The Effect e-Relationship Marketing on Repurchase

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Abstract

The main objective of this research is to analyze moderating effect of e-Relation Marketing (e-RM) to strengthen relationship between repurchase intention and repurchase. E-RM used by online store's marketing program to increase sales amount. This research uses free shipping, discount coupons and shopping point coupons as e-RM indicators. This research surveyed of five well known online store in Indonesia and there are 21.905 internet users who access online stores. The sample was 262 respondents who live in Jakarta and its rural areas. The purposive sampling criteria were age between 20-35 years old, have a job, at least visit online store one week ago. To prove hypotheses this research used Smart PLS version 3 because this application supports multivariable relationship. E-RM can be relied on to change customer behavior, especially for those who had intentions of buying actions. On the other hand, e-RM cannot act as a moderator because the moderating effect will weaken the relationship between repurchase intention to repurchase. There are probably another variables or indicators involve to moderate. It's not enough just free shipping, discounts. Online stores marketing program may use e-RM and repurchase intention as independent variables in changing customer behavior into repurchase and to increase sales amount

Keyword

E-RM, repurchase intention, Repurchase, Free shipping, Discount

Introduction

The development of online marketplace provides many choices, so it will be more difficult to predict how a consumer decides to buy (repurchase). When marketers search for a method to ensure they revisit the store, consumers already have new choices and new pricing information. Furthermore, consumer movement patterns are not synchronized, so a change in the motivation of one group of consumers can change another group of consumers (Nunes, Bellin, Lee, & Schunck, 2013). Furthermore, (Nunes, Bellin, Lee, & Schunck, 2013) explained that to make decision, a customer is no longer through linear stages; *discover, consider, evaluate, purchase* and *use*. However,

the movement of customers is not linear (non-linear path) to make purchases by placing *evaluate* as the center of consideration. Therefore, to ensure the customers want to buy at one store, various methods of influencing customer are available, one of them is electronic relationship marketing. (e-RM).

e-RM use customer data and feedback, companies that utilize this marketing strategy develop long-term relationships with customers and develop brand awareness. e-RM depends on customer data, and data always the most important for companies. (Hendriyani & Auliana, 2018). e-RM varies greatly from traditional transactional marketing approaches that focus on increasing the number of individual sales. (Cross, 2018). Efforts made by online stores affect the desire to repurchase, including marketing efforts in the form of e-RM, e-RM using customer data collected in the database to be able to interact with customers and be able to build long-term relationships (Cross, 2018)[10]. With the establishment of an intensive and sustainable relationship, it is hoped that repurchase will occur.

This research focuses on the efforts made by the marketplace's management to increase the number of repurchases of their customers. The phenomenon that occurs in Indonesian marketplace is that free shipping and flash discount campaign repeatedly used by the online the management, but free shipping has no significant effect on buying decisions (Ardin, 2020). On the contrary (Hafizhah, 2020) conclude that free shipping effect on the purchase's decision. Furthermore, according to (Maulana & Asra, 2019) free shipping promotions contributed 19.3% to purchasing decisions, while the remaining 80.7% was influenced by other variables.

The use of price tactics (coupon proneness and value consciousness) which moderate between customer loyalty and repurchase can influence customers to repurchase (repurchase behavior). (Zheng, Lee, & Cheung, 2017). Vásquez & Martínez, (2020) indicates that trust and intention can influence repurchase (Repurchase behavior) in the context of an online store (web). (Vásquez & Martínez, 2020).

The model used in this study is as follows

Figure 1 Research Model for hypotheses development
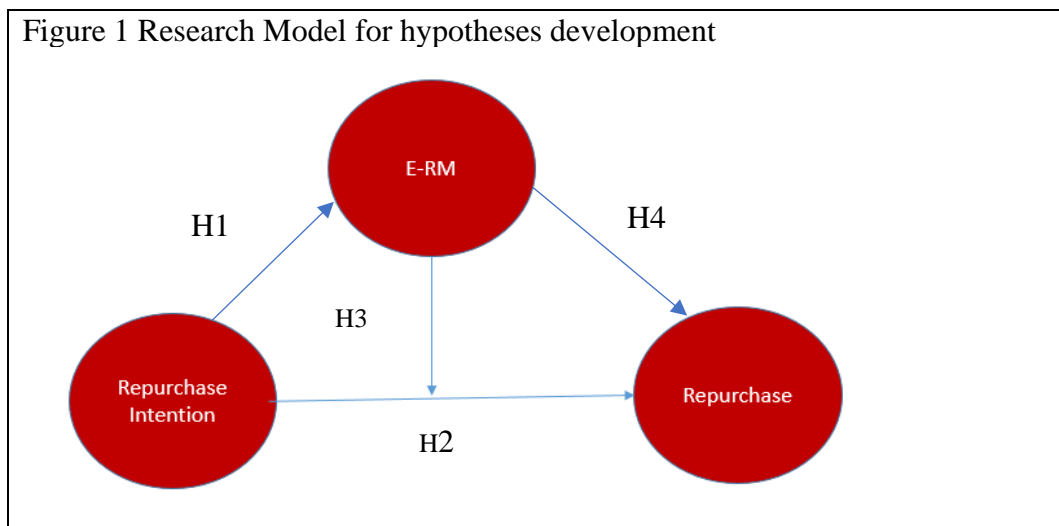
Sources: Designed by reseracher.

The main question for this research is how effective the E-RM moderate the relationship between repurchase intention and repurchase. Therefore, based on the model, the hypotheses developed are 1. Repurchase intention has a significant effect on repurchase. 2. Repurchase intention significantly affects e-RM. 3. E-RM has a significant effect on repurchase 4. E-RM can mediate relationship between repurchase intention and repurchase 5. E-RM can moderate relationship between repurchase intention and repurchase.

Literature review

e-Relationship Marketing (RM)

In line with increasing technological capabilities, building relationships with individual customers is both a challenge and an opportunity for marketers. Relationship building is defined as the rational exchange of information mediated by internet channels. (Steinhoff, Denni, Scott, & V., 2019). On the other hand, RM is a process of identifying and building, maintaining, improving relationships with customers so that the goals of each party are achieved. (Cobos, Wang, & Okumus, 2009). The role of technology today can make it easier for an organization to store, track and analyze customer data for relationship marketing purposes.

e-RM enables an online store to gain knowledge about its customers, their wants and needs. The principle of Know Your Customer (KYC) is widely applied in the world of banking and finance, which is more aimed at knowing customers about funding sources, anti-money laundering and information obtained by interviewing customers. However, if the KYC principle is implemented for online shop customers, the situation will be different. (Slamet, 2017)

In today's technology era, every online store requires customers to have an account by registering. Customer data, including transaction activity data for each customer, is stored in a database mixed with other customer data (data warehouse concept). Online stores using the concept of data mining can track and analyze patterns, wants, needs for goods and services and customer movements. KYC then responds to individual customers, which can be in the form of discount offers, free shipping, personalizing needs or providing solutions to problems faced by customers. (Berry & Linoff, 2004).

In responding to customers, (Cobos, Wang, & Okumus, 2009) explains that there are three levels of RM, the first level of RM depends on the price incentive strategy, for example the relationship emphasis on providing price incentives to secure customer loyalty. Second rely on social ties including personalization and customization of relationships. Third RM depend on providing solutions to problems faced by customers.

The role of discounts, free shipping, and shopping vouchers in inviting customers to make repeat purchases is very strategic for online stores to do. According to (Sharifi & Aghazadeh, 2016) customers prefer discounts in the form of nominal dollar (dollar-off) rather than percentage (percentage-off). Contrary to this, customers prefer discount coupons on a percentage-off, this causes customers to spend more money and shop more

goods. (Montazeri, Tamaddoni, Stakhovych, & Ewing, 2020). The phenomenon of free shipping is widely applied by online store managers. Free shipping is interpreted as free shipping costs which are usually borne by the buyer. However, buyers must be careful because the free shipping promotion has its own term of condition, for example, it only applies for a certain period of time, and has conditions that the buyer must understand. (Utami, 2017)

Free shipping affects customers to repurchase (repurchase). According to research results (Maulana & Asra, 2019) free shipping promotions contributed 19.3% to purchasing decisions, while the remaining 80.7% was influenced by other variables.

According to the survey results (APJII, 2018) there are 8 online stores that are categorized as reputable or known in the community, namely Shopee, Bukalapak, Lazada, Tokopedia, Amazon, Blibli, Alibaba. This factor also influences customers to make repeat purchases.

The reputation variable has a negative and insignificant effect on buying interest, but reputation has a positive and significant effect on buying interest through the trust variable as a mediating variable; website quality variable has a negative and insignificant effect on buying interest, but website quality has a positive and significant effect on buying interest through trust (Shahnaz & Wahyono, 2016). Other studies also prove that company reputation and vendor reputation have a significant effect on buying interest after going through the trust variable. (Herwin & Ferryal, 2018)

Measurement of E-RM uses the dimensions of Free Ongkir (Maulana & Asra, 2019), (Maulana & Asra, 2019), Discount Vouchers (Sharifi & Aghazadeh, 2016), Dollar-off-discount, (Sharifi & Aghazadeh, 2016), (Montazeri, Tamaddoni, Stakhovych, & Ewing, 2020) Percentage-off-count, (Sharifi & Aghazadeh, 2016), (Montazeri, Tamaddoni, Stakhovych, & Ewing, 2020)

Repurchase Intention

Repurchase intention is the desire to continue or stay in touch with something that has been experienced, many companies focus on the repurchase intention variable in an effort to persuade customers to make repeat purchases which in the end will be able to increase sales amount (Upamannyu, Gulati, Chack, & Kaur, 2015).

Customers who are satisfied with an item or service, then the biggest possibility is to make a repeat visit to the web. Satisfied customers have a desire to revisit the web site. (Wilson, 2019)

(Abrar, Zaman, & Satti, 2017) used the online store atmosphere, customized information and customer satisfaction, repurchase intention variables in their research. The results show that these four variables affect repurchase intention. For online store atmosphere indicators are used for Informativeness, Website Navigation, Entertainment, Website Layout.

(Zhang, et al., 2011) in his research concluded that online relationship quality, perceived website usability, positively affects repurchase intention. furthermore (Aren, Guzel, Kabadayi, & Alpkan, 2013) conclude that repurchase intention is influenced by Perceived Ease of Use, Perceived usefulness and trust.

To increase the level of repurchase intention, online stores need to ensure that their website provides benefits and there is an element of entertainment (enjoyment) in addition to focusing on the aspects being sold (Chiu, Chang, Cheng, & Fang, 2009). To control repurchase intention, online stores use various strategies to increase customer satisfaction and trust (Fang, Chiu, & Wang, 2011).

(Upamannyu, Gulati, Chack, & Kaur, 2015) incorporate elements of Corporate Social Responsibility (CSR) in an effort to increase repurchase intention. In the conclusion, it is stated that there is a positive relationship between customer trust and customer repurchase intention and it becomes stronger if mediated by CRS.

Online stores need to pay attention to the characteristics of their online stores and pay attention to customer feelings when using an online store web and the reasons why they shop online. (Aren, Guzel, Kabadayi, & Alpkan, 2013).

Slightly different are the results of research (Cho, 2014) demonstrating that the interactive effects of a web site experience and order fulfillment significantly affect repurchase intention.

Presurvey results indicate that 68% of customers revisit the online store website even though they do not receive notification. This indicates that there is a high level of repurchase intention for online store customers.

In this study, the measurement of repurchase intention uses the following dimensions: Revisit e-RM Messages (presurvey), Reputation (Herwin & Ferryal, 2018), (Shahnaz & Wahyono, 2016). Shopping experience (Presurvey), Web Usage (presurvey).

Repurchase

Zheng, Lee, & Cheung, (2017) questioning why most studies stop at behavior intention. This is answered by conducting research on what drives the change from behavior intention to repurchase behavior. This researcher found that value promotion with coupon-prone and value consciousness as a moderator of repurchase behavior (Zheng, Lee, & Cheung, 2017). Here it is indicated that customers who already have a loyal intention if mediated by price-tactic-related-variables (Coupon-prone and value consciousness) become a significant moderator to influence purchase behavior.

The use of coupons (internet coupons distributed online) as a trigger to make purchases is carried out by (Balakrishnan, Foroudi, & Dwivedi, 2020). A positive increase in coupons will increase repurchase action and impulsiveness.

Purchase intention is influenced by Brand Identity, Brand Image, Brand Integrity, and Brand Interaction. The results of the study state that brand identity and brand image have a positive and significant effect on customer satisfaction and purchase intention. However, brand integrity and brand interaction have no significant effect on customer

satisfaction and purchase intention. Customer satisfaction has a positive effect on purchase intention. (Dash, Kiefer, & Paul, 2021).

A different situation occurs in the life insurance industry, where insurance customers are influenced by perceptions of company innovation and service quality towards the desire to repurchase insurance products. (Thiangtam & Annuntavoranich, 2016).

However, from the presurvey, it was indicated that 9% of online shop customers made repeat purchases after receiving information in mailboxes, accounts and other media. This indicates that triggers (coupon-prone and/or e-RM) are urgently needed for customers to repurchase.

Measurement of repurchase variable using the following dimensions Info from e-RM (pre-research). Repurchase intention (Balakrishnan, Foroudi, & Dwivedi, 2020), Coupone-prone (Zheng, Lee, & Cheung, 2017), value consciousness (Zheng, Lee, & Cheung, 2017), trust (Vásquez & Martínez, 2020). Intention (Vásquez & Martínez, 2020). Reputation (Herwin & Ferryal, 2018), (Shahnaz & Wahyono, 2016)

Methodology

This research surveyed customers of five well known online store in Indonesia and there are 21.905 internet users who access online store (APJII, 2018). The sample used in this research is 262 respondents who live in Jakarta and its rural areas. Respondent must match the following criteria (purposive sampling): age between 20-35 years old, have a job, at least one week ago visit online store. To prove hypotheses this research used Smart PLS version 3 because this application supports multivariable relationship.

Result

Respondent profile

Table 1 Respondent Profile

Profile	Respondent Criteria	Percentage
Age		
	Above >45	2%
	between 40-45	1%
	between 20-35	94%
	between 35-40	3%
Education		
	Undergraduate	27%
	Graduate	68%
	Postgraduate	5%
Occupations		
	Private employees	64%
	Civil Servant/army	6%
	Entrepreneur	30%
Respondent Cities		
	Bekasi	19%
	Bogor	6%
	Depok	23%

	Jakarta Barat	5%
	Jakarta Pusat	5%
	Jakarta Selatan	16%
	Jakarta Timur	16%
	Jakarta Utara	3%
	Tangerang	8%
Last time Visit online store		
	1 week ago	71%
	2 weeks ago	16%
	3 weeks ago	7%
	4 weeks ago	2%
	more than 4 weeks ago	4%
the number of online web stores open simultaneously		
	1	12%
	2	37%
	3	18%
	4	5%
	lebih dari 4	27%

Source: Prime data 2021

Table 2 Purposive Sampling Criteria Matches

criteria	Result	Condition
Age between 30-35 years old	94%	match
Occupations	100%	match
One week ago visit the shops	80%	match
Respondent's cities	100%	match
Total respondent	262	match

Source: primer Data 2021

The tables describe the profile of respondents used in this research and shows that all criteria required are fit to the condition given. The most supported profile is respondent's age which are the main important requirement for this research.

Table 3 Outer Loading shows all indicators are valid to the cutoff value

	ERM	Moderating Effect 1	RI	RP	
ERM1	0.825				Valid
ERM2	0.897				Valid
ERM3	0.884				Valid
ERM4	0.816				Valid
RI * ERM		1.846			Valid
RI1			0.824		Valid
RI2			0.856		Valid
RI3			0.827		Valid
RI4			0.749		Valid

RI5	0.865		Valid
RP1		0.807	Valid
RP2		0.848	Valid
RP3		0.781	Valid
RP4		0.828	Valid
RP5		0.774	Valid
RP6		0.712	Valid

Source: Prime data, 2021
E-RM=e relationship marketing
RI=repurchase intention
RP=repurchase

The outer loading indicates that all indicators to measure the variables are match to the cutoff value, in this research the cutoff value is above 0.7. This result shows that the model used in this research is fit to continue to prove the hypotheses.

Table 4 Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
ERM	0.878	0.88	0.916	0.733
Moderating Effect 1	1.000	1.000	1.000	1.000
RI	0.882	0.882	0.914	0.681
RP	0.881	0.885	0.91	0.629

Source: Prime data, 2021

This table shows that all criteria need in this research are match to the cutoff value, this means the model is fit. Cronbach's alpha cutoff value is >0.7. rho_a cutoff value is> 0.7 Composite Reliability cutoff value is >0.7 AVE cutoff value is>0.5

Table 5 Discriminant Validity

	ERM	Moderating Effect 1	RI	RP
ERM	0.856			
Moderating Effect 1	-0.432	1		
RI	0.676	-0.541	0.825	
RP	0.843	-0.499	0.788	0.793

Sources data Primer 2021

This table shows that the discriminant validity value is below 0.85, this means that the variables used in this research are not overlapping. Discriminant validity tests whether the indicators to measure variable used in the study are not related to each other.

Table 6 Collinearity Statistic

	VIF
ERM1	2.491
ERM2	3.393

ERM3	3.369
ERM4	2.521
RI * ERM	1
RI1	2.225
RI2	2.565
RI3	2.116
RI4	1.554
RI5	2.601
RP1	2.453
RP2	2.916
RP3	2.494
RP4	2.88
RP5	2.246
RP6	1.98

Sources: Prime data, 2021

This table show that the collinearity matches the criteria (1,2-5 or 0,2-4). This means that the statistically, there no multicollinearity between independent variable and support the research can be continued.

Table 7 Model Fit

	Saturated Model	Estimated Model	Cutoff Value
SRMR	0.091	0.089	<0.10, Of 0.08
d_ULS	0.987	0.957	>0.05
d_G	0.472	0.476	>0.05
Chi-Square	744.159	735.556	X^2 Statistic $<X^2$ Table DF=499 Sig=0.05. X2=552.07
NFI	0.763	0.765	Between 0-1 close to one is better

Source: Prime Data, 2021

This table shows that indicators of model fit all the cutoff value, this means the research data and variables can be used to proof hypotheses.

Table 8 Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	
ERM -> RP	0.565	0.563	0.047	12.063	0000	Support
Moderating Effect 1 -> RP	-0.027	-0.025	0.016	1.729	0.084	Not Support
RI -> ERM	0.676	0.676	0.044	15.385	0000	Support
RI -> RP	0.379	0.385	0.048	7.821	0000	Support

This table show the hypotheses result. It indicates that the moderating effect E-RM to repurchase is not supported, while others are supported.

Table 9 Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
RI -> ERM -> RP	0.382	0.38	0.036	10.726	0.000

Source: Prime Data, 2021

This table shows e-RM has mediating effect. This proves the e-RM as mediating effect.

Table 10 R-Square

	R Square	R Square Adjusted
ERM	0.456	0.454
RP	0.801	0.798

Sources: Prime Data 2021

The R square shows in this table indicates repurchase intention contribution to e-RM, the repurchase intention and e-RM contribution to repurchase.

Discussion

From table 8 there is supported evident that prove a relationship between E-RM and repurchase. This means that the E-RM use by online store managers has a significant impact on repurchase. More specifically, the free shipping and discount programs are very effectively used to influence online store customers to repurchase.

However, E-RM as a moderator between repurchase intention and repurchase cannot strengthen to influence customers to repurchase. This is supported by statistical results (table 8) which do not support the role of E-RM in moderating the relationship.

The moderating variable has a contingency effect. (Sekaran & Bougie, 2016). This means that the original relationship between the repurchase intention variable and the repurchase may change with the contingency effect. In this case, moderating can strengthen the relationship or weaken the original relationship. (Hair, Hult, Ringle, & Sarstedt, 2014).

A customer who already has repurchase intention, if influenced by E-RM, it will increase possibility customers to make a repeat purchase. The statistical results support this

statement, (see table 8). On the other hand, if a customer already has a repurchase intention, and moderated by E-RM, it's weaken the possibility customers will repurchase. The role of E-RM in moderating between repurchase intention and repurchase cannot be relied on changing repurchase intention to repurchase. This indicates that online stores campaign use E-RM as an independent variable, not as a moderating variable.

Table 10 shows R-Square value is 0.456. This indicates that 45.6% of the E-RM variable is explained by the variable repurchase intention and another 54,4% described by other variables. Furthermore, repurchase variable has a very good R^2 of 0.801 or 80%. This indicates that the combination of repurchase intention and E-RM effects customer behavior to repurchase significantly. This situation supports those customers who already have the intention to shop and influence by E-RM, this increases the probability of those customers will repurchase.

Basically, shipping, discount coupons and shopping point coupons (E-RM) has terms and conditions set unilaterally by the online store, therefore the buyer must carefully consider these terms and conditions before deciding to take advantage of the offer. Shipping costs are sometimes a barrier for buyers in online stores because they charge buyers additional costs in addition to the price of the goods purchased. So, understanding the term of conditions are most valuable considerations.

Generally, online shop customers experience the following. After browsing (choosing the items you want to buy), click pay, then specify the shipping cost, and immediately cancel shopping, when buying goods for $35, suddenly not interested in continuing shopping because there is an additional shipping fee of $10 (Freeman, 2020). So, if there is a free shipping promo throughout Indonesia, it is worth asking?

Technologically, purchases of digital goods such as e-books, software games, and various applications, can be sent using internet channels, for this situation free shipping can really be applied. However online stores still charge shipping fees even though digital goods can be sent via the internet. This fact makes E-RM in the form of free shipping still be questioned.

Some online stores apply free shipping with various conditions, for example, customers must become primary customers by registering to become primary members. Free shipping is not free. A well-known shop offers free shipping for the purchase of cheap category goods and is required to buy at a certain minimum price (e.g. $150), if it does not reach $150, the buyer must pick it up himself at the nearest store (Freeman, 2020)

There is also a free shipping program with the Restock Program. This program requires customers to shop for items that only fit in one particular box size and reach a minimum value, for example $150, - the goods will be delivered free of charge the next day. This program is only for daily necessities such as personal care products, pantry goods, cleaners, and pet supplies (Freeman, 2020)

Free shipping and return of goods are also offered by online stores. Buyers have a minimum of shopping, for example $200, - get the convenience of free shipping and also items purchased can be returned but only for certain items.

Likewise with discounts, discounts offered by online stores have certain terms and conditions. For example, a 50% discount is only for certain items that have been prepared by the online shop and with minimum shopping conditions.

Discounts with shopping points are also widely applied by online stores, every purchase at an online store will be calculated automatically by the application, if it reaches the amount of shopping, for example $400, - within a year the customer will be notified that the points are enough to get a 5% discount or 10% for certain goods. Likewise with shopping coupons, customers get shopping coupons after shopping for a certain amount, for example $350, - will get shopping coupons worth $10,-

Moderation Effect

E-RM is interesting variable to study more deeply about the behavior of millennial respondents. From their profiles it was also revealed that 71% of respondents visited online stores in the past week, this indicates that they are very active in using gadgets/computers and among their activities are used to visit online stores but haven't done repurchase yet.

For online stores, this can be a message that free shipping, discount promotion, shopping coupons and shopping points are only limited to influencing customers to repurchase but have not had a moderating effect on the relationship between repurchase intention and repurchase.

It can be illustrated that the respondents (age between 20-35 years). Even though they already have the intention to buy (repurchase intention) and the temptation or moderation of e-RM does not necessarily make a repeat purchase (repurchase).

There are two things that draw attention of e-RM, first as a moderator and second e-RM as an independent variable, or in this study as a mediating variable. E-RM as a moderating effect has not succeeded in giving effect to repurchase. However, e-RM as an intervening variable, has a significant effect on repurchase. On the other word, repurchase intention has a significant effect on repurchase through e-RM. (table 9)

If an online store customer already has a repurchase intention, then the moderation efforts with e-RM have not had a good impact, but e-RM can directly influence customers to repurchase. This can be used by online stores to create promotional programs.

From the discussion above, it can be seen that the marketing program such as e-RM can be relied on to change customer behavior, especially for those who had intentions of buying actions. On the other hand, e-RM cannot act as a moderator because the moderating effect weaken the relationship between repurchase intention and repurchase. There are probably another variables or indicators involve to moderate. It's not enough just to promote free shipping, discounts.

Conclusion

It can be concluded that moderating customers who already have repurchase intentions to repurchase is not enough with free shipping promotions, discounts, etc. Other variables of indicators probably needed so that customers can repurchase.

e-RM effects on repurchase and repurchase intention effects on repurchase. The combination of these two, will be able to change repurchase intention to repurchase.

Theoretical Implication

For academics, it is recommended to research the Brick and Mortal concept to further moderate relationship between repurchase intentions and repurchase.

Managerial Implication

Impact on promotional programs is to continue to use e-RM and repurchase intention as variables that affect repurchase, not as moderator. For e-commerce circles, use the e-RM variable and repurchase intention as independent variables in changing customer behavior into repurchase.

Research Limitation

The limitation of this research is on the variable used. The researcher used only three variables, repurchase intention, e-RM and repurchase. There is another variable with strong indicators that able to moderate the relationship, such as Brick and Mortal Concept.

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