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THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES AND CUSTOMER EXPERIENCE ON PURCHASE, LOYALTY, AND PARTICIPATION INTENTIONS: THE MEDIATING ROLE OF RELATIONSHIP QUALITY IN INDONESIAN E-COMMERCE

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Abstract
This study investigates the influence of Social Media Marketing Activities (SMMA) and Customer Experience (CE) on Relationship Quality (RQ), and how RQ subsequently affects Purchase Intention (PI), Loyalty Intention (LI), and Participation Intention (PaI) among Shopee and Tokopedia users in East Java, Indonesia. With the rapid expansion of digital commerce through platforms such as Shopee and Tokopedia, consumers are increasingly exposed to personalized, entertaining, and interactive marketing content, making it essential to understand how these stimuli shape behavioural outcomes. Using a quantitative survey design with data from 335 respondents, this study applied Partial Least Squares Structural Equation Modeling (PLS-SEM) via WarpPLS 7.0 to evaluate the measurement and structural models. The results reveal that both SMMA ($\beta = 0.509$, $p < 0.001$) and CE ($\beta = 0.444$, $p < 0.001$) significantly enhance RQ, which in turn exerts a strong positive effect on PI ($\beta = 0.852$, $p < 0.001$) and LI ($\beta = 0.880$, $p < 0.001$). Conversely, RQ exhibits a statistically significant negative effect on PaI ($\beta = -0.552$, $p < 0.001$), leading to the rejection of the hypothesized positive relationship. This finding indicates that while satisfied and trusting users are inclined to repurchase and remain loyal, high relationship quality alone does not automatically translate into active community participation such as writing reviews or joining platform forums. Demographic analysis further shows that female consumers constitute the dominant user segment across both

platforms, with notable city-level variations across East Java. These findings extend Relationship Marketing Theory and the Stimulus–Organism–Response (S-O-R) framework while providing actionable insights for e-commerce platforms and MSMEs to pair relationship-building strategies with gamification, incentives, and community features to stimulate active user participation.

Keywords: Social media marketing activities, Customer experience, Relationship quality, Purchase intention, Loyalty intention, Participation intention.
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1. INTRODUCTION

The rapid adoption of e-commerce platforms such as Shopee and Tokopedia has fundamentally transformed how Indonesian consumers discover products, evaluate alternatives, and make purchasing decisions (Changani & Kumar, 2026). With more than 167 million active social media users, Indonesia represents a dynamic digital marketplace where online interactions continuously shape shopping preferences and behavioural intentions (Yuliana & Edinov, 2025). Digital platforms are no longer utilized solely for transactional exchanges; rather, they serve as integrated spaces for communication, entertainment, and social interaction, particularly among Generation Z and younger millennials (Tigan et al., 2026). Wider smartphone penetration, affordable internet access, and interactive features such as live shopping, flash sales, and algorithmic personalization have accelerated this behavioural shift (Ulhaq et al., 2025). Furthermore, the post-pandemic digital acceleration has encouraged micro, small, and medium enterprises (MSMEs) to expand their online operations and rely on digital marketplaces for sustainable revenue generation (Fandiyanto, et al., 2025).

Social media marketing activities (SMMAs) encompass more than conventional promotional broadcasting. They integrate entertainment, interactivity, trendiness, customization, and electronic word-of-mouth (eWOM) to foster meaningful brand–consumer interactions (Savitri & Saputro, 2026). Grounded in the Stimulus–Organism–Response (S-O-R) framework, SMMAs and platform touchpoints function as external stimuli that shape consumers' internal cognitive and emotional evaluations—manifested through Customer Experience (CE) and Relationship Quality (RQ)—before driving behavioural responses (Changani & Kumar, 2026; Yola & Sriwardiningsih, 2025). Features such as gamification, live-stream shopping, and interactive peer reviews further influence how consumers assess platform credibility and product value (Yusuf et al., 2026).

However, attracting consumers through digital promotions is insufficient without cultivating strong Relationship Quality (RQ), which reflects consumer trust and satisfaction toward the platform (Banerji &

Singh, 2024; Walean et al., 2025). Trust is particularly critical in online marketplaces where buyers cannot physically inspect products prior to purchase and face concerns regarding payment security and seller reliability (Janapalli et al., 2026). When shopping experiences consistently meet expectations, customer satisfaction reinforces relationship quality, reducing switching behaviour and encouraging repeat transactions (Hakim & Iskandar, 2025).

Crucially, consumer behavioural intentions in e-commerce are multidimensional and should not be treated as a single uniform outcome. Purchase Intention (PI) captures a consumer's willingness to execute a transaction, whereas Loyalty Intention (LI) reflects sustained platform preference and repeat purchasing over time (Hakim & Iskandar, 2025; Simbolon & Sumiati, 2025). In contrast, Participation Intention (PaI) involves voluntary, non-transactional contributions such as writing product reviews, sharing experiences, and engaging in online brand communities (Hakim & Iskandar, 2025). Despite growing research on digital marketing in Indonesia, few empirical studies have simultaneously examined how SMMA and CE jointly shape RQ and whether RQ uniformly drives both transactional intentions (PI and LI) and non-transactional participation (PaI) across diverse urban and semi-urban regions. Addressing this gap, this study investigates the mediating role of RQ among Shopee and Tokopedia users in East Java, offering theoretical refinements to relationship marketing models and practical guidance for e-commerce platforms and MSMEs (Kusumastuti et al., 2025; Zakariya & Ikaningtyas, 2025).

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical foundation and core constructs

This study integrates the Stimulus–Organism–Response (S-O-R) framework, Commitment–Trust Theory, and Service-Dominant Logic to explain how digital marketing stimuli and experiential interactions translate into consumer behavioural intentions. Within the S-O-R paradigm, external marketing and platform stimuli (Stimulus) shape consumers' internal relational evaluations (Organism), which subsequently drive behavioural outcomes (Response) (Changani & Kumar, 2026; Yang et al., 2024).

Social Media Marketing Activities (SMMA): SMMA refers to strategic digital marketing interactions comprising five core dimensions: entertainment, interaction, trendiness, customization, and electronic word-of-mouth (eWOM) (Banerji & Singh, 2024; Ulhaq et al., 2025). Through live streaming, influencer endorsements, and personalized content, e-commerce platforms stimulate emotional engagement and peer-driven credibility (Pasaribu et al., 2025; Singh et al., 2026; Zahrani & Wuryan, 2025).

Customer Experience (CE): Grounded in Service-Dominant Logic, CE represents consumers' holistic sensory, cognitive, emotional, behavioural, and relational responses across digital touchpoints—

operationalized through Sense, Think, Feel, Act, and Relate (Changani & Kumar, 2026; Valentina & Wicaksana, 2026). Seamless navigation, AI-driven recommendations, and reliable fulfilment enhance CE, whereas service delays erode relational evaluations (Fauzan et al., 2025; Najib et al., 2026; Ritonga & Simbolon, 2025).

Relationship Quality (RQ): Derived from Relationship Marketing and Commitment–Trust theories, RQ reflects the overall strength of the customer–platform bond (Banerji & Singh, 2024; Chen & Pandey, 2026). In transactional e-commerce contexts, RQ is primarily manifested through consumer Trust (confidence in platform reliability and transaction security) and Satisfaction (cumulative fulfilment of shopping expectations) (Walean et al., 2025; Zappelin et al., 2024).

Consumer Behavioural Intentions (PI, LI, and PaI): Consumer responses are disaggregated into three distinct constructs (Fajarwati et al., 2024; Hakim & Iskandar, 2025): (1) Purchase Intention (PI), reflecting consumers' willingness to buy products via the platform based on perceived trust, promotional value, and reduced transaction risk (Amalia & Firman, 2026; Budiani & Satria, 2026); (2) Loyalty Intention (LI), capturing consumers' commitment to continue using and repurchasing from a preferred platform, reinforced by satisfaction, cashback programs, and responsive support (Adriel et al., 2024; Ayuningtyas, 2024); and (3) Participation Intention (PaI), representing consumers' willingness to engage in non-transactional platform activities such as posting reviews, sharing user-generated content, and participating in community discussions or gamified features (Rajbanshi et al., 2025; Windarsari, 2025).

2.2 Hypothesis development

Social Media Marketing Activities and Relationship Quality (H1): Interactive, customized, and informative social media marketing reduces information asymmetry and signals brand responsiveness, fostering consumer trust and satisfaction (Dai et al., 2024; Jamil et al., 2022). Empirical evidence in Indonesian digital commerce confirms that well-executed SMMAs strengthen relational evaluations toward e-commerce platforms (Pavitram & Iskandar, 2025; Yang et al., 2024).

H1: *Social Media Marketing Activities positively influence Relationship Quality.*

Customer Experience and Relationship Quality (H2): According to Expectation–Confirmation Theory and Service-Dominant Logic, consistently positive sensory, cognitive, and functional experiences across browsing, payment, and delivery confirm user expectations and build relational trust and satisfaction (Dai et al., 2024; Ginting et al., 2023; Rabbad, 2025).

H2: *Customer Experience positively influences Relationship Quality.*

Relationship Quality and Purchase Intention (H3): High levels of trust and satisfaction mitigate perceived online transaction risks—such as fraud or product misrepresentation—thereby increasing consumers'

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confidence and willingness to complete purchases (Febriandika et al., 2025; Hakim & Iskandar, 2025; Rabbad, 2025).

H3: *Relationship Quality positively influences Purchase Intention.*

Relationship Quality and Loyalty Intention (H4): Relationship Marketing Theory posits that sustained satisfaction and trust create emotional attachment and switching barriers, motivating consumers to repeatedly patronize the same marketplace (Dai et al., 2024; Jamil et al., 2022; Pavitram & Iskandar, 2025).

H4: *Relationship Quality positively influences Loyalty Intention.*

Relationship Quality and Participation Intention (H5): Drawing on Social Identity and Community Engagement perspectives, consumers who trust and feel satisfied with a platform are theoretically expected to reciprocate through voluntary advocacy, product reviews, and community contributions (Dai et al., 2024; Hakim & Iskandar, 2025; Yang et al., 2024).

H5: *Relationship Quality positively influences Participation Intention.*

3. RESEARCH METHOD

This study employed a quantitative explanatory design to test the structural relationships among Social Media Marketing Activities (SMMA), Customer Experience (CE), Relationship Quality (RQ), Purchase Intention (PI), Loyalty Intention (LI), and Participation Intention (PaI). In accordance with the structural specification in WarpPLS 7.0, SMMA was modelled as a second-order reflective construct comprising five first-order reflective dimensions: Entertainment (E), Interaction (I), Trendiness (T), Customization (C), and Word-of-Mouth (WM) (Ulhaq et al., 2025). Customer Experience (CE) was specified as a second-order formative construct formed by five experiential dimensions: Sense (S), Think (Th), Feel (F), Act (A), and Relate (R) (Changani & Kumar, 2026). While relationship quality is broadly conceptualized in the literature as encompassing trust, satisfaction, and commitment, it is operationalized in this study as a second-order reflective construct represented by two core dimensions—Trust (TR) and Satisfaction (SF)—which capture the primary relational evaluations in transactional e-commerce settings (Walean et al., 2025). Finally, PI, LI, and PaI were modelled as distinct first-order reflective endogenous constructs (Fajarwati et al., 2024).

Data were collected using a structured online questionnaire measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Prior to full distribution, a pilot test was conducted to verify item clarity, content validity, and respondent comprehension. Using purposive sampling, valid responses were obtained from 335 respondents residing in East Java, Indonesia, who were at least 17 years old and had completed a minimum of two transactions on Shopee or Tokopedia within the preceding three months. East Java was selected due to its large digital user base and diverse socioeconomic landscape spanning

metropolitan centers (e.g., Surabaya) and regional districts (e.g., Gresik, Sidoarjo, Mojokerto, Lamongan, Bangkalan, and Banyuwangi) (Jazula et al., 2025).

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in WarpPLS 7.0, which accommodates both reflective and formative higher-order constructs as well as non-normal data distributions. Measurement model assessment evaluated indicator loadings (≥ 0.70), indicator weights and significance ($p < 0.05$) for formative dimensions, Average Variance Extracted (AVE ≥ 0.50) for convergent validity, and both Cronbach's Alpha (CA ≥ 0.70) and Composite Reliability (CR ≥ 0.70) for internal consistency reliability (Dananjoyo & Udin, 2025). Discriminant validity was verified using the Heterotrait–Monotrait Ratio (HTMT < 0.90) (Hakim & Iskandar, 2025). The structural model was evaluated via global model fit indices, Variance Inflation Factors (VIF ≤ 5.0), standardized path coefficients (β), p-values, and coefficients of determination (R^2).

4. RESULTS AND DISCUSSION

4.1 Respondent demographics

The demographic and geographical distribution of the 335 respondents across East Java is presented in Table 1. Overall, female respondents accounted for 62.4% (n = 209) and male respondents accounted for 37.6% (n = 126), demonstrating substantially higher e-commerce engagement among women across both platforms and all surveyed locations. Tokopedia represented a slightly larger share of the sample (n = 176, 52.5%) compared to Shopee (n = 159, 47.5%). Geographically, Gresik recorded the highest total participation (n = 58), followed by Other East Java regions (n = 52), Surabaya (n = 50), and Lamongan (n = 50), whereas Sidoarjo recorded the lowest (n = 35).

TABLE 1. RESPONDENT DEMOGRAPHICS BY PLATFORM, GENDER, AND CITY (N = 335)

Platform	Gender	Surabaya	Sidoarjo	Gresik	Mojokerto	Lamongan	Bangkalan	Other	Total
Shopee	Male	6	9	11	10	9	12	8	65
	Female	13	11	17	15	11	13	14	94
	Subtotal	**19**	**20**	**28**	**25**	**20**	**25**	**22**	**159**
Tokopedia	Male	12	5	5	6	13	7	13	61
	Female	19	10	25	13	17	14	17	115
	Subtotal	**31**	**15**	**30**	**19**	**30**	**21**	**30**	**176**
Total	Male	18	14	16	16	22	19	21	126
	Female	32	21	42	28	28	27	31	209
	Total	**50**	**35**	**58**	**44**	**50**	**46**	**52**	**335**

Source: Authors' research

Figure 1 illustrates the gender distribution of Tokopedia users across several cities in East Java. Female respondents consistently outnumber male respondents in all surveyed locations, with the highest female representation recorded in Gresik (n = 25) and Surabaya (n = 19), while Sidoarjo recorded the lowest (n =

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10). These variations indicate that local demographic characteristics influence platform adoption and highlight key regional markets for targeted customer engagement.

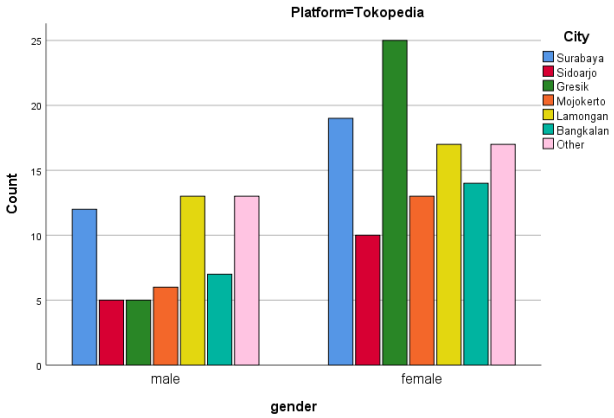


FIGURE 1. GENDER DISTRIBUTION OF TOKOPEDIA USERS ACROSS CITIES
Source: Authors' research

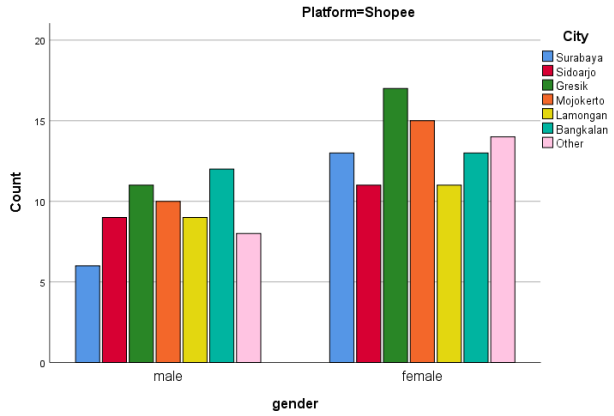


FIGURE 2. GENDER DISTRIBUTION OF SHOPEE USERS ACROSS CITIES
Source: Authors' research

Figure 2 illustrates the gender distribution of Shopee users across East Java, likewise showing a consistent dominance of female users across all cities. Gresik exhibited the highest female (n = 17) and total (n = 28) Shopee user count, followed by Mojokerto (n = 25) and Bangkalan (n = 25), confirming that women constitute the primary e-commerce consumer segment across the region.

4.2 Model fit and quality indices

Average path coefficient (APC) = 0.647, $p < 0.001$

Average R-squared (ARS) = 0.664, $p < 0.001$

Average adjusted R-squared (AARS) = 0.661, $p < 0.001$

Average block VIF (AVIF) = 4.287 (acceptable if ≤ 5.0, ideally ≤ 3.3)

Average full collinearity VIF (AFVIF) = 2.455 >= 1.000 (acceptable if ≤ 5.0, ideally ≤ 3.3)

Tenenhaus GoF (GoF) = 0.681 (small ≥ 0.10, medium ≥ 0.25, large ≥ 0.36)

Sympson's paradox ratio (SPR) = 1.000 (acceptable if ≥ 0.70, ideally = 1.000)

R-squared contribution ratio (RSCR) = 1.000 (acceptable if ≥ 0.90, ideally = 1.000)

Statistical suppression ratio (SSR) = 1.000 (acceptable if ≥ 0.70)

Nonlinear bivariate causality direction ratio (NLBCDR) = 0.790 (acceptable if ≥ 0.70)

The WarpPLS 7.0 diagnostic results confirm that the structural model achieves satisfactory global fit and explanatory power. The statistically significant APC (0.647), ARS (0.664), and AARS (0.661) demonstrate meaningful explanatory capability across the endogenous constructs, while the Tenenhaus GoF of 0.681 surpasses the large fit threshold (0.36). Moreover, SPR, RSCR, and SSR all equal 1.000, confirming the absence of Simpson's paradox, negative R-squared contributions, or statistical suppression effects, and NLBCDR (0.790) supports the hypothesized causal directions.

4.3 Measurement model evaluation

As presented in Table 2, all first-order reflective indicators exceed the recommended loading factor (LF) threshold of 0.70 (ranging from 0.708 to 0.926), demonstrating robust indicator reliability. Table 3 confirms that all first-order constructs achieve Average Variance Extracted (AVE) values above 0.50 and Composite Reliability (CR) and Cronbach's Alpha (CA) values above 0.70, establishing convergent validity and internal consistency.

TABLE 2. FIRST-ORDER MEASUREMENT MODEL — INDICATOR LOADING FACTORS

SMMA	LF	CE	LF	RQ	LF	Behavioural intentions	LF
E1	0.827	S1	0.811	SF1	0.807	PI1	0.824
E2	0.876	S2	0.743	SF2	0.854	PI2	0.755
I1	0.835	Th1	0.744	SF3	0.912	PI3	0.758
I2	0.709	Th2	0.848	SF4	0.926	PI4	0.811
T1	0.829	F1	0.708	SF5	0.835	LI1	0.856
T2	0.799	F2	0.822	SF6	0.755	LI2	0.894
C1	0.876	A1	0.838	TR1	0.833	LI3	0.910
C2	0.883	A2	0.773	TR2	0.842	LI4	0.715
WM1	0.878	R1	0.756	TR3	0.924	PaI1	0.886
WM2	0.787	R2	0.812	TR4	0.917	PaI2	0.882
—	—	—	—	TR5	0.870	PaI3	0.788
—	—	—	—	TR6	0.864	—	—

Source: Authors' research

Table 4 presents the second-order measurement model evaluation. All five dimensions of Social Media Marketing Activities (SMMA)—Entertainment (Lv_E), Interaction (Lv_I), Trendiness (Lv_T), Customization (Lv_C), and Word-of-Mouth (Lv_WM)—exhibit strong loadings (0.898 to 0.928, $p < 0.001$), with AVE = 0.829, CA = 0.949, and CR = 0.960. Similarly, the Customer Experience (CE) construct demonstrates satisfactory psychometric properties across its five experiential dimensions: Sense (Lv_S), Think (Lv_Th), Feel (Lv_F), Act (Lv_A), and Relate (Lv_R), with loadings ranging from 0.734 to 0.937. Although Act

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(Lv_A) exhibits the lowest loading (0.734), it exceeds the 0.70 threshold and is statistically significant ($p = 0.034$), justifying its retention in the model. For Relationship Quality (RQ), both Satisfaction (Lv_SF) and Trust (Lv_TR) achieve loadings of 0.972 ($p < 0.001$), AVE = 0.944, CA = 0.941, and CR = 0.971.

TABLE 3. FIRST-ORDER CONSTRUCT RELIABILITY AND CONVERGENT VALIDITY

Higher-order construct	First-order dimension	AVE	Composite reliability (CR)	Cronbach's Alpha (CA)
SMMA	Entertainment (E)	0.726	0.841	0.833
	Interaction (I)	0.600	0.749	0.790
	Trendiness (T)	0.663	0.797	0.763
	Customization (C)	0.774	0.872	0.801
	Word-of-Mouth (WM)	0.695	0.820	0.757
CE	Sense (S)	0.605	0.753	0.754
	Think (Th)	0.636	0.777	0.888
	Act (A)	0.650	0.788	0.802
	Feel (F)	0.588	0.740	0.869
	Relate (R)	0.615	0.762	0.725
RQ	Satisfaction (SF)	0.723	0.940	0.741
	Trust (TR)	0.767	0.952	0.939
Behavioral Intentions	Purchase Intention (PI)	0.620	0.867	0.774
	Loyalty Intention (LI)	0.718	0.910	0.866
	Participation Intention (PaI)	0.728	0.889	0.733

Source: Authors' research

TABLE 4. SECOND-ORDER MEASUREMENT MODEL EVALUATION

Construct	Dimension	Loading	Indicator weight	p-value	AVE	CA	CR
SMMA (Reflective)	Lv_E	0.901	0.184	<0.001	0.829	0.949	0.960
	Lv_I	0.928	0.146	<0.001			
	Lv_T	0.916	0.196	<0.001			
	Lv_C	0.898	0.208	<0.001			
	Lv_WM	0.909	0.202	<0.001			
CE (Formative)	Lv_S	0.856	0.195	<0.001	0.715	0.912	0.926
	Lv_Th	0.937	0.199	<0.001			
	Lv_F	0.889	0.149	<0.001			
	Lv_A	0.734	0.283	0.034			
	Lv_R	0.797	0.245	0.009			
RQ (Reflective)	Lv_SF	0.972	0.301	<0.001	0.944	0.941	0.971
	Lv_TR	0.972	0.222	<0.001			

Source: Authors' research

Table 5 reports the Heterotrait–Monotrait Ratio (HTMT) matrix used to verify discriminant validity. All HTMT values remain below the recommended threshold of 0.90 (ranging from 0.01 to 0.89). While certain conceptually adjacent pairs—such as Think (Th) and Relationship Quality (RQ, HTMT = 0.89) or Trust (TR) and Participation Intention (PaI, HTMT = 0.88)—approach the upper bound due to shared cognitive-affective evaluations in online shopping, none exceed 0.90, confirming adequate empirical distinctiveness among the constructs.

TABLE 5. HETEROTRAIT–MONOTRAIT RATIO (HTMT) DISCRIMINANT VALIDITY

	E	I	T	C	WM	S	F	Th	A	R	SF	TR	Pal	LI	PI	SM MA	CE
E																	
I	0.64																
T	0.69	0.75															
C	0.62	0.65	0.69														
WM	0.69	0.67	0.01	0.82													
S	0.67	0.86	0.86	0.28	0.63												
F	0.86	0.63	0.63	0.86	0.67	0.79											
Th	0.76	0.85	0.62	0.88	0.86	0.37	0.76										
A	0.08	0.09	0.03	0.07	0.10	0.26	0.06	0.73									
R	0.31	0.22	0.31	0.27	0.28	0.47	0.33	0.17	0.72								
SF	0.87	0.87	0.02	0.01	0.03	0.76	0.62	0.85	0.39	0.87							
TR	0.87	0.86	0.60	0.64	0.02	0.82	0.66	0.62	0.09	0.27	0.68						
Pal	0.38	0.16	0.36	0.23	0.34	0.19	0.41	0.31	0.20	0.88	0.63	0.88					
LI	0.87	0.87	0.88	0.66	0.02	0.66	0.86	0.88	0.09	0.41	0.66	0.68	0.75				
PI	0.35	0.62	0.66	0.02	0.14	0.15	0.08	0.67	0.11	0.20	0.23	0.07	0.67	0.75			
SMMA	0.02	0.03	0.08	0.03	0.07	0.01	0.63	0.87	0.04	0.22	0.66	0.63	0.28	0.63	0.72		
CE	0.66	0.69	0.68	0.62	0.07	0.06	0.14	0.03	0.57	0.06	0.24	0.05	0.62	0.68	0.26	0.67	
RQ	0.87	0.86	0.65	0.65	0.40	0.87	0.65	0.89	0.21	0.25	0.07	0.03	0.27	0.67	0.04	0.65	0.62

Source: Authors' research

4.4 Structural model and hypothesis testing

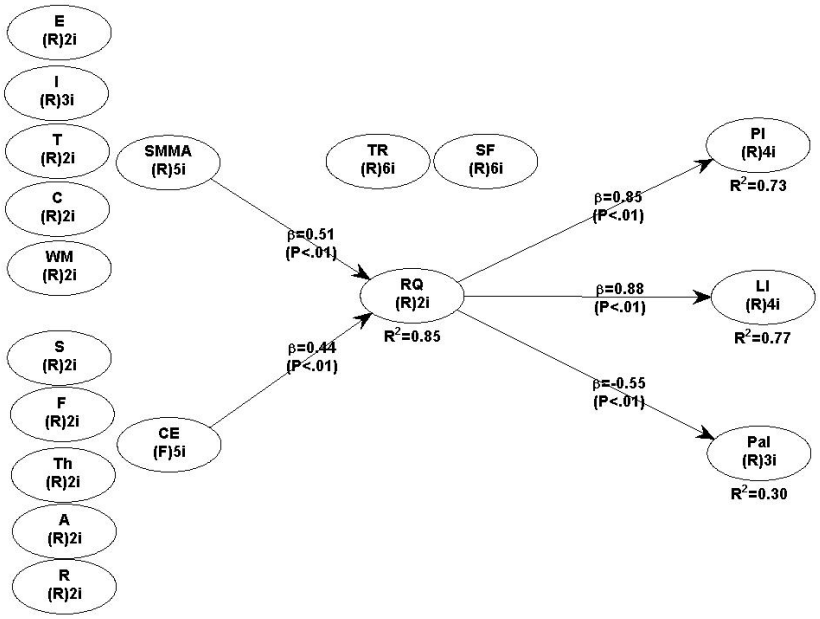


FIGURE 3. STRUCTURAL MODEL RESULTS
Source: Authors' research

As illustrated in Figure 3 and summarized in Table 6, Social Media Marketing Activities (β = 0.509, p < 0.001) and Customer Experience (β = 0.444, p < 0.001) positively and significantly enhance Relationship Quality, jointly explaining 85% of its variance (R^2 = 0.85), supporting H1 and H2. In turn, Relationship

Quality exerts a strong positive effect on Purchase Intention (β = 0.852, p < 0.001, R^2 = 0.73) and Loyalty Intention (β = 0.880, p < 0.001, R^2 = 0.77), supporting H3 and H4. Conversely, Relationship Quality exhibits a statistically significant negative effect on Participation Intention (β = −0.552, p < 0.001, R^2 = 0.30). Because the empirical coefficient operates in the opposite direction to the hypothesized positive relationship, H5 is not supported.

TABLE 6. STRUCTURAL MODEL HYPOTHESIS TESTING

Hypothesis	Structural path	Path coefficient (β)	p-value	Decision
H1	SMMA → RQ	0.509	<0.001	Supported
H2	CE → RQ	0.444	<0.001	Supported
H3	RQ → PI	0.852	<0.001	Supported
H4	RQ → LI	0.880	<0.001	Supported
H5	RQ → PaI	-0.552	<0.001	Not Supported (Opposite direction)

Source: Authors' research

4.4.1 The effect of social media marketing activities on relationship quality

Social media marketing activities (SMMAs) encompassing interactivity, informativeness, word-of-mouth, personalization, and trendiness have been found to significantly strengthen relationship quality dimensions including commitment, trust, and satisfaction, which in turn positively increase consumer online repurchase intentions (Sohaib et al., 2022). The empirical evidence presented in this study demonstrates a substantial positive coefficient (β = 0.509, p < 0.001) for the relationship between SMMA and relationship quality in e-commerce platforms such as Tokopedia and Shopee. This finding aligns with the Stimulus–Organism–Response (SOR) theory, which postulates that external marketing stimuli activate consumers' cognitive and emotional processes, subsequently shaping their relational evaluations and behavioural outcomes. Using the stimulus–organism–response (SOR) framework, social media marketing activities are theoretically positioned to affect dimensions of customer relationship quality (commitment, trust, and satisfaction) and brand loyalty, with these dimensions of relationship quality acting as mediators between SMMAs and loyalty outcomes (Ibrahim & Aljarah, 2023).

Recent empirical studies in the Indonesian e-commerce context demonstrate that social media marketing activities have a significant effect on commitment, trust, satisfaction, and customer loyalty (Uthman & Marie, 2025). Furthermore, drawing from the Stimulus-Organism-Response framework, empirical evidence reveals that social media marketing activities have a beneficial influence on brand experience and relationship quality, with both variables emerging as significant mediators in the relationship between SMMA and brand loyalty (Erobathriek et al., 2023). These converging findings substantiate that social media marketing has evolved beyond a traditional communication channel to become a strategic relational asset. The research demonstrates that social media marketing and customer experience have a significant influence on relationship quality, with relationship quality significantly affecting purchase intention, loyalty

intention, and participation intention (Zappelin et al., 2024), thereby validating the central role of relationship quality in translating marketing stimuli into tangible consumer behavioural outcomes in highly competitive digital marketplaces.

4.4.2 The effect of customer experience on relationship quality

Customer experience represents a multifaceted construct encompassing consumers' cumulative evaluations across multiple touchpoints, including navigation convenience, transaction efficiency, customer support responsiveness, payment security, and delivery reliability. The structural model reveals a robust positive coefficient ($\beta = 0.444$, $p < 0.001$) for customer experience's influence on relationship quality, indicating that superior experiences substantially enhance trust and satisfaction evaluations among e-commerce users. Within the context of football jersey sales on e-commerce platforms, customer experience significantly enhances relationship quality (coefficient: 0.909), which in turn positively influences purchase intention, loyalty intention, and participation intention (Hakim & Iskandar, 2025). This phenomenon is grounded in Service-Dominant Logic, which emphasizes that value emerges through interactive co-creation processes between service providers and consumers, making customer experience a fundamental determinant of relational quality development.

Empirical investigation demonstrates that positive customer experience significantly increases loyalty, word of mouth, and retention when it leads to relationship quality, thereby preventing customer churn and providing sustainable growth for the company (Puspitasari & Kustiawan, 2023). Additionally, omnichannel customer experience affects loyalty intention, with relationship quality serving as a mediator in this connection (Çomoğlu & Onurlu, 2026), highlighting the generalizability of this relationship across diverse retail contexts. Research findings demonstrate that customer experience quality has a strong positive correlation with customer loyalty, mediated by customer satisfaction, with customer experience quality showing significant direct effects on both satisfaction and loyalty (Danurdara & Masatif, 2025). These complementary findings reinforce that customer experience management constitutes a critical strategic function for e-commerce platforms seeking to establish and maintain high-quality relationships with their customer base in increasingly saturated digital markets.

4.4.3 The effect of relationship quality on purchase intention

E-service quality significantly and positively affects customer satisfaction, e-trust, and continuous usage intention, with both customer satisfaction and e-trust serving as significant mediating factors in the relationship between e-service quality and continuous usage intention (Kim & Yum, 2024). The present study's findings demonstrate an exceptionally strong positive coefficient ($\beta = 0.852$, $p < 0.001$) for relationship

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quality's influence on purchase intention, substantially surpassing effect magnitudes typically observed in consumer behaviour research. This robust relationship reflects that consumers who perceive elevated levels of trust and satisfaction toward e-commerce platforms experience substantially reduced perceived risk and enhanced confidence in platform reliability, thereby strengthening their willingness to execute transactions. Consumer purchase intention research reveals that perceived usefulness, ease of use, and trust require mediation by commitment to affect purchase intention, suggesting that the path to consumer purchase intention involves complex psychological mechanisms beyond direct effects (Wistedt, 2024).

Empirical investigation integrating the Technology Acceptance Model and Theory of Planned Behaviour demonstrates that perceived usefulness, perceived ease of use, attitude, subjective norms, and perceived behavioural control each have positive and significant influence on consumer purchase intention, which subsequently mediates the relationship between these antecedents and actual online shopping behaviour (Rehman et al., 2019). Research findings reveal that impulse purchase intention, quality orientation, brand orientation, online trust and prior online purchase experience are positively related to customer online purchase intention (Ling et al., 2010). Furthermore, variables extracted from the Theory of Planned Behaviour including attitude, subjective norm, and perceived behavioural control appear to have significant impact on purchase intention and buying behaviour, while trust moderates the relationship between attitude and purchase intention (Khan et al., 2022). These converging empirical findings validate that relationship quality functions as a paramount driver of purchase behaviour in contemporary e-commerce ecosystems, operating through multiple psychological mechanisms that collectively enhance consumers' confidence and transaction willingness.

4.4.4 The effect of relationship quality on loyalty intention

Relationship quality, treated as a disaggregated multidimensional construct consisting of relationship satisfaction, trust, and commitment, demonstrates that relationship satisfaction, perceived relational investment, and affective commitment have a strong and positive impact on e-loyalty, while trust also exerts a strong effect but operates via relationship satisfaction (Rafiq et al., 2013). The empirical results indicate an exceptionally strong effect coefficient ($\beta = 0.880$, $p < 0.001$) for relationship quality's influence on loyalty intention, positioning this construct as the single most influential driver of long-term customer commitment. This finding substantiates Relationship Marketing Theory, which conceptualizes loyalty as the ultimate manifestation of successful relationship-building efforts, wherein sustained trust and satisfaction generate emotional attachment and behavioural commitment. Research analysis reveals that customer satisfaction demonstrates a positive and significant effect on repurchase intention, with multiple mediating pathways through which antecedent variables influence repurchase behaviour, demonstrating the central role of satisfaction in loyalty formation (Ginting et al., 2023).

Logistics service quality dimensions including timeliness, order accuracy, and return convenience significantly shape both trust and satisfaction, which subsequently influence repurchase intention and electronic word-of-mouth, challenging traditional service quality frameworks and highlighting evolving customer expectations (Ngo et al., 2025). Additionally, the quality of e-service and trust have significant favorable influence on customer loyalty, with this effect mediated by customer satisfaction, highlighting the role of e-commerce producers in gaining loyalty through efficient service offerings (Muharam et al., 2021). Service quality and trust both exert significant positive effects on customer satisfaction and loyalty, with satisfaction playing a role as a partial mediator in strengthening the relationship between these antecedents and loyalty (Putu et al., 2025). The consistency of these empirical findings across diverse e-commerce contexts and geographic markets substantiates that cultivating robust trust and satisfaction remains strategically essential for e-commerce platforms pursuing sustainable competitive advantage through enhanced customer retention and long-term profitability.

4.4.5 The effect of relationship quality on participation intention

The findings reveal a negative and statistically significant effect of relationship quality on participation intention ($\beta = -0.552$, $p < 0.001$). Although the relationship satisfies the statistical significance criterion, the negative coefficient contradicts the hypothesized positive direction. Therefore, the hypothesis is not supported. This finding suggests that stronger trust and satisfaction do not necessarily encourage consumers to participate actively in e-commerce activities. Unlike previous research demonstrating that relationship quality positively contributes to customer participation, loyalty, and purchasing behaviour (Pavitram & Iskandar, 2025), the present study indicates a different behavioural pattern. Indonesian consumers may place greater value on transactional convenience, service reliability, and purchasing efficiency than on participating in online communities. Specifically, in utilitarian e-commerce marketplaces such as Shopee and Tokopedia, high satisfaction and trust often foster passive, frictionless consumption rather than active community engagement. When transactions consistently meet expectations without issues, consumers perceive the exchange as complete and feel little intrinsic urgency to post feedback, join seller forums, or co-create content—behaviours that are often triggered either by service failures or by explicit extrinsic incentives. Furthermore, highly trusting buyers tend to rely on established platform safeguards and automated ratings rather than investing additional time and cognitive effort in voluntary community participation. This distinction suggests that maintaining positive customer relationships does not automatically translate into greater willingness to engage in activities beyond purchasing.

From the perspective of the Stimulus-Organism-Response (SOR) framework, consumer participation may require additional motivational factors beyond trust and satisfaction. Previous studies have shown that e-

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service quality positively influences customer engagement through customer trust and perceived risk (Fan et al., 2022). Similarly, social media activities and visual content have been found to strengthen customer engagement by encouraging interaction and emotional connections (Yuliana & Edinov, 2025). The contrasting findings suggest that consumers who are satisfied with their shopping experiences may not perceive sufficient benefits from writing reviews, sharing experiences, or participating in platform communities. Consequently, e-commerce platforms should consider complementary strategies, including gamification, participation-based rewards, social recognition, and community engagement initiatives. Such approaches may provide additional motivation for consumers to contribute actively while supporting stronger platform engagement and user-generated content.

5. CONCLUSIONS, IMPLICATIONS, LIMITATIONS, AND SUGGESTIONS

5.1 Conclusions

The findings of this study demonstrate that Social Media Marketing Activities (SMMA) and Customer Experience (CE) significantly contribute to Relationship Quality (RQ) among Shopee and Tokopedia users in East Java. Interactive marketing activities, personalized communication, and positive shopping experiences strengthen consumer trust and satisfaction, which subsequently encourage Purchase Intention (PI) and Loyalty Intention (LI). These findings emphasize the importance of relationship quality in connecting marketing experiences with favourable consumer behavioural outcomes. However, the negative and statistically significant relationship between RQ and Participation Intention (PaI) indicates that stronger customer relationships do not necessarily encourage active involvement in non-transactional activities. Consumers may remain satisfied and loyal to a platform without being motivated to write reviews, share experiences, or participate in online communities. This distinction highlights the different motivations underlying purchasing, loyalty, and participatory behaviours in digital commerce.

5.2 Theoretical and practical implications

From a theoretical perspective, this study contributes to Relationship Marketing Theory and Commitment–Trust Theory by confirming the importance of trust and satisfaction in developing customer relationships and encouraging purchasing and loyalty intentions. However, the negative relationship between relationship quality and participation intention suggests that established relationship marketing perspectives may not fully explain consumers' willingness to engage in voluntary platform activities. This finding also extends the discussion of the Stimulus-Organism-Response framework by suggesting that favourable relational perceptions do not always produce positive behavioural responses across different forms of consumer

engagement. From a practical perspective, e-commerce platforms should prioritize personalized social media marketing, responsive customer service, reliable transactions, and effective customer relationship management to strengthen consumer confidence and long-term loyalty. Nevertheless, encouraging active participation may require additional strategies, including gamification, participation rewards, referral programs, social recognition, and community-based initiatives that provide consumers with clear incentives to contribute beyond purchasing activities. These approaches may help businesses maintain customer relationships while encouraging more meaningful involvement in digital communities.

5.3 Limitations and suggestions for future research

Despite these contributions, this study has several limitations. Its geographical focus on East Java, Indonesia, and its examination of Shopee and Tokopedia users may restrict the generalizability of the findings to other regions and digital marketplaces. Furthermore, the cross-sectional research design limits the ability to observe changes in consumer relationships and behavioural intentions over time. Future research should consider broader geographical coverage, comparisons across e-commerce platforms, and longitudinal or mixed-method approaches to better understand the development of consumer engagement. Additional constructs, such as social influence, community identification, perceived participation benefits, customer engagement, and value co-creation, may also help explain why positive customer relationships do not always translate into active participation. Examining these factors would provide a more comprehensive understanding of consumer behaviour and support the development of more effective relationship-building and engagement strategies in digital commerce.

DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

DECLARATION OF GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this work, the authors used Grammarly solely to improve readability, grammar, sentence flow, and academic language clarity during the drafting and revision stage. After using these tools, the authors reviewed and edited the content as needed and take full responsibility for the content of the publication.

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