

The Influence of Social Media Marketing Activity, Performance Expectancy, and Effort Expectancy on Repurchase Intention through the Mediator of Behavioral Intention for Cotton Mom Products on Shopee

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ABSTRACT

In this research we investigate the impact of Performance Expectancy and Social Media Marketing Activity (SMM) on repurchase intentions among Millennial mothers purchasing Cotton Mom products on the Shopee platform. Utilizing a quantitative study via Structural Equation Modeling (SEM) with Partial Least Squares (PLS). Through a quantitative investigation of Structural Equation Modeling (SEM) with Partial Least Squares (PLS), responses obtained from a poll of mothers in the Millennial generation a significant positive relationship between SMM activities and Behavioral Intention, which subsequently affects Repurchase Intention. Additionally, Performance Expectancy is found to positively impact Behavioral Intention, while Effort Expectancy and Social Influence show no significant effects. The findings emphasize the importance of effective SMM strategies in driving consumer loyalty and suggest that marketers should focus on enhancing product performance perceptions to foster repurchase intentions.

1. INTRODUCTION

In the rapidly evolving digital era, Social Media Marketing Activity (SMM) has become essential for companies to build closer relationships with customers. Cotton Mom, as a brand focused on children's fashion products, employs social media channels to generate compelling material, including product images, demonstration videos, and customer testimonials. These contents not only attract consumer attention but also enhance interaction, create brand awareness, and educate consumers about the quality and benefits of the products. This, in turn, has the potential to increase repurchase intentions among customers (Alwan & Alshurideh, 2022). expectancy encompasses how consumers perceive that these products can meet their needs, such as comfort, durability, and safety for infants. If Cotton Mom's products successfully provide added value in line with consumer expectations, this can increase their intentions to make future repurchases (Timbula & Marvadi, 2023).

On the other hand, effort expectancy refers to the ease consumers feel when using the products and making purchases. Cotton Mom is committed to creating a simple and enjoyable shopping experience on Shopee. An easy process, from product searching to payment, can reduce the cognitive load on consumers and encourage them to repurchase products, as they feel that the experience is hassle-free (Julyazti et al., 2023).

Consumer decision-making is also significantly influenced by social factors. In the context of Cotton Mom, recommendations from friends, family, or social media influencers can significantly impact repurchase intentions. When consumers see that those around them have positive experiences with Cotton Mom, they are more likely to make repeat purchases, influenced by social norms and trust in the product (Timbula & Marvadi, 2023).

In this study, behavioral intention serves as a mediator connecting independent variables with repurchase intention. It is expected that Social Media Marketing Activity, performance expectancy, effort expectancy, and social influence will shape consumers' intentions to repurchase Cotton Mom products. The more positive consumers' experiences are with these factors, the higher their intention to make repeat purchases (Ben Amor & Mzoughi, 2023; Timbula & Marvadi, 2023).

Sales data for Cotton Mom products on Shopee from July 2023 to September 2024 shows variations between the percentage of new and returning buyers, both in terms of quantity and sales contribution. Although the percentage of new buyers tends to dominate, their contribution to total sales is often lower compared to returning buyers. For instance, in July 2023, 87.19% of buyers were new, but their contribution to sales was only 80.54%. In contrast, returning buyers, though fewer, contributed more significantly to sales (12.81% vs. 19.46%)(Mom, 2024).

This phenomenon reflects differences in behavior between new and returning buyers on Shopee, particularly for Cotton Mom products. Returning buyers tend to contribute more significantly to sales, indicating that factors such as trust, performance expectations, and effort expectancy may have a greater influence on their repurchase intentions. Meanwhile, new buyers may be more influenced by marketing or promotional factors on social media (Olutade et al., 2020; Salim & Isaa, 2024).

One possible factor explaining this behavior is the effectiveness of Social Media Marketing Activity (SMM), which can attract a large number of new buyers but may not be strong enough to build long-term loyalty. The functions of effort expectancy and performance expectancy are also crucial in retaining returning buyers, as expectations of performance and ease of use will influence whether they will repurchase products on the platform (Leksono & Prasetyaningtyas, 2021).

Therefore, this study is highly relevant in understanding how Cotton Mom can develop strategies to enhance customer loyalty. The findings of this study are anticipated to yield significant insights into Cotton Mom by comprehending the influence of each variable under examination to create more successful marketing tactics. This research seeks to advance theoretical frameworks within the domain of digital marketing, particularly concerning e-commerce and consumer behavior on digital platforms. By focusing on SMM and how performance expectancy, effort expectancy, and social influence affect repurchase intention, this study can enrich the literature on the factors influencing repeat buying behavior (Doeim et al., 2022; Timbula & Marvadi, 2023). Consequently, it is anticipated that the results of this research will contribute to the formulation of marketing models that are more pertinent in the digital age. Cotton Mom is expected to adjust its content and interactions on social media to craft appropriate long-term, short-term, and medium-term strategies for retaining returning buyers while optimizing new buyers to become loyal customers.

Despite the increasing implementation of blended learning in government training programs, studies evaluating its effectiveness in the context of Basic Training for Probationary Civil Servants (Latsar CPNS) remain limited. Previous research has explored the advantages and challenges of online and hybrid learning methods, particularly in the areas of cost efficiency, accessibility, and engagement (Affiani, 2020; Fuadi, 2021). However, there is still a lack of empirical studies that specifically examine how different learning phases—MOOC, online learning with facilitators, and classical sessions—impact training effectiveness and participants' competency development.

Additionally, while some studies highlight the benefits of MOOCs in government training (Lu et al., 2021), they often fail to address contextual challenges such as network instability in remote (3T) areas, workplace commitments that interfere with training participation, and the role of classical sessions in reinforcing learning outcomes. Moreover, the impact of online and hybrid learning on character-building—an essential aspect of civil servant training—has not been thoroughly examined.

This study seeks to fill these gaps by providing a comprehensive evaluation of the hybrid learning model used in Latsar CPNS at the Ministry of Transportation. It aims to assess the effectiveness of each learning phase, identify key obstacles, and offer recommendations for improving future training programs. By analyzing the perceptions of Latsar CPNS alumni, this research contributes to a better understanding of how blended learning can be optimized for civil servant development while maintaining training objectives and participant engagement.

Social Media Marketing Activity (SMM)

Social Media Marketing Activity (SMM) has fundamentally transformed marketing paradigms by enabling brands to engage directly with consumers. Social Media Marketing (SMM) employs networks like Facebook, Instagram, and Twitter to enhance brand recognition, cultivate relationships, and influence consumer behavior. The interactive nature of these platforms allows brands to share content and respond to consumer inquiries in real time, making marketing efforts more agile and targeted (Mangold & Faulds, 2009).

The engagement potential of SMM is significant, as it facilitates a two-way communication channel between brands and consumers. Effective SMM strategies include user-generated content, community management, and targeted advertising. These strategies have been shown to enhance consumer loyalty and improve purchase intentions by creating a sense of belonging and emotional connection to the brand (Loureiro et al., 2012) For Cotton Mom, an engaging presence on social media can influence consumer perceptions and drive repeat purchases.

The quality of content disseminated through SMM is crucial for capturing consumer attention. High-quality visuals, informative narratives, and engaging storytelling are essential elements that resonate with audiences. Research indicates that aesthetically pleasing content can significantly enhance brand perception and consumer trust (Osei-Frimpong et al., 2019). For children's fashion brands like Cotton Mom, prioritizing content quality can effectively convey product benefits and boost consumer interest.

The effectiveness of SMM can be assessed through various metrics, including engagement rates, click-through rates, and conversion rates. Understanding these metrics allows brands to refine their strategies and better align with consumer preferences. Brands that actively monitor and adjust their SMM efforts based on performance data can optimize their marketing impact (Chen et al., 2021). This iterative approach is essential for Cotton Mom to maintain relevance in a competitive e-commerce landscape.

Consumer Behavior Theories and Repurchase Intentions

Performance expectancy, which refers to the extent to which customers perceive that utilizing a product will improve their performance or satisfy their demands, is pivotal in influencing consumer behavior. In the context of Cotton Mom, this concept relates to how parents perceive the comfort, durability, and safety of children's clothing. Venkatesh et al., (2003) propose that increased performance expectancy results in increased user satisfaction, which in turn positively influences repurchase intentions (Hellier et al., 2016).

Numerous studies have established a strong correlation between performance expectancy and consumer satisfaction. Davis, (1989) posits that when consumers perceive a product to perform well, their satisfaction increases, leading to a higher likelihood of repeat purchases. For Cotton Mom, ensuring that products consistently meet or exceed consumer expectations is vital in fostering brand loyalty and driving repurchase intentions (Chao, 2019; Jakkaew & Hemrungrote, 2017; Jean Lim et al., 2018).

Effort expectancy denotes the simplicity with which consumers can maneuver and employ a product or service. In the context of e-commerce, a seamless shopping experience is essential for customer retention. Research indicates that a user-friendly platform that minimizes cognitive load significantly enhances consumer satisfaction (Chao, 2019; Jakkaew & Hemrungrote, 2017; Jean Lim et al., 2018; Venkatesh et al., 2003). For Cotton Mom, optimizing the Shopee platform for simplicity and usability will likely result in increased consumer satisfaction and loyalty.

Social influence, denoting the effect of others' ideas and actions on an individual's decisions, is crucial in consumer decision-making. Salim & Isaa, (2024) highlights that consumers are frequently swayed by the endorsements of their peers and social networks. For Cotton Mom, fostering positive social interactions and encouraging consumer testimonials can significantly shape perceptions and increase repurchase intentions (Naylor et al., 2012; Rakib et al., 2022).

Mediating Factors in Consumer Behavior

Behavioral intention acts as a vital intermediary in comprehending the connection between diverse influencing elements and repurchase intents. It signifies an individual's preparedness to participate in a specific conduct, such as repurchasing a product (Ajzen, 1985; Beck & Ajzen, 1991). In the Cotton Mom study, behavioral intention will buffer the impacts of social media marketing, performance expectancy, effort expectancy, and social influence on repurchase intention.

Positive consumer experiences are closely linked to behavioral intentions and subsequent repurchase behaviors. Research indicates that satisfied customers are more likely to express favorable behavioral intentions, which often translate into actual purchases (Ben Amor & Mzoughi, 2023). By creating positive interactions through effective SMM and ensuring high product quality, Cotton Mom can enhance behavioral intentions, ultimately driving repurchase intentions.

Theoretical Framework: UTAUT Model

The Unified Theory of Acceptance and Use of Technology (UTAUT) provides a thorough framework for comprehending the determinants affecting consumer behavior in technology adoption. This model synthesizes many ideas, highlighting the significance of performance expectancy, effort expectancy, social influence, and facilitating factors in influencing behavioral intentions (Venkatesh et al., 2003). This theoretical framework will guide the examination of how these variables interact to influence repurchase intentions for Cotton Mom.

As digital landscapes evolve, Brands must modify their marketing strategy to correspond with consumer tastes and behaviors. The rise of e-commerce and SMM has transformed how consumers discover and engage with products. For Cotton Mom, recognizing the significance of digital marketing and employing effective SMM strategies will be crucial in maintaining competitive advantage and fostering customer loyalty in an increasingly crowded market (Leksono & Prasetyaningtyas, 2021; Moch Anton Maulana & Novi Sri Sandyawati, 2023; Wibowo et al., 2021).

This literature review seeks to enhance the current understanding of digital marketing by elucidating the interconnections among social media marketing, performance expectancy, effort expectancy, social impact, and behavioral intention. This research aims to elucidate customer behavior in e-commerce through the examination of dynamics within Cotton Mom, providing actionable insights for marketing techniques that can effectively bolster repurchase intention. This study proposes the following hypotheses concerning the impact of social media marketing activities, performance expectancy, and effort expectancy on repurchase intention, with behavioral intention serving as a mediator:

Hypothesis 1 (H₁): Social media marketing activity has a positive effect on consumers' behavioral intention for Cotton Mom products on the Shopee application.

Hypothesis 2 (H₂): Performance expectancy positively influences consumers' behavioral intention for Cotton Mom products on the Shopee application.

Hypothesis 3 (H₃): Effort expectancy positively influences consumers' behavioral intention for Cotton Mom products on the Shopee application.

Hypothesis 4 (H₄): Social influence has a positive effect on consumers' repurchase intention for Cotton Mom products on the Shopee application.

Hypothesis 5 (H₅): Social media marketing activity, performance expectancy, effort expectancy, social influence, and facilitating conditions positively influence repurchase behavior mediated by behavioral intention.

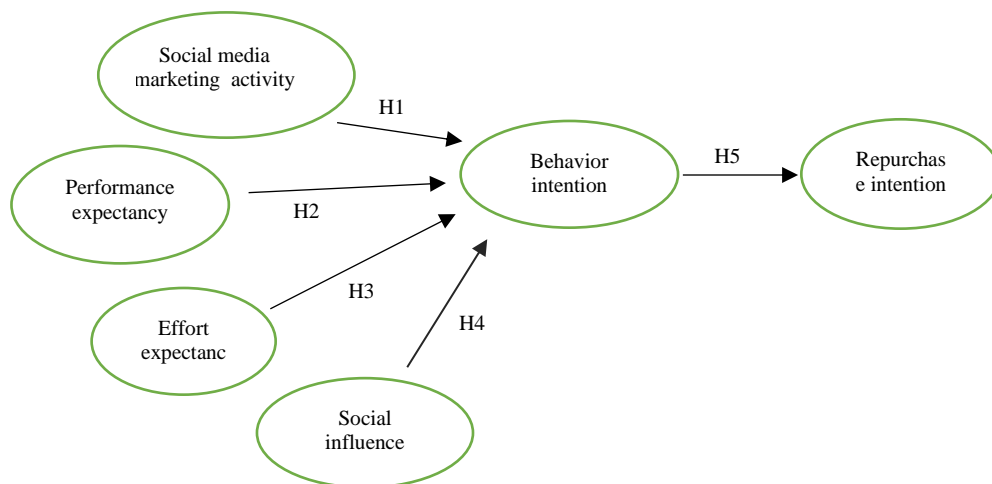


Figure 1. Research construct

2. METHOD

This research utilized a quantitative design with both descriptive and analytical methodologies, adhering to the protocols established by J. E. Hair et al., (2014). The main aim was to examine the impact of independent variables—Social Media Marketing Activity, Performance Expectancy, Effort Expectancy, and Social Influence—on the dependent variable, Repurchase Intention, with Behavioral Intention serving as a mediating variable. Data were gathered via a structured survey aimed at consumers who use the Shopee application to purchase Cotton Mom items. This design facilitated an investigation of causal correlations among variables, with the unit of analysis comprising consumers wanting to repurchase via the Shopee platform.

The operational definitions of the variables were explicitly delineated, with Repurchase Intention identified as the dependent variable, characterized as the consumers' propensity to make repeat purchases of the identical product in the future (Leksono & Prasetyaningtyas, 2021). The assessment of this variable employed a 5-point Likert scale, allowing respondents to indicate their degree of agreement with multiple statements concerning their intentions to repurchase Cotton Mom items (Agag et al., 2016) (Agag et al., 2016). The independent variables—Social Media Marketing Activity, Performance Expectancy, Effort Expectancy, and Social Influence—were similarly defined and measured through validated scales, ensuring reliability and consistency in the data collection process.

A purposive sample strategy was utilized to pick respondents who fulfilled particular requirements, including individuals who had previously purchased Cotton Mom products via Shopee, were active on social media, and primarily used Shopee for purchasing baby and children's clothing. The sample size was calculated using the Lemeshow formula (Chadha & Lemeshow, 2006), indicating a minimum requirement of 96 respondents for the investigation, recommending a target range of 100 to 120 respondents to improve the validity and dependability of the results (Memon et al., 2020).

Data collection was conducted through online surveys distributed via various platforms to reach a broad audience of potential respondents. The survey instrument included structured questions aligned with the operational definitions of the variables, ensuring a comprehensive assessment of the factors influencing Repurchase Intention. Participants were requested to express their degree of agreement with statements related to the independent variables, so offering a detailed insight into their beliefs and intentions concerning repurchase behavior.

Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) to assess the correlations among the variables. This method allowed for the examination of direct and indirect effects, promoting a more profound comprehension of how Social Media Marketing Activity, Performance Expectancy, Effort Expectancy, and Social Influence collectively influence Repurchase Intention, mediated by Behavioral Intention. The use of SEM-PLS not only provided

insights into the structural relationships but also allowed for the assessment of model fit and validity, so strengthening the reliability of the study's conclusion (J. F. Hair et al., 2022).

3. RESULTS AND DISCUSSION

For this study, 304 Shopee app users who have bought things from Cotton Mom before were sent a questionnaire to fill out online. Respondents were selected based on the criterion of having used the Shopee application for shopping within the last 12 months. The questionnaire was designed to measure variables such as Social Media Marketing Activity, Performance Expectancy, Effort Expectancy, Behavioral Intention, and Repurchase Intention, using a 5-point Likert scale (Agag et al., 2016).

Tabel 1. Respondent Demographics

Demographic Characteristic	Category	Frequency	Percentage
Gender	Male	29	10.58%
	Female	272	89.42%
	Total	304	100.00%
Age Group	<18 years	1	0.48%
	18-24 years	20	6.52%
	25-34 years	215	70.57%
	35-44 years	60	19.63%
	45-54 years	6	1.90%
	>55 years	3	0.90%
	Total	304	100.00%
Occupation	Student/University	3	1%
	Private Sector Employee	94	31%
	Civil Servant	46	15%
	Entrepreneur	61	20%
	Housewife	88	29%
	Others	12	4%
	Total	304	100%
Monthly Family Income	Less than Rp 3,000,000	6	2%
	Rp 3,000,000 - Rp 5,999,999	15	5%
	Rp 6,000,000 - Rp 8,999,999	24	8%
	Rp 9,000,000 - Rp 11,999,999	79	26%
	Rp 12,000,000 - Rp 14,999,999	73	24%
	Rp 15,000,000 - Rp 17,000,000	76	25%
	More than Rp 17,000,000	30	10%
Total	304	100%	
Education Level	Elementary School	3	1%
	Junior High School	12	4%

Demographic Characteristic	Category	Frequency	Percentage
	Senior High School	64	21%
	Diploma (D3)	76	25%
	D4/S1 (Bachelor)	122	40%
	Master's Degree (S2)	27	9%
	Doctorate (S3)	0	0%
	Total	304	100%
Shopping Frequency	Less than once a month	4	1%
	Once a month	34	11%
	2-3 times a month	134	44%
	More than 3 times a month	132	43%
	Total	304	100%
Duration of Using Shopee	Less than 6 months	15	5%
	6 months - 1 year	125	41%
	More than 1 year	164	54%
	Total	304	100%

Source: Data by researchers (2024)

The demographic data in Table 1 shows the different features of the study participants.. Gender distribution shows a significant majority of female participants (89.42%), with males constituting only 10.58%. Age-wise, the majority of respondents fall within the 25-34 years category (70.57%), indicating a youthful demographic that is likely to be tech-savvy and engaged in online shopping. Occupation data further supports this trend, revealing that 31% are private sector employees, and 29% are housewives, which may influence their purchasing behavior and frequency of online shopping. Monthly family income is varied, with a significant portion (26%) earning between Rp 9,000,000 and Rp 11,999,999, suggesting a stable financial background that could enable consistent spending on e-commerce platforms. Additionally, the education level of respondents is predominantly high, with 40% holding a bachelor's degree, indicating a well-educated group likely to utilize e-commerce effectively. Shopping frequency shows that 44% shop 2-3 times a month, while 43% shop more than three times a month, demonstrating a robust engagement with online retail. In terms of duration using Shopee, a majority (54%) have been users for more than a year, suggesting a level of loyalty and familiarity with the platform. Overall, the demographic insights provide a comprehensive view of the respondents, reflecting their potential influence on purchasing behaviors in the online marketplace.

SEM Analysis

PLS-SEM, or Partial Least Squares Structural Equation Modeling, is employed in this study's data analysis, utilizing SmartPLS software.

Outer Model Measurement

The reflective measurement model used in this research(J. F. Hair et al., 2017) illustrates the relationships between the constructs and their corresponding indicator items. To evaluate the measurement model, it is essential to demonstrate that the scales are both reliable and valid (Hair et al., 2019). Reliability of reflective scales is assessed using Cronbach's Alpha, rho_A, and composite reliability. A threshold value exceeding 0.70 is considered acceptable for all these statistical measures.

Tabel 2 Validity and reliability

Variables	Indikators	Value	Cronbach's Alpha	rho_A	CR	AVE
Social Media Marketing Activity (SMM)	SMM1	0,877	0,918	0,942	0,933	0,668
	SMM2	0,890				
	SMM3	0,867				
	SMM4	0,741				
	SMM5	0,766				
	SMM6	0,733				
	SMM7	0,830				
<i>performance expectancy</i>	PE1	0,834	0,859	0,861	0,904	0,703
	PE2	0,862				
	PE3	0,835				
	PE4	0,822				
<i>Effort Expectancy (EE)</i>	EE1	0,871	0,922	0,931	0,944	0,809
	EE2	0,918				
	EE3	0,899				
	EE4	0,909				
<i>Social Influence (SI)</i>	SI1	0,908	0,871	0,906	0,911	0,719
	SI2	0,811				
	SI3	0,844				
	SI	0,826				
<i>Behavioral Intention (BI)</i>	BI1	0,730	0,897	0,910	0,930	0,769
	BI2	0,932				
	BI3	0,944				
	BI4	0,896				
Repurchase intention (RI)	RI1	0,767	0,869	0,871	0,906	0,659
	RI 2	0,856				
	RI 3	0,834				
	RI 4	0,884				
	RI5	0,704				

Source: Data by researchers (2024)

The measurement model results indicate that all constructs demonstrate adequate reliability and validity. The Cronbach's Alpha and rho_A values for each variable surpass the well recognized threshold of 0.70, signifying substantial internal consistency. Specifically, Social Media Marketing Activity (SMM) has a Cronbach's Alpha of 0.918 and an Average Variance Extracted (AVE) of 0.668, reflecting good reliability and indicating that it captures a significant amount of variance in its indicators. Performance Expectancy (PE) and Effort Expectancy (EE) also show strong reliability, with Cronbach's Alpha values of 0.859 and 0.922, respectively, and AVE values of 0.703 and 0.809, confirming their robustness as constructs. Social Influence (SI) achieves a Cronbach's Alpha of 0.871 and an AVE of 0.719, further establishing its reliability. Behavioral Intention (BI) and Repurchase Intention (RI) exhibit Cronbach's Alpha values of 0.897 and 0.869, respectively, with AVE values of 0.769 and 0.659, demonstrating that they accurately assess their respective constructs. These findings confirm the reliability and validity of the measurement model, demonstrating that the constructs employed in this study are clearly specified and accurately reflect the underlying theoretical notions.

The subsequent step involved examining discriminant validity, following the guidelines established by Fornell & Larcker, (2012). The requirement for proving discriminant validity is satisfied when the square root of the Average Variance Extracted (AVE) surpasses all correlations in the relevant rows and columns of the specified construct.

Tabel 3 Fornell-Larcker Criterion

	Behavioral intention	Effort Expectancy (EE)	Performance Expectancy (PE)	Repurchase Intention	Social Influence	Social Media Marketing (SMM) Activity
Behavioral intention	0,877					
Effort Expectancy (EE)	0,126	0,899				
Performance Expectancy (PE)	0,856	0,074	0,838			
Repurchase Intention	0,766	0,115	0,748	0,812		
Social Influence	0,088	0,904	0,039	0,076	0,848	
Social Media Marketing (SMM) Activity	0,932	0,138	0,819	0,926	0,102	0,817

Source: Data by researchers (2024)

The Fornell-Larcker Criterion results in Table 3 illustrate the discriminant validity of the constructs in the model. Based on this criterion, the square root of the Average Variance Extracted (AVE) for each construct must surpass the correlations between that construct and all other constructs. In this analysis, the Behavioral Intention (BI) construct shows a strong correlation with Social Media Marketing (SMM) Activity (0.932), indicating a significant relationship, while maintaining a value greater than its correlations with other constructs, thereby confirming its distinctiveness. Similarly, the Effort Expectancy (EE) construct displays a strong AVE value of 0.899 and correlates positively with Social Influence (0.904), while being less correlated with other constructs, such as Performance Expectancy (0.074) and Repurchase Intention (0.115). The Performance Expectancy (PE) and Repurchase Intention (RI) constructs exhibit square roots of AVE at 0.838 and 0.812, respectively, reinforcing their discriminant validity since these values exceed their correlations with alternative constructs. Overall, the Fornell-Larcker Criterion results confirm that each construct is distinct and effectively captures unique aspects of the theoretical model, supporting the robustness of the measurement framework employed in this study.

Hypothesis Testing

After confirming that the constructs were adequately defined for the investigation, the structural model was examined. Table 4 presents the direct path coefficients that indicate the hypothesized relationships, revealing that the variables are collinear with one another.

Tabel 4 Path Coefficients

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Behavioral intention -> Repurchase Intention	0,766	0,768	0,025	30,091	0,000
Effort Expectancy (EE) -> Behavioral intention	0,017	0,015	0,039	0,436	0,663
Performance Expectancy (PE) -> Behavioral intention	0,281	0,279	0,042	6,736	0,000
Social Influence -> Behavioral intention	-0,010	-0,007	0,038	0,252	0,802
Social Media Marketing (SMM) Activity -> Behavioral intention	0,701	0,703	0,038	18,604	0,000

The results presented in the table illustrate the correlations among the factors being examined, focusing on the hypothesized paths from behavioral intention to repurchase intention and the influences of effort expectancy, performance expectancy, social influence, and social media marketing (SMM) activity on behavioral intention. The analysis reveals a significant positive relationship between behavioral intention and repurchase intention, with an original sample estimate of 0.766 and a T-statistic of 30.091 ($p < 0.001$). This strong correlation suggests that higher levels of behavioral intention are associated with increased repurchase intentions among consumers, highlighting the importance of fostering positive behavioral intentions to enhance customer loyalty.

The correlations between effort expectancy and behavioral intention, as well as social influence and behavioral intention, lack statistical significance. The effort expectancy path shows a negligible original sample estimate of 0.017 with a T-statistic of 0.436 ($p = 0.663$), indicating that this factor does not significantly impact behavioral intention. Similarly, social influence has a negative estimate of -0.010 and a T-statistic of 0.252 ($p = 0.802$), further emphasizing its lack of influence in this context. However, performance expectancy exhibits a significant positive effect on behavioral intention ($O = 0.281$, $T = 6.736$, $p < 0.001$), indicating that consumers who perceive higher performance benefits from a product or service are more likely to express favorable behavioral intentions. Additionally, SMM activity has a strong positive impact on behavioral intention, with an original sample estimate of 0.701 and a T-statistic of 18.604 ($p < 0.001$), emphasizing the essential function of proficient social media marketing methods in influencing consumer behavior.

DISCUSSION

This study examined the impact of Social Media Marketing Activity, Performance Expectancy, Effort Expectancy, and Social Influence on Repurchase Intention among Millennial mothers utilizing the Shopee platform to acquire Cotton Mom items. The investigation, employing Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) methodology, uncovered substantial insights that enhance our comprehension of customer behavior inside the realm of e-commerce.

The positive impact of Social Media Marketing Activity on Behavioral Intention underscores the effectiveness of engaging marketing strategies in enhancing consumer awareness and interest. With a high coefficient and significant statistical support, this finding indicates that active and compelling social media campaigns can significantly influence Millennial mothers' intentions to repurchase Cotton Mom products. These findings correspond with existing work that underscores the pivotal role of social media in influencing customer perceptions and behaviors. Consequently, organizations must emphasize

the creation of innovative and interactive content that aligns with their target audience to cultivate engagement and loyalty.

Performance Expectancy was shown as a strong predictor of Behavioral Intention, suggesting that consumers' perceptions of the expected performance of Cotton Mom products directly affect their purchasing intentions. This finding highlights the necessity for brands to effectively communicate the benefits and advantages of their offerings, ensuring that consumers feel confident in their purchasing decisions. By enhancing the perceived value of products through targeted marketing strategies, brands can cultivate positive behavioral intentions among Millennial mothers, ultimately driving repurchase rates.

Conversely, the study found that Effort Expectancy and Social Influence did not significantly impact Behavioral Intention. The negligible coefficient for Effort Expectancy suggests that, in this context, consumers prioritize the perceived benefits of products over the ease of use associated with perception and recall. This shows that efforts to build and maintain a positive brand image are an important strategy for companies to increase consumer purchasing intentions. Furthermore, the lack of a significant effect from Social Influence implies that traditional social cues may not hold as much weight in the decision-making process for Millennial mothers in digital environments. These findings suggest a shift in consumer behavior, indicating that personal experiences and direct interactions with products may outweigh recommendations from peers or family.

This research provides significant insights into the determinants of repurchase intentions among Millennial mothers within the e-commerce sector. The essential functions of Social Media Marketing Activity and Performance Expectancy highlight the necessity of strategic marketing initiatives that correspond with consumer expectations and preferences. While Effort Expectancy and Social Influence did not exhibit significant effects, they warrant further exploration to understand the evolving dynamics of consumer behavior in digital marketplaces. Overall, brands must adapt their marketing strategies to effectively engage Millennial mothers, fostering loyalty and encouraging repeat purchases in a competitive e-commerce landscape.

4. CONCLUSION

In This study investigated the influence of Social Media Marketing Activity, Performance Expectancy, Effort Expectancy, and Social Influence on Repurchase Intention, mediated by Behavioral Intention among consumers of Cotton Mom products on the Shopee application. The findings indicate that Social Media Marketing Activity and Performance Expectancy significantly contribute to Behavioral Intention, which in turn positively affects Repurchase Intention. The effectiveness of social media marketing strategies, including engaging content and promotional activities, has been shown to resonate particularly well with millennial mothers, enhancing their intention to repurchase. Conversely, Effort Expectancy and Social Influence exhibited no significant effects on Behavioral Intention, indicating that usability and external social influences are less crucial in shaping purchasing behavior in this setting.

Moreover, the study emphasizes the importance of aligning marketing efforts with consumer expectations, particularly regarding product quality and performance. As millennial mothers prioritize the performance and reliability of Cotton Mom products, ensuring that these expectations are met can foster stronger Behavioral Intentions and encourage repeat purchases. The significant relationship between Behavioral Intention and Repurchase Intention highlights that enhancing consumer experience through effective marketing and quality assurance is essential for sustaining customer loyalty and increasing sales.

In conclusion, The findings of this research offer significant insights for Cotton Mom and comparable companies. To maximize the impact of their marketing strategies, companies should focus on optimizing their social media activities and ensuring high product performance. By creating targeted campaigns, engaging directly with consumers, and continuously monitoring market trends, brands can effectively nurture customer relationships and enhance repurchase intentions. Implementing these strategies will not only improve immediate sales outcomes but also contribute to long-term brand loyalty and consumer trust in the highly competitive online retail landscape.

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