The Effect of Content Marketing and Social Media Influencer on Customer Satisfaction and Their Impact On Online Repurchase Intention During The Covid-19 Pandemic

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Abstract

This study aims to examine the effect of content marketing and social media influencer on customer satisfaction and their impact on online repurchase intention during the COVID-19 pandemic. This study was conducted on the people of Banda Aceh City, Boomers Sub Group, Generation X & Y. The sampling technique used a non-probability sampling technique through purposive sampling. The number of samples was 200 respondents following the requirements for using the SEM statistical method using AMOS software. Data were collected by interview method and distributing questionnaires. The results showed that of the 6 direct influence hypotheses tested, there was one that was not significant, namely the social media influencer effect on online repurchase intention, while the results of testing other hypotheses were significant, namely content marketing and social media influencer affect customer satisfaction, content marketing and customer satisfaction affect repurchase intention, and the mediation testing which proves that customer satisfaction partially mediates the content marketing effect on online repurchase intention during the covid 19 pandemic, and Customer Satisfaction fully mediates the social media influencer effect on online repurchase intention during the Covid 19 pandemic. These findings prove that the model for increasing online repurchase intention during the covid 19 pandemic in Banda Aceh is a function of the accuracy of social media influencer and increased content marketing which plays a role in increasing customer satisfaction.

Keywords: Content Marketing, Social Media Influencer, Customer Satisfaction, Online Repurchase Intention.

1. Introduction

The COVID-19 pandemic has caused an increase in the number of deaths worldwide and has had a negative impact on various sectors, especially the world economy. The people of Indonesia also feel the same thing, especially in the city of Banda Aceh. To break the spread of this virus, the central government of the Republic of Indonesia has issued a policy on limiting activities outside the home and placing greater emphasis on the public to carry out all

activities from home. With this prohibition, people's movements become narrower, even though at times like this the necessities of life continue to increase and develop.

During the pandemic, the internet has become one of the basic needs for a society where all activities are carried out online. People have been faced with the behavior of doing online shopping. This is done in addition to reducing activities outside the home, it also makes it easier for people to fulfill their life needs wherewith this electronic transaction, people can more easily find out information on types of goods and even be delivered directly to their homes. Based on the information compiled from Logical Information Publicizing as mentioned in (Pebrianto, 2020), it is known that usage utilization for web-based shopping increased by 300% and will continue to increase over time.

The internet has made the business competition more competitive because internet users continue to increase. The high growth of the population of internet users is also evidence of the trend of digital transformation as a new hotspot for digitalization development that can encourage economic growth. The presence of daily routine shopping needs is what makes customers make online repurchase intentions. The purpose of the repurchase is highly dependent on past fulfillment, while fulfillment is obtained from affirmations and assumptions of the goods or administration obtained. When consumers get an attractive and profitable sales promotion, it will lead to repurchase intention. Repurchase interest arises when consumers are stimulated by external factors. Satisfied consumers tend to have repurchase intentions (Priscillia & Budiono, 2020).

In the current modern era, the change in marketing 4.0 or also known as digital marketing provides the latest knowledge about several strategies for carrying out marketing activities (Kotler et.al, 2017). There is something that is often referred to as the concept of microcelebrity, which is a new style of online performance that involves increasing popularity through web technologies such as videos, blogs, and social networking sites (Ge & Gretzel, 2018). The phenomenon of social media influencer that is currently rife has a great influence on people's consumption patterns. A lifestyle that pays more attention to prestige makes people get carried away by the current style that is popularized by the social media influencer. The amount of public consumption of products promoted by social media influencer is very influential on the growth of the digital economy.

Several studies have considered that web-based content and media influencer marketing relies on independent online repurchase expectations. Researchers made modifications to existing models in theoretical models and also in the era of productive age society during the Coronavirus pandemic. Therefore, the effect of content promotion and web-based media influencers to drive client personalization on online repurchase goals needs to be empirically tested.

2. Literature Study

Online Repurchase Intention

Buying interest arises after receiving stimulation from something that is seen accompanied by feelings of pleasure for the item, (Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020) ; (Wijaya & Sugiharto, 2015). Consumer repurchase is

one of the goals of every marketer because this will be one of the factors that determine the continuity of the company (De Canio, Martinelli, & Endrighi, 2021). Curvelo et al (2019) and (Kotler & Keller, 2018) expressed that the repurchase intention (Repurchase Intention) shows the customer's desire for the future. True loyalty only reflects the psychological commitment of consumers to a brand, while repeat purchases are made by consumers to purchase a brand repeatedly (Watanabe, Torres, & Alfinito, 2019). Dwidienawati et al., (2020), states that consumers make repeat purchases because of an impulse. According to (De Canio et al., 2021), repurchase intention can be identified through the following indicators: 1) transactional intention, 2) referential intention, 3) preferential intention, and 4) exploratory intention.

Customer Satisfaction

Customer satisfaction (customer satisfaction) depends on the estimated performance of the product in providing value, relative to buyer expectations. According to (Smink, van Reijmersdal, van Noort, & Neijens, 2020), Customer satisfaction is the level of one's feelings after comparing the performance (or results) that the customer feels compared to his expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy (Riegger, Klein, Merfeld, & Henkel, 2021). (Wessel & Thies, 2015) Expressing customer satisfaction is considered as satisfying customer needs which are gathered during several experiences in transactions that form the overall evaluation of online retailers. (Riegger et al., 2021) and (Smink et al., 2020) state that measuring customer statistics can be done by using indicators in the form of: 1) no complaints or complaints are resolved, 2) customer satisfaction with the whole product, 3) conformity with customer expectations/expectations, and 4) customer expectations are exceeded.

Content Marketing

Content marketing is a very important element that companies need to consider in promoting brand health. In addition, effective content marketing will increase brand health scores as an indicator to maintain long-term business. Companies need to monitor the health of their brands regularly to ensure that their brands contribute positively to sales and penetration growth, not as a guide for future business growth and market stability (Ahmad, Musa, & Harun, 2016). According to Kee & Yazdanifard (2015), Bening & Kurniawati (2019), and Hollebeek & Macky (2019) said Content marketing is the active role of shared and active consumer participation in the media space that interests them. So, the main point of creating content marketing is distributing valuable content and content consistency itself to the target audience to drive profitable customer action. . Therefore, DU Plessis (2017) states that content marketing is engaging with local communities by sharing useful information, ideas and experiences with others without asking anything in return. Content marketing is the sharing of information about products and brands that attracts others to participate in buying activities that create an engaging relationship between consumers and companies. According to Praptono & Haryanto (2016) the indicators that a content marketing must-have to measure

the content are; Relevance, Accuracy, Value, Easy to Understand, Easy to Find, and Consistent.

Social Media Influencer

Social Media Influencers can be said to be active users of social media who like to follow certain trends or topics and provide the latest information to their followers. Influencers, by nature, are today's opinion leaders and, like all opinion leaders, they exert unequal influence on other people's decision-making processes, they are regarded as role models by other users, who follow their advice because they trust their beliefs and opinions (Ahmad et al., 2016). An influencer is defined as "a person who builds a large network of followers and is considered as a creator of trust in one or more niches (Stubb, Nyström, & Colliander, 2019) ; (Belanche, Flavián, & Ibáñez-Sánchez, 2020) ; (Hollebeek & Macky, 2019) ; (Jin, Muqaddam, & Ryu, 2019). The perceived reality of non-traditional stars and deep connectedness result in higher purchase intentions of the products they endorse, as consumers identify personally with them and try to imitate them (Ge & Gretzel, 2018). Varieties of contemporary social media celebrities create value for their personal brands by engaging in semi-promotional activities (Brown & Hayes, 2008). Influencers are perceived as real and relatable, so they become more approachable and compelled to imitate. Fashion bloggers on Instagram have a very high degree of association with and critical dependence on the brands they choose to display, as their brand's livelihood and fame mainly depend on these factors (Brown & Hayes, 2008) ; (Jin et al., 2019). In addition, the key to the success of an influencer is influenced by several things, namely (Kee & Yazdanifard, 2015) : 1) reach, 2) resonance, 3) relevance.

Research Model and Hypothesis

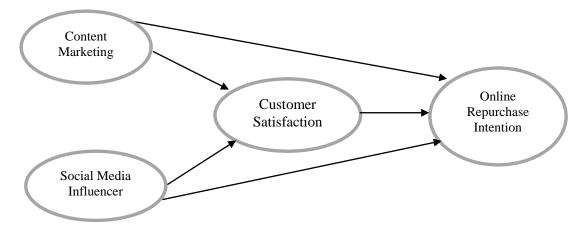The framework of the study model and the hypotheses are figured as follows.

Figure 1. Effects between Variables

H1: content marketing affects customer satisfaction.
H2: social media influencer affects customer satisfaction.
H3: customer satisfaction affects online repurchase intention

H4: content marketing affects online repurchase intention

H5: social media influencer affects online repurchase intention

H6: content marketing affects online repurchase intention through customer satisfaction.

H7: social media influencer affects online repurchase intention through customer satisfaction.

Research Novelty

Since the development of the COVID1-19 pandemic in early 2020, the author observes that there have been developments in research that discuss Online Repurchase Intentions carried out by the community. But in contrast to many previous studies that have not included aspects of the COVID-19 pandemic, in this study the authors include considerations of COVID-19 in the future as initiated by the McKinsey Consultant Firm (Begley, Guan, & Tarrant, 2022), so the authors include the variables of content marketing and social media influencer to meet the many expectations of consumers who are reluctant to physically shop at retail stores during this pandemic. This research also includes moderation to encourage consumers to shop, especially through direct marketing channels that have not been implemented directly by distributors in Banda Aceh.

Researchers also want to see customer satisfaction through the Boomers, Generation X & Y subgroups as moderators. In previous studies, the moderating variable of age moderated the influence of experience and trust on online shopping site loyalty (Innda, 2016; Khadijah & Putri, 2020). However, to the best of the author's knowledge, not many have placed a dummy on the age variable as a moderating variable on the influence of content marketing and social media influencer on customer satisfaction and their impact on online repurchase intention during the COVID-19 pandemic.

3. Method

This study was conducted on the people of Banda Aceh City, the Boomers Sub Group, and Generations X & Y. The population was all the people of Banda Aceh City, Indonesia, who have done online shopping. The sampling technique used a non-probability technique because the researcher did not get the details of the identity of the respondent needed. The non-probability method used the purposive sampling technique. The sample size was taken using the formula as expressed by (Hair, Babin, Anderson, & Black, 2018) where the minimum sample size is 5-10 times the number of indicators, so 10 x 17 indicators = 170 respondents. Furthermore, 170 respondents were added up with the initial 30 respondents in the initial survey to make a total of 200 respondents. The data were analyzed using the SEM method with the AMOS application

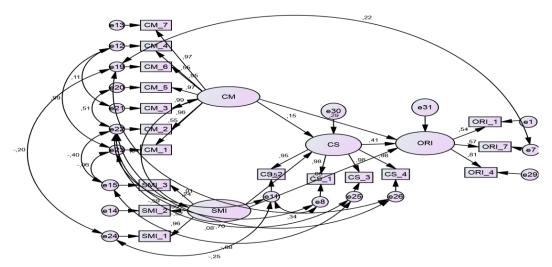### 4. Result

The model analysis result is figured out below.

Figure 2. Structural Test

Based on the result, it provides the table below.

Table 2. Regression Weight

Dependent		Independent	Estimate	S.E.	C.R.	P	Beta
Customer Satisfaction	<---	Content Marketing	0.226	0.108	2.094	0.036	0.150
Customer Satisfaction	<---	Social Media Influencer	0.222	0.101	2.199	0.028	0.153
Online Repurchase Intention	<---	Customer Satisfaction	0.261	0.058	4.505	***	0.411
Online Repurchase Intention	<---	Content Marketing	0.271	0.085	3.193	0.001	0.285
Online Repurchase Intention	<---	Social Media Influencer	0.048	0.07	0.692	0.489	0.052

Source: Processed Data (2022)

The table of hypothesis testing above is explained as follows:

Content Marketing Impact on Customer Satisfaction

Testing the content marketing effect on customer satisfaction resulted in CR 2.094 and P 0.036. This value states that H1 meets the requirements for acceptance (CR>1.96; P<0.05) so that it is proven that content marketing affects customer satisfaction. The coefficient is 0.150 which reveals that the Content Marketing impact on Customer satisfaction on this Shopee product is 15%. This supports research (Memari, Mahdieh, & Marnani, 2013) that found that content marketing positively affects Customer Satisfaction. These results conclude that increasing the level of content marketing they have will help increase the performance generated by the millennial generation and will also increase.

Social Media Influencer Impact on Customer Satisfaction

Testing the Social Media Influencer effect on Customer Satisfaction resulted in CR 2.199 and P 0.028. This value states that H2 meets the requirements for acceptance (CR> 1.96; P < 0.05) which proves that Social media influencer affects customer satisfaction. The coefficient is 0.153 or 15.3% which states that the Social media influencer impact on customer satisfaction is 15.3%. This supports previous research (Hariyanti & Wirapraja, 2018; Kusumawati & Saifuddin, 2020; Nurhandayani et al., 2019; Wijaya & Sugiharto, 2015) who found that influencers positively effect customer satisfaction. The results of these studies conclude that the higher the level of influencers owned by the millennial generation, the performance produced by the millennial generation will also increase.

Customer Satisfaction Impact on Online Repurchase Intention

Testing the Customer Satisfaction effect on Online Repurchase Intention resulted in CR 4,504 and P ***. This value states that H3 meets the requirements for acceptance (CR> 1.96; P < 0.05) thus proving that Customer Satisfaction affects Online Repurchase Intention. The large coefficient is 0.411 or 41.1% which explains that the Customer Satisfaction impact on Online Repurchase Intention is 41.1% and this means that satisfaction plays a very important role in making customers continue to repurchase this Shopee product. This 41.1% figure is a very large coefficient number and is the largest in this structural model, so it will have a big impact on increasing online repurchase intention for Shopee products in Banda Aceh and its surroundings. This is also supported by (Amalia, 2020; Arora et al., 2008; Kusumawati & Saifuddin, 2020; Stubb et al., 2019) explained that the satisfaction felt by consumers from a service can be used to predict consumer behavior

Content Marketing Impact on Online Repurchase Intention

Testing the Content Marketing effect on Online Repurchase Intention resulted in CR 3.193 and P 0.001. This value states that H4 meets the requirements for acceptance (CR>1.96; P<0.05) so it is proven that Content Marketing affects Online Repurchase Intention. The coefficient is 0.285 or 28.5%, which means that the content marketing impact on online repurchase intention is 28%, quite large in the model studied. This supports the research (Balakrishnan, Dahnil, & Yi, 2014; Hermanda, Sumarwan, & Tinaprillia, 2019; Lestari & Saifuddin, 2020) that found that content marketing positively affects purchase intention. The results of these studies conclude that the higher the level of content marketing owned by the millennial generation, the purchase intention of the millennial generation will also increase.

Social Media Influencer Impact on Online Repurchase Intention

Testing the Social Media Influencer effect on Online Repurchase Intention resulted in CR 0.692 and P 0.489. This value states that H5 does not meet the requirements for acceptance (it should be CR> 1.96; P < 0.05), which proves that Social media influencer does not affect Online Repurchase Intention. The large coefficient is 0.052 or 5.2%, relatively

small compared to the coefficients of other hypothetical models, which means that the social media influencer impact on online repurchase intention is small. The results of these studies conclude that the higher the level of influencers owned by the millennial generation, the online repurchase intention generated by the millennial generation will also increase. This result is not in line/significant with previous research, this can happen if there is a perception of distrust of social media influencer as someone who is paid by the brand to endorse the brand, meaning that endorsement activities are considered not completely honest. Previous studies conducted by (Azizi, Alipour, Amin, Mehni, & Shojaee, 2014; Kusumawati & Saifuddin, 2020; Page & Williams, 2011) shows that influencers positively influence purchase intention.

Content Marketing Impact on Online Repurchase Intention through Customer satisfaction
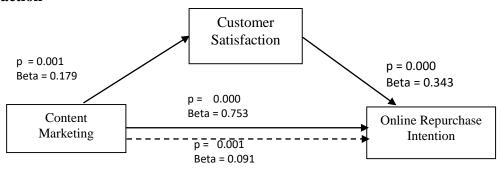

Figure 3. Model of H6

Testing the Content Marketing indirect effect on Online Repurchase Intention through customer satisfaction shows the p score 0.018 and Sobel t statistic 7.659. This value states that H6 meets the requirements for acceptance (t statistic>1.96, P<0.05). This means that the Content Marketing impact on Online Repurchase Intention through customer satisfaction is significant. The coefficient of the influence of content marketing on online repurchase intention through customer satisfaction is 0.091 or 9.1%.

The results of Sobel's calculations is shown below.

Input:		Test statistic:	Std. Error:	p-value:
a	0.178	Sobel test: 3.23792957	0.02050508	0.00120401
b	0.373	Aroian test: 3.21956902	0.02062201	0.00128383
s_a	0.051	Goodman test: 3.25660786	0.02038747	0.00112752
s_b	0.043	Reset all	Calculate	

Figure 4. H6 Test Result

Because Content Marketing's direct effect on Customer satisfaction is significant and the Content Marketing's indirect effect on Online Repurchase Intention through Customer satisfaction is also significant, the type of customer satisfaction role in mediating these two variables is Partial Mediating. This supports previous research, namely (Wessel & Thies, 2015) shows that content marketing moderates the online repurchase intention effect on customer satisfaction, the results of this study conclude that the higher the level of content

marketing owned by the millennial generation, the higher the level of online repurchase intention towards customer satisfaction in the millennial generation.

Social Media Influencer Impact on Online Repurchase Intention through Customer Satisfaction

The next hypothesis testing can be seen in Figure 4. The following testing of the mediating effect of work balance variables mediated by work stress on employee performance is carried out using the Sobel Test procedure, which can be explained below.
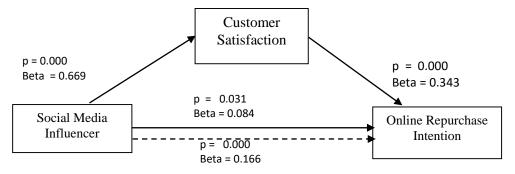

Figure 5. Model of H7

Testing the Social Media Influencer indirect test on Online Repurchase Intention through customer satisfaction shows the p score 0.00 and Sobel t statistic 2.673. This value states that H7 meets the requirements for acceptance (t statistic>1.96, P<0.05). This means that the Social media influencer impact on Online Repurchase Intention through customer satisfaction on Shopee products is significant. The magnitude of the coefficient of the Social media influencer effect on Online Repurchase Intention through customer satisfaction is 0.166 or 16.6%.

The results of the Sobel Test calculation is shown below.

Input:		Test statistic:		Std. Error:		p-value:	
a	0.594	Sobel test:	7.24922567	0.03056354		0	
b	0.373	Aroian test:	7.23474085	0.03062473		0	
s_a	0.045	Goodman test:	7.26379784	0.03050223		0	
s_b	0.043	Reset all		Calculate			

Figure 6. H7 Test Result

Because the Social media influencer' direct effect on Online Repurchase Intention is not significant while the Content Marketing indirect effect on Online Repurchase Intention through customer satisfaction is also significant, the type of customer satisfaction role when mediating the Content Marketing effect on Online repurchase intention is Full Mediating. This supports previous research, namely (Hermanda et al., 2019) shows that social media influencer moderates the online repurchase intention effect on customer satisfaction, the results of this study conclude that the higher the level of online social media repurchase intention on customer satisfaction in the millennial generation

Managerial Implication

The results of this study can provide insight to Shopee and sellers who are members of Shopee so that they can develop it by paying attention to factors that will later have an impact on online repeat purchases and consumer satisfaction. Through the test results, if it is seen which variable has the greatest dominance to repurchase, then customer satisfaction turns out to have the highest coefficient of influence compared to other variables. Therefore, it is important for Shopee and sellers who are members of Shopee to continue to pay attention to customer satisfaction so that consumers are stimulated to make repeat purchases online. This can be done by means that Shopee must continue to be consistent in maximizing the role of variables that drive consumer satisfaction so that consumers do not switch to other E-Commerce.

In this case, for customer satisfaction, the Shopee should pay more attention to the description given by the seller to match the products they sell to customers. Because some Shopee customers feel cheated with descriptions that do not match the products they receive, this can reduce Shopee customer satisfaction if left unchecked. And to increase customer satisfaction can be done by increasing the variety of products and promotions. The promotions carried out by Shopee are quite good but there are still things that can be improved such as cashback for Shopee coins, Shopee coins owned by customers cannot be used directly when shopping, this is considered unprofitable for some consumers because it cannot be used entirely in one transaction.

Likewise, the variety of products from Shopee is good but can be further improved by adding product categories so that the grouping of the products sold is more precise and detailed to make it easier for customers to find the product they are looking for, and increase the number of sellers for the same type of product category so that customers have alternatives more choices to be more in line with what customers expect.

5. Conclusion

The results showed that of the 6 direct influence hypotheses tested, there was one that was not significant, namely the social media influencer effect on online repurchase intention, while the results of testing other hypotheses were significant, namely content marketing and social media influencer affect customer satisfaction, content marketing and customer satisfaction affect repurchase intention, and the mediation testing which proves that customer satisfaction partially mediates the content marketing effect on online repurchase intention during the covid 19 pandemic, and Customer Satisfaction fully mediates the social media influencer effect on online repurchase intention during the Covid 19 pandemic. These findings prove that the model for increasing online repurchase intention during the covid 19 pandemic in Banda Aceh is a function of the accuracy of social media influencer and increased content marketing. Which plays a role in increasing customer satisfaction. These results can contribute to the strengthening of marketing theory and develop the theory with further research using other variables.

Some implications for practitioners especially for Shopee and the sellers in it lead to several recommendations. The customer satisfaction variable is the variable that has the

largest coefficient on online repurchase intention, so the Shopee management must pay extra attention to all the components in this variable to maintain the momentum of the Shopee consumer community's desire to repurchase online. If it is seen which variable dominates the role to increase customer satisfaction, then content marketing has the highest influence coefficient value compared to other variables. Thus, it reveals that increasing the contribution of content marketing, will have a great influence in increasing online repurchase intention.

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