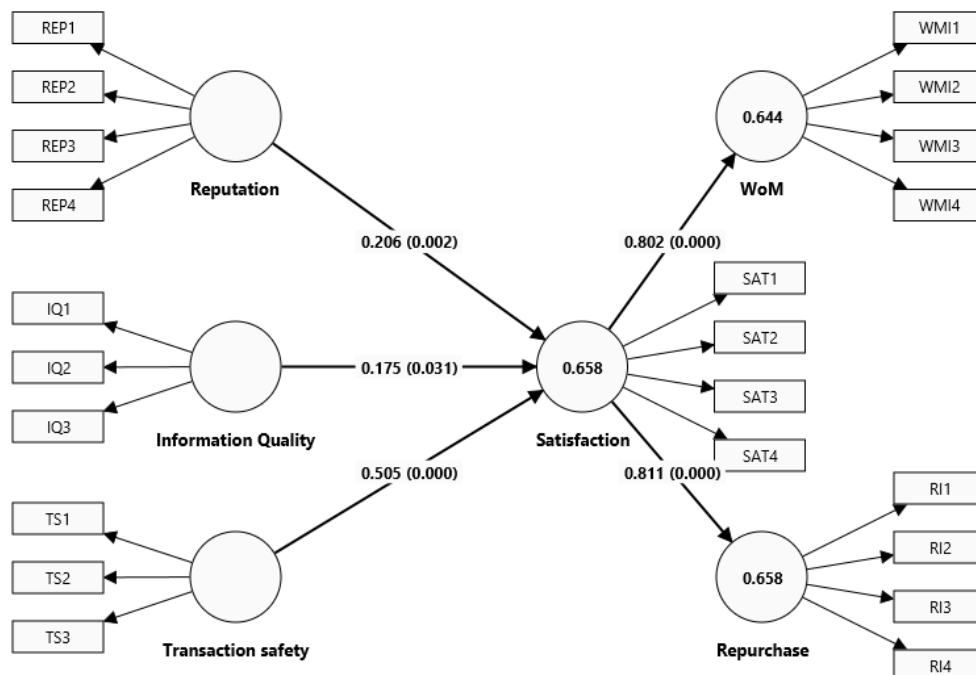


Figure 2. Inner Model

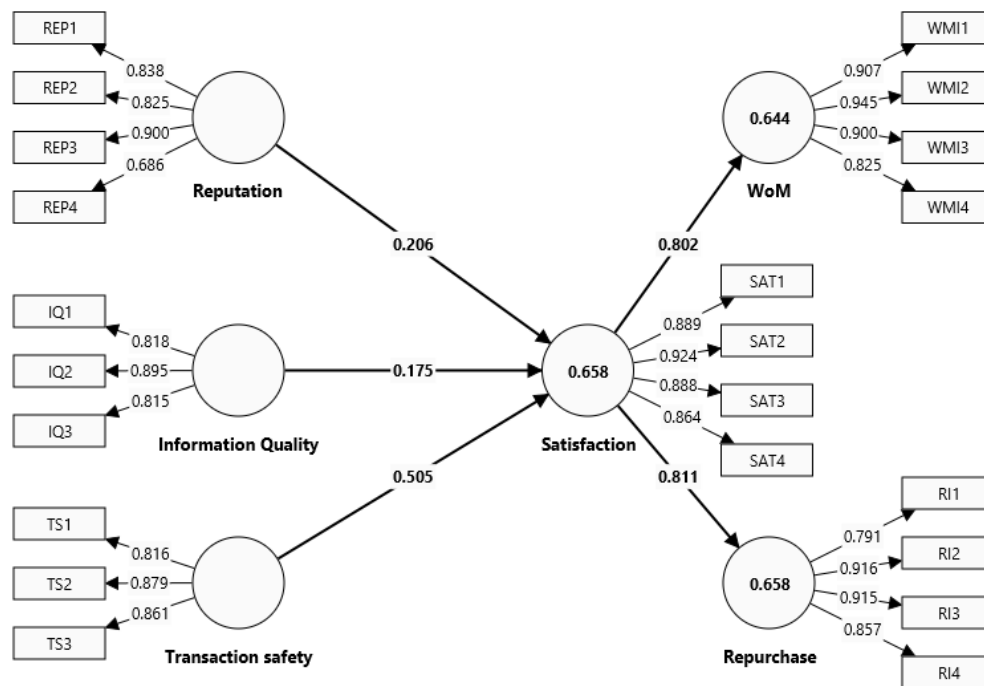


Figure 3. Outer Model

DISCUSSION

Reputation Positively Effect on Satisfaction

Reputation has a positive and significant effect on Satisfaction. This is in line with Meilatinova (2021) in her research, which said that the reputation of social commerce platforms is certain to affect satisfaction, leading to repurchases and WOM intentions positively. When a social commerce platform has a good reputation, usually related to quality products and satisfactory customer service, customers will feel more satisfied when the products they receive match the descriptions and images displayed on the social commerce platform. In this case, a positive reputation can make customers feel more confident in purchasing decisions because they can see the positive experiences of others and will directly build the platform's brand. The findings of Khan et al. (2022) show that customer satisfaction fully mediates the relationship between reputation and customer loyalty. The reciprocal relationship between reputation and customer satisfaction means that if the customer's reputation is higher, the customer is more tied.

Reputable social commerce platforms tend to respond more to customer feedback and complaints. A good reputation will create a positive community atmosphere where customers feel engaged and benefit from a collaborative experience. Marinao-Artigas and Barajas-Portas (2020) further said that customer satisfaction is a consequence of the reputation of social commerce platforms. It is ensured that affective evaluation, reputation, and trust directly and positively affect satisfaction.

Overall, a positive reputation in social commerce creates a good perception among customers and significantly influences attitudes, behaviors, and satisfaction. Thus, a positive reputation in social commerce creates customer satisfaction and strengthens the long-term relationship between the platform and the customer.

Information Quality Positively Effect on Satisfaction

Information Quality has a positive and significant effect on Satisfaction. Information quality in the context of social commerce refers to the accuracy, clarity, relevance, and adequacy of information provided to consumers or users when purchasing or interacting on the platform. This is supported by the results of Meilatinova (2021) research, which shows that the quality of information on social commerce platforms has a significant effect on customer repurchase intentions through satisfaction.

Consumers feel more comfortable making transactions if product information, prices, and policies are clear and reliable. Clear and complete information helps consumers better understand the product or service offered. This allows them to make better purchasing decisions according to their needs and preferences. Kim et al. (2021) affirmed that information quality affects customer satisfaction through various direct and indirect channels.

High-quality information facilitates a more effective decision-making process for consumers. Relevant and sufficient information allows consumers to compare products or services, evaluate benefits and risks, and choose the most suitable option. Mofokeng (2021) found that information quality is a significant predictor of customer satisfaction.

Social commerce platforms that are responsive in providing the information consumers need tend to create a more satisfying user experience. This responsiveness includes the speed with which information is provided and the clarity and relevance of that information to the user's questions or needs. Consumers feel more satisfied if they can easily access additional information, get help when needed, or address any issues that may arise.

Thus, the high quality of information on social commerce affects customer perception and trust and directly contributes to their satisfaction in various aspects of interaction with the platform. Understanding the importance of information quality helps platforms improve their communication strategies and strengthen relationships with consumers.

Transaction Safety Positively Effect on Satisfaction

Transaction Safety has a positive and significant effect on Satisfaction. This is supported by the research results by Kim and Park (2013), which show that transaction security has a large indirect influence on purchase intention and WOM intention on social commerce platforms. Furthermore, Kim and Park (2013) explained that social commerce platforms must provide transaction security to their customers.

Transaction security in social commerce refers to efforts to protect users' personal and financial information during the purchase or transaction process on the platform. Consumers tend to feel more comfortable and secure making purchases if they are confident that their personal and financial data is well protected.

Social commerce that prioritizes transaction security protects against misuse or leakage of users' personal information. This includes data such as identity information, contact information, and payment information. Strong data security helps build a more solid relationship between the platform and users and improves user satisfaction. According to the findings of Aggarwal and Rahul (2017), payment protection, privacy, and personal records are the most important factors. Therefore, platforms need to pay attention to creating a safe environment to protect their customers in terms of perceived security.

Social commerce platforms that comply with privacy and data security regulations demonstrate a commitment to user protection. Transparency in privacy policies and

security procedures gives consumers additional confidence to trust the platform to conduct safe and secure transactions. Good transaction security contributes to the overall positive user experience. Users who feel safe when making transactions tend to feel more satisfied with the platform. Strong transaction security can reduce the risk of fraud or conflicts between the platform and users. Thus, this reduces the inconvenience or disappointment that can occur due to a bad experience in the purchase process. Valdez-Juárez et al. (2021) concluded that platform security is a determining factor in generating user satisfaction.

By prioritizing transaction security, social commerce platforms not only protect users' interests but also strengthen long-term relationships. This can increase customer satisfaction, loyalty, and sustainable business growth. Therefore, investing in effective security systems and complying with privacy and regulatory standards is key to achieving high customer satisfaction in social commerce.

Satisfaction Positively Effect on Repurchase Intention

Satisfaction has a positive and significant effect on repurchase Intention. This research is in line with the results of Lin et al. (2022) and also supported by the results of Meilatinova (2021), which confirms that satisfaction significantly influences repurchase intentions.

Customer satisfaction in the context of social commerce refers to the positive evaluation and satisfaction experienced by consumers after making a transaction or interaction with the platform. Customer satisfaction is the result of a comparison between consumers' expectations before purchase and their perception of the performance of a product or service after use. When consumers feel that their experience meets or exceeds expectations, they are more likely to feel satisfied and return to using or purchasing a product or service from the platform. These results are consistent with previous research from Shang and Bao (2022), which also found that customer satisfaction, in turn, contributes to repurchase intentions.

High satisfaction is often associated with a better level of loyalty. Consumers who are satisfied with their experience in social commerce tend to be more loyal to the platform. From a practical point of view, as shown in the research of Tandon et al. (2020), consumer satisfaction significantly positively influences repurchase intention. Consumer satisfaction and repurchase intention are key measures of e-business success.

A pleasant and satisfying experience using social commerce platforms increases the likelihood of consumers returning and making further transactions. The results of this study are supported by previous research conducted by Majeed et al. (2022), which shows that customer satisfaction affects Repurchase Intention. The desire to buy back is a reflection that expectations are met.

Aspects such as ease of use, responsive customer service, and good product quality contribute to a positive user experience. Thus, customer satisfaction in social commerce is not just the result of a single factor but is influenced by various aspects of the consumer experience and their perception of the platform. Understanding the relationship between satisfaction and intent to buy back helps the platform develop effective strategies for improving customer retention and long-term business growth.

Satisfaction Positively Effect on WOM Intention

Customer satisfaction in social commerce refers to the level of positive evaluation and satisfaction consumers feel after interacting with the platform. Satisfaction positively and significantly influences the intention to do word of mouth (WOM), which is to share

experiences or recommend products or services to others. This supports the results of Meilatinova (2021) research, which confirms that satisfaction has a significant influence on WOM.

High satisfaction in interactions with social commerce is often associated with greater levels of engagement from customers. This engagement includes the purchase and use of the product and active interactions such as providing reviews, recommendations, or participating in online communities. Consumers who feel engaged tend to be more active in WOM because they have an in-depth experience with the platform. Positive emotions can increase the likelihood of consumers sharing their experiences with others, especially if they feel impressed or satisfied. Empirical findings from Konuk (2019) research confirm the positive influence of consumer satisfaction on WOM intentions. The proper complaint-handling process can increase consumer satisfaction and stimulate WOM intentions.

Social commerce often leverages platforms that allow for social interaction and influence between users. High satisfaction can encourage consumers to use these platforms to share opinions or recommend products to their family, friends, or community. This supports the findings of the Uslu (2020) study, which determined that customer satisfaction has a positive effect on WOM's electronic intentions.

For social commerce platforms, WOM can be an important indicator of users' acceptance of technology. Satisfied consumers tend to become advocates for those products or services, expanding the user base by contributing to the platform's long-term growth. This is supported by the results of Pang (2021) research, which shows a path effect that customer satisfaction will significantly affect WOM electronic engagement. When users feel satisfied, they will use it more often and over a longer period, thus facilitating their engagement in WOM electronics.

Thus, customer satisfaction in social commerce has the potential to be a key factor in building a brand and expanding the user base through WOM. Understanding the mechanism behind the relationship between WOM satisfaction and intent helps platforms develop effective strategies for leveraging their users' positive influence to support business growth organically.

The reputation, quality of information, and security of transactions and their relationship to consumer satisfaction, repurchase intent, and intent to provide recommendations (WOM) have important implications in a business context. First, a good reputation can increase consumer satisfaction. With a strong reputation, social commerce platforms can attract more potential customers and retain existing customers, as consumers tend to prefer platforms that are considered reliable and have credibility.

Second, high-quality information helps consumers make better and more informed purchasing decisions. This can increase consumer satisfaction because they feel that they are getting added value from the interaction. Increased consumer satisfaction due to the quality of information can contribute to higher repurchase intentions. Consumers who feel fulfilled by the information provided will be more likely to consider the same product or service in the future.

Third, good transaction security provides a sense of security to consumers when making transactions. A high level of security can reduce transaction risk and increase consumer satisfaction. Consumers who feel safe will be more likely to make a repeat purchase and may be more willing to recommend it to others (WOM). Consumer satisfaction directly results from a good reputation, good information quality, and good transaction security, thus significantly contributing to repurchase intent and intention to provide positive recommendations (WOM). Ultimately, these variables can help businesses

in social commerce build a foundation for long-term growth and success and are important indicators of long-term success.

This study strengthens the theory of customer satisfaction by emphasizing the importance of platform reputation, information quality, and transaction security as the main determinants of satisfaction in the context of social commerce. Although traditional theories of customer satisfaction (e.g., Expectation-Confirmation Theory or Disconfirmation Theory) emphasize the comparison between customer expectations and actual product or service performance, this finding broadens the perspective by including social and security aspects that are unique characteristics in the context of social commerce.

The resulting theoretical implication is that in social commerce, customer satisfaction depends not only on product or service performance but also on consumer perceptions of platform reputation and security, distinguishing this study from traditional e-commerce customer satisfaction studies.

By including the social commerce dimension, this study offers insight into how user satisfaction creates repurchase intentions and increases social engagement, such as sharing reviews and recommendations with the community. This fills the gap in the literature that previously only focused on the linear relationship between satisfaction and loyalty without considering the impact of social interactions.

CONCLUSION

Based on the research conducted, it can be concluded that Reputation has a positive effect on Satisfaction, Information Quality has a positive effect on Satisfaction, Transaction Safety has a positive effect on Satisfaction, Satisfaction has a positive effect on Repurchase Intention, and Satisfaction has a positive effect on WOM Intention.

Overall, this study's results can be applied to similar social commerce platforms, especially those targeting the digital-savvy younger generation, where reputation, information quality, and security are key factors in influencing user satisfaction. However, the findings of this study have limitations if applied to e-commerce platforms that do not have strong social commerce features.

Generalization of the results of this study also needs to consider the cultural and geographic context because consumer behavior in different countries can be very different. In Indonesia, social media users are very active, and social commerce features are often used to find product reviews and recommendations. In this context, reputation and information quality are crucial to building trust. In countries with strict privacy regulations, transaction security, and personal data protection may impact user satisfaction more than the platform's social reputation.

The limitation of this study is that the sample is too small, so the results cannot be generalized in the context of other geographically, demographically, or socioeconomically different countries. Therefore, future studies may use larger samples. In addition, many variables can affect the results of the study, such as external factors that cannot be controlled, such as economic conditions, market trends, or changes in company policies that are not explicitly researched.

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