THE IMPACT OF SOCIAL MEDIA MARKETING AND CUSTOMER EXPERIENCE ON CUSTOMER BEHAVIOUR WITH RELATIONSHIP QUALITY AS AN INTERVENING VARIABLE: CASE STUDY ON ERIGO CLOTHING BRAND

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Abstract. *Following the development of technology, people are more inclined to buy fashion products online instead of going to physical stores. Erigo also changed its sales channel to entirely online and experienced a drastic increase in sales. This research was conducted to find out whether the sales strategy carried out by Erigo is effective for online sales. This study used quantitative methods and obtained data from questionnaires distributed online which resulted in 105 respondents who met the criteria. The data was analyzed using SmartPLS 3.0 software with Partial Least Square technique. The sample was determined using purposive sampling and determined by the Cochran formula. The results of the study indicate that all hypotheses are accepted. The research shows that Social Media Marketing and Customer Experience have a significant influence on Relationship Quality and Relationship Quality significantly affects Purchase Intention, Loyalty Intention and Participation Intention.*

Abstrak. Mengikuti perkembangan teknologi, orang orang lebih cenderung untuk membeli produk fashion secara online dibandingkan datang langsung ke toko fisik. Erigo juga mengubah channel penjualannya menjadi online secara keseluruhan dan mengalami peningkatan penjualan yang cukup drastis. Penelitian ini dilakukan untuk mengetahui apakah strategi penjualan yang dilakukan oleh Erigo efektif untuk penjualannya secara online. Penelitian ini menggunakan metode kuantitatif dan mendapatkan data dari kuisioner yang disebar secara online yang menghasilkan 105 responden yang memenuhi kriteria. Data dianalisis menggunakan software SmartPLS 3.0 dengan teknik Partial Least Square. Sampel ditentukan denggan menggunakan purposive sampling dan ditentukan dengan rumus cochran. Hasil dari penelitian menunjukan bahwa semua hipotesis diterima. Penelitian menunjukkan bahwa *Social Media Marketing* dan *Customer Experience* memiliki pengaruh yang signifikan terhadap *Relationship Quality* dan *Relationship Quality* mempengaruhi *Purchase Intention*, *Loyalty Intention* dan *Participation Intention* secara signifikan.

INTRODUCTION

In the context of ongoing modernization and globalization, the clothing and fashion industry in Indonesia has undergone significant transformations. One of the most prominent manifestations of this evolution is the shift towards online platforms for purchasing. According to Databoks (2023), 58% of clothing sales occur through e-commerce platforms compared to 29% through physical stores. This data indicates that online shopping is perceived as more effective than the traditional physical store model.

"Erigo," an indigenous Indonesian brand founded by Muhammad Sadad in 2013, has witnessed a substantial surge in popularity. Initially incorporating batik motifs into its product line, Erigo gradually transitioned to a casual fashion brand and experienced significant growth in e-commerce sales in 2020 (Bisnis.com, 2023). A notable development that drew attention to Erigo was its controversial participation in New York Fashion Week (NYFW) in the United States. The year 2020 marked a peak in Erigo's growth, facilitated by the increasing accessibility of digital media. Despite the challenges posed by the pandemic, Erigo successfully strengthened its online sales channels, resulting in a tenfold increase in revenue (Dila, 2022). Erigo's sales figures rose from 8,217 units in 2020 to 19,563 units in 2022 (Agustina et al., 2023). Ranked by Shopee.co.id as one of the top ten domestic brands in Indonesia, Erigo boasts a substantial following of 2.4 million people, positioning it as the brand with the largest number of followers on the platform. Followers can be interpreted as an indicator of a brand's popularity in the current era, and it can be asserted that Erigo commands a significant following in Indonesia, representing a large community of fans and admirers.

No	Brand	Followers
1.	Erigo	2,4 Million
2.	Roughneck 1991	1,1 Million
3.	3 Second	1,1 Million
4.	Thanksinsomnia	696 Thousand
5.	Sch	457 Thousand

Figure 1. Local Brand Recommendations in Indonesia with the Largest Instagram Followers
Sources: Shopee (2023)

Lipsmann (2012) posits that social media is a superior marketing instrument due to its cross-generational evolution and its ability to transcend temporal and geographical boundaries in reaching target audiences. Erigo utilizes social media as a communication conduit and marketing channel. Specifically, Erigo optimizes consumer experiences on social media platforms, particularly TikTok. To promote its products, Erigo frequently hosts live events on TikTok, providing customers with the opportunity to ask questions and enjoy a satisfying retail experience. Furthermore, Erigo consistently encourages audience participation on its social media platforms through posts that include polls and questions about audience sentiments toward their products.

These marketing efforts by Erigo are designed to foster customer behaviors such as purchase intention, loyalty intention, and participation intention. By cultivating positive relationships with customers, Erigo aims to develop a sense of closeness with the brand, which in turn generates purchase intentions.

It is intriguing to study how Erigo effectively leverages its social media presence to influence consumer experiences and drive purchasing decisions. If Erigo successfully enhances consumer engagement on its social media platforms, the impact of social media on the quality of the relationship between consumers and the brand becomes a crucial aspect to examine. This research replicates a study conducted by Wibowo et al. (2021), which examined the influence of Social Media Marketing and Customer Experience on Customer Behavior (including purchase intention, loyalty intention, and participation intention) with Relationship Quality as an intervening variable. This study aims to investigate the influence of Social Media Marketing and Customer Experience on Customer Behavior, with Relationship Quality as an intervening variable, specifically for the Erigo clothing brand. The focus of this research includes the strategies employed by Erigo in social media marketing and the potential of these strategies to cultivate high-quality customer relationships. Additionally, the study will assess the level of customer satisfaction experienced by Erigo's customers when the organization effectively fosters the desired relationship quality. Trust in the Erigo brand is also identified as a critical factor influencing customers' propensity to purchase its products. Furthermore, the research will explore the extent to which the relationship between consumers and the Erigo brand can inspire customer participation, enhance purchase intentions, and strengthen loyalty intentions towards the brand

LITERATURE REVIEW

Social Media Marketing

According to Gunelius in Haribowo et al. (2022), social media marketing enhances awareness, brand retention, and consumer interaction through platforms like social networking, blogging, and content sharing. Kelly et al. (in Seo & Park, 2018) emphasize its role in forming personal relationships with clients and providing direct consumer access. Social media marketing comprises five key indicators identified by Kim and Ko (in Seo & Park, 2018). Entertainment influences positive audience emotions, encouraging participation and interest. Interaction enables companies to communicate with and understand customers, creating engaging content. Trendiness keeps the audience updated on the latest products or services. Customization fosters good customer perception and satisfaction through tailored information. Lastly, word of mouth (WoM) involves customer responses and actions, impacting brand perception and behavior (Kembau,2020)

Customer Experience

According to Schmitt (1999) in Pratiwi Indriasari et al. (2021), customer experience is the reaction consumers have when interacting with a product or company. Wiyata et al. (2020) identify five key indicators of this experience: sense, feel, think, act, and relate. "Sense" engages the five human senses, while "Think" encourages creative thinking in product use. "Act" involves creating experiences related to customers' daily lives and lifestyles. "Relate" aims to foster a connection between customers and the company. Together, these elements shape a comprehensive customer experience.

Relationship Quality

Hennig-Thurau and Klee (in Ika Sari, 2019) define relationship quality as an organization's ability to generate customer satisfaction and maintain relationships. Smith (in Nadeem et al., 2020) describes it as the extent to which the needs and expectations of involved parties are met.

Yang et al. (in Antwi, 2021) identify three key indicators of relationship quality: trust, commitment, and satisfaction. Trust is the faith a person places in a company or brand. Commitment is the desire to build an emotional relationship with a brand beyond transactions. Satisfaction is the level of contentment with a purchased product. However, the indicators used in this study are only Trust and Satisfaction because this research is a replication of previous journals which only use indicators of Trust and Satisfaction.

Purchase Intention

Purchase intention refers to a consumer's plan or readiness to make a purchase of a particular product or service within a specified period (Morwitz, et al, 2007). It reflects the likelihood that a consumer will proceed from the intention to buy to the actual act of purchasing. In the context of online shopping or e-commerce, purchase intention can be driven by satisfaction (Wardhana, et al, 2023). Purchase intention is influenced by various factors such as product perceptions, brand loyalty, marketing efforts, and external influences like economic conditions or social trends. Purchase intention in the context of social media refers to consumers' inclination to buy products or services based on their interactions and experiences on social platforms (Alalwan, 2018). Social media influences purchase intention by facilitating product discovery, providing information and reviews, fostering engagement with brands, leveraging social proof through endorsements and recommendations, and enabling personalized targeting of consumers (Ananda, et al, 2019). Overall, social media plays a crucial role in shaping consumer behavior and decision-making processes related to purchasing.

Loyalty Intention

Loyalty intention refers to a consumer's commitment or inclination to consistently choose and purchase products or services from a particular brand or company over time (Khan, 2013). Loyalty intention, relationship quality, customer experience, and social media are interconnected pillars crucial in shaping modern consumer behavior and brand success (Rane, et al, 2023). Loyalty intention reflects consumers' commitment to repeatedly choose a brand, influenced by positive experiences, trust, and emotional connections fostered through consistent interactions. Relationship quality measures the strength of emotional bonds and satisfaction between consumers and brands, built on trust and mutual engagement (Akrout & Nagy, 2018). Customer experience spans all touchpoints with a brand, where positive interactions and personalized services enhance satisfaction and loyalty. Social media acts as a powerful platform for brands to engage directly with consumers, share experiences, and influence purchasing decisions through content, reviews, and interactive engagements (Mishra, 2019). Together, these elements form a comprehensive strategy for brands to cultivate lasting customer relationships, drive loyalty, and achieve sustainable growth in competitive markets.

Participation Intention

Participation intention measures the extent to which a person is willing to participate in a particular activity or activity (Li, et al, 2020). In this study, participation intention explains to what extent a person is willing to participate in social media such as like, comment and share Chen & Lin (2019). Participation intention, relationship quality, customer experience, and social media are key factors in shaping consumer engagement and brand loyalty. Participation intention refers to consumers' willingness to engage beyond purchases, influenced by perceived value and brand interactions. Relationship quality reflects emotional connections and satisfaction, built on trust and personalized experiences. Customer experience spans all interactions, impacting satisfaction and loyalty. Social media amplifies engagement through interactive content and community building, influencing consumer perceptions and decisions (Habibi, et al, 2014). Together, these elements enable brands to foster lasting relationships, drive engagement, and build loyalty in today's dynamic marketplace.

If the relationship between the variables that have been described is described, the research framework can be obtained as follows:
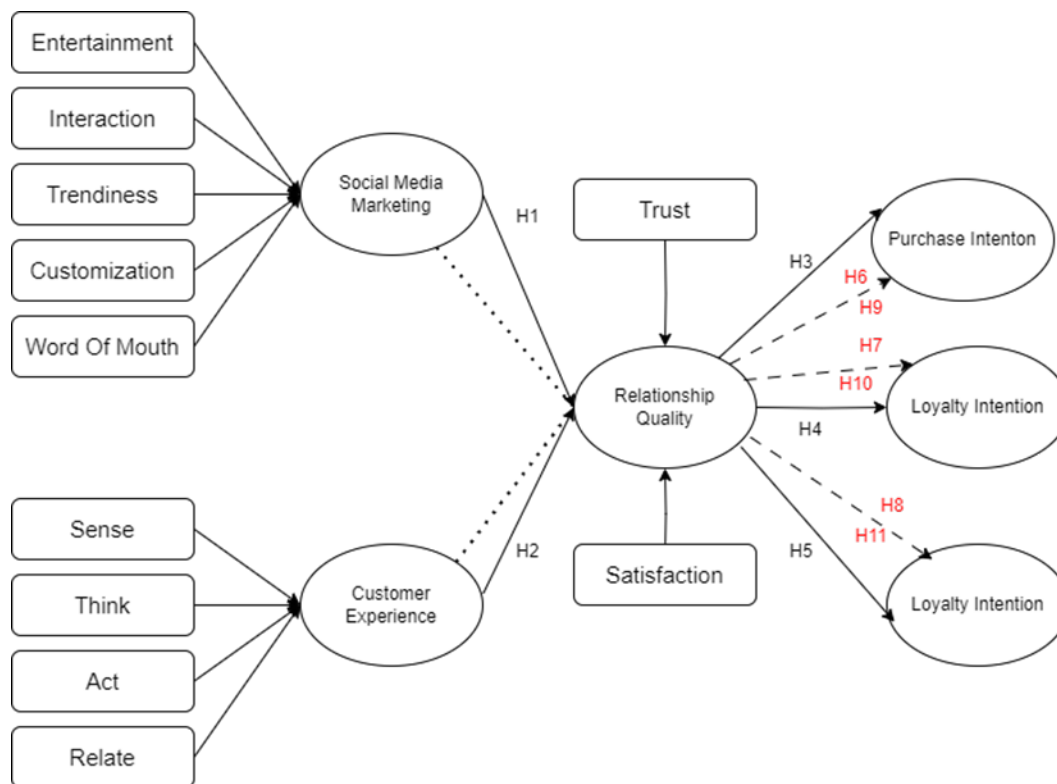

Figure 1 : Research Method
Source: Data processed

H1: Social Media Marketing has a significant effect on Relationship Quality

H2: Customer Experience has a significant effect on Relationship Quality.
H3: Relationship Quality has a significant effect on Purchase Intention.
H4: Relationship Quality has a significant effect on Loyalty Intention.
H5: Relationship Quality has a significant effect on Participation Intention
H6: : The effect of social media marketing on Purchase intention with relationship quality mediation.
H7: The effect of social media marketing on loyalty intention with mediation of relationship quality
H8: The effect of social media marketing on participation intention with mediation of relationship quality
H9: The effect of customer experience on purchase intention with mediation of relationship quality
H10: The effect of customer experience on loyalty intention with mediation of relationship quality
H11: The effect of customer experience on participation intention with mediation of relationship quality

RESEARCH METHODS

This research focuses on Erigo, with participants comprising individuals who have purchased its products. It employs two main methods for data collection: primary data gathered through a questionnaire tool and secondary data sourced from relevant literature, journals, books, and articles. The study includes residents of DKI Jakarta who have used Erigo products, with the sample size of 97 determined using the Crochan formula due to uncertain population size. This quantitative research adopts a positivist framework to statistically measure and analyze variables, aiming to provide a comprehensive statistical explanation of the research phenomenon. Data analysis was conducted using SmartPLS SEM software version 3, recognized for its ability to effectively link theory and data, particularly with smaller sample sizes (Ghozali, 2021). The data for this study was collected through questionnaire responses provided by participants via Google Form, which were directed to residents of DKI Jakarta who met certain criteria. While there were initially 108 responses from the survey, three respondents were excluded from the sample due to not meeting certain criteria. Therefore, in this analysis, the total sample used was 105 respondents.

Results and Discussion

The study looked at the demographic characteristics of participants, including age, residential location, occupation, income level, and daily social media usage patterns. All respondents included in this study were individuals who had purchased or used products from Erigo. The frequency of social media use per day has been categorized into four time groups: one to two hours, three to five hours, six to eight hours, and more than eight hours. From the total sample of 105 participants, 44 people (41%) allocate 1 to 2 hours per day for social media; 48 people (44%) spend 3 to 5 hours per day on social media; 11 people (10%) engage for 6 to 8 hours per day in social media use; and 5 people (5%) use social media for more than 8 hours per day. The average time of social media use by Indonesians, according to Riyanto (2023) is about 3 hours and 18 minutes, which corresponds to the majority of participants in this study, namely the three to five hours per day category.

Age is grouped into four different categories: 17-25 years, 26-34 years, 35-43 years, and above 44 years. No individuals were older than 44 years old, with 78 respondents (or 72% of the total 105) falling within the 17-25 years age group, 28 respondents (or 26%) aged 26-34 years, and 2 respondents (or 2%) aged 35-43 years. The age group of 17-25 years old dominates the respondents, reflecting the demographics of the workplace and depicting a population that largely consists of university students. It is possible that the Erigo brand is targeting a younger demographic with its products.

The domicile classification is divided into five different regions: North Jakarta, West Jakarta, Central Jakarta, and South Jakarta. North Jakarta provided 22 respondents, or 20% of the total 105 respondents; West Jakarta provided 41 respondents, or 38%; East Jakarta provided 15 respondents, or 14%; South Jakarta provided 11 respondents, or 10%; North Jakarta provided 22 respondents, or 20%; and East Jakarta provided 19 respondents, or 18%. South Jakarta received the least number of respondents, at 11%, while the region with the highest number of respondents was West Jakarta, at 41 respondents.

The demographic category of occupation was divided into: housewife, student, private or government employee, and self-employed. Of the total sample of 105 respondents, 71 people (or 66 percent) worked as students, 29 people (or 27 percent) were private or non-government employees, 5 people (4 percent) were self-employed, and 3 people (3 percent) were housekeepers.

The income of the research subjects was grouped into four salary ranges, namely less than Rp. 1,000,000, Rp. 1,000,000 - Rp. 3,000,000, Rp. 3,000,000 - Rp. 5,000,000, and more than Rp. 5,000,000. Of the total 105 respondents, 34 respondents or 32% have an income of less than Rp. 1,000,000, 39 respondents or 36% get a salary in the range of Rp. 1,000,000 - Rp. 3,000,000, while 19 respondents or 17% have an income of Rp. 3,000,000 - Rp. 5,000,000. In addition, 16 respondents or 15% of the total respondents have an income of more than Rp. 5,000,000.

Validity and Reliability

The outer loading results of each indicator maintain a score above 0.7, indicating the sustainability of the indicator validity. From the review of the cross loading table, all values meet the discriminant validity requirements. Each variable indicator value is still higher than the other variables.
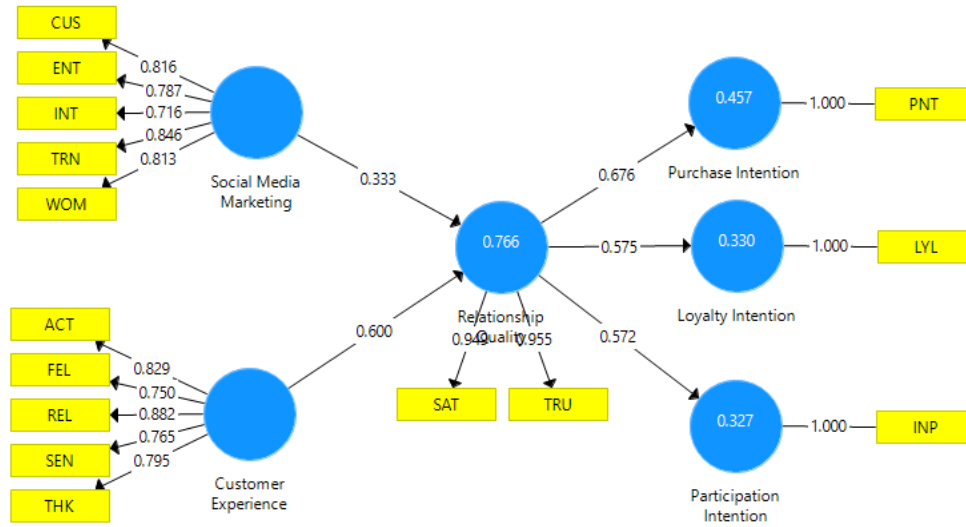
Figure 2 : loading factor Result
Source: Data processed (2024)

The correlation between customer experience and Relationship Quality shows a lower root AVE squared value than the root AVE squared of customer experience, resulting in the validity of the relationship. Meanwhile, the other variables retained their validity. The criterion for the HTMT value is <0.9 so that all HTMT values for each variable have a valid value.

Variables	Cronbach's Alpha	Composite Reliability
Social Media Marketing	0.856	0.897
Customer Experience	0.860	0.904
Relationship Quality	0.896	0.951
Purchase Intention	1.000	1.000
Loyalty Intention	1.000	1.000
Participation Intention	1.000	1.000

Table 2. Reliability Result
Source: Data processed, (2024)

The requirements for validity and reliability tests, with >0.7 for Cronbach alpha and composite reliability, were met. All variables maintained values above 0.7. For all variables have a value> 0.5 which means reliable.

Hypothesis Testing

	R Square	R Square Adjusted
Relationship Quality	0.721	0.715
Purchase Intention	0.457	0.451
Loyalty Intention	0.330	0.324
Participation Intention	0.327	0.321

Table 3. R-Square Result
Source: Data processed

The analysis results show that the relationship quality variable has an r-square value of 0.721, while for the purchase intention, loyalty intention, and participation intention variables, the values are 0.457, 0.330, and 0.327, respectively. This implies that the impact of social media marketing and customer experience accounts for 72.1% of the relationship quality concept, while the remaining 27.9% is influenced by other variables not investigated in this study. Purchase intention is influenced by 45.7% by relationship quality, while about 54.3% is influenced by other factors not explained in this study. Relationship quality contributes 33% to loyalty intentions, with the remaining 67% influenced by unexamined variables. Finally, the participation intention construct is influenced by 32.7% by relationship quality, and about 67.3% by additional factors not included in this study.

Variable	F2	Result
Social Media Marketin -> *Relationship Quality*	0.269	Moderate
Customer Experience -> Relationship Quality	0.421	Strong
Relationship Quality -> Purchase Intention	0.841	Strong
Relationship Quality -> Loyalty Intention	0.493	Strong
Relationship Quality -> Participation Intention	0.487	Strong

Table 4. F-Square Result
Source: Data processed

Based on the data contained in Table 8, the relationship quality variable has a moderate impact of 0.269 on the quality of the relationship itself. The effect of the customer experience variable on

relationship quality is quite strong, with a value of 0.421. In addition, relationship quality has a significant impact on purchase intention (0.841) and loyalty intention (0.493). Finally, the relationship quality variable also exerts a strong influence on participation intentions. With these findings, it can be concluded that relationship quality has the most significant impact on purchase intentions (0.841).

Variables	Original Sample (O)	T Statistics ($|O/STDEV|$)	P Values
Social Media Marketing -> Relationship Quality	0.405	4.001	0.000
Customer Experience -> Relationship Quality	0.506	5.167	0.000
Relationship Quality -> Purchase Intention	0.676	9.072	0.000
Relationship Quality -> Loyalty Intention	0.575	6.706	0.000
Relationship Quality -> Participation Intention	0.572	8.265	0.000

Table 5. Path Coefficient Result
Source: Data processed

This study investigates the influence of social media marketing on the relationship quality between Erigo and its customers. Employing path coefficient analysis, the research highlights the significant impacts of social media marketing, customer experience, relationship quality, and their subsequent effects on purchase intention, loyalty intention, and participation intention. The findings corroborate previous studies, emphasizing the critical role of relationship quality in shaping customer behaviors.

H1: The Effect of Social Media Marketing on Relationship Quality

The path coefficient analysis reveals that social media marketing significantly impacts relationship quality, with a coefficient value of 0.405, a t-statistic of 4.001, exceeding the critical value of 1.96, and p-values of 0.000. These results lead to the acceptance of Ha1, indicating a direct relationship influence of social media marketing on relationship quality. Erigo's strategic investments in social media marketing are found to significantly affect the nature of its customer relationships. This finding aligns with the research by Alahverdi and Landaran Esfahani (2022), which demonstrated that social media marketing substantially contributes to relationship quality at BaniMode Online Cosmetics Store. Notably, engaging with social media for three to five hours daily can foster robust relationships.

H2: The Effect of Customer Experience on Relationship Quality

The path coefficient analysis indicates a significant effect of customer experience on relationship quality, with a coefficient value of 0.506, a t-statistic of 5.167, and p-values of 0.000. Consequently, Ha2 is accepted, confirming a direct relationship effect of customer experience on

relationship quality. This finding suggests that customer experience has substantial potential to enhance Erigo's customer relationships. The result is consistent with Lo's (2020) study on corporate social responsibility (CSR) initiatives in the hospitality industry, which underscores the pivotal role of customer experience in shaping relationship quality. Therefore, enhancing the satisfaction derived from purchasing experiences is crucial for improving relationship quality with Erigo's customers.

H3: The Effect of Relationship Quality on Purchase Intention

The path coefficient analysis shows a significant impact of relationship quality on purchase intention, with a coefficient value of 0.676, a t-statistic of 9.072, and p-values of 0.000. Thus, Ha3 is accepted, indicating a strong and significant influence of relationship quality on purchase intention. The acceptance of Ha3 suggests that the characteristics of relationships significantly influence customers' intentions to purchase from Erigo. Wei's (2022) research supports this hypothesis, establishing that relationship characteristics considerably impact the intention to purchase outsourcing services. Hence, an individual's purchase intention is likely to increase in proportion to their relationship quality with the brand.

H4: The Effect of Relationship Quality on Loyalty Intention

The path coefficient analysis reveals a significant effect of relationship quality on loyalty intention, with a coefficient value of 0.575, a t-statistic of 5.575, and p-values of 0.000. Consequently, Ha4 is accepted, confirming a strong and significant influence of relationship quality on loyalty intention. This finding indicates that consumers' loyalty intentions toward Erigo are influenced by the quality of their relationships with the brand. This result aligns with Elizayanti and Riorini's (2023) findings, which also demonstrate a significant correlation between relationship quality and loyalty intention. To enhance customer relationships and strengthen trust and satisfaction with the Erigo brand, strategic efforts are necessary to cultivate strong loyalty intentions.

H5: The Effect of Relationship Quality on Participation Intention

The path coefficient analysis confirms a significant influence of relationship quality on participation intention, with a coefficient value of 0.572, a t-statistic of 8.265, and p-values of 0.000. Thus, Ha5 is accepted, indicating a direct relationship effect of relationship quality on participation intention. The influence of relationship quality on participation intention is consistent with the findings of Wibowo et al. (2021), who also observed a significant impact of relationship characteristics on participation intention. By improving relationship quality, there is an expected positive impact on consumers' intention to participate, thereby increasing their engagement with the Erigo brand.

This finding underscores the significant impact of social media marketing on relationship quality at Erigo. Additionally, it highlights the crucial roles of customer experience, relationship quality, and their influence on purchase, loyalty, and participation intentions.

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Social Media Marketing -> Relationship Quality -> Purchase Intention	0.273	0.269	0.085	3.228	0.001
Customer Experience -> Relationship Quality -> Purchase Intention	0.342	0.335	0.068	5.011	0.000
Social Media Marketing -> Relationship Quality -> Loyalty Intention	0.233	0.233	0.059	3.967	0.000
Customer Experience -> Relationship Quality -> Loyalty Intention	0.291	0.300	0.082	3.544	0.000
Social Media Marketing -> Relationship Quality -> Participation Intention	0.232	0.234	0.060	3.857	0.000
Customer Experience -> Relationship Quality -> Participation Intention	0.289	0.300	0.074	3.903	0.000

Table 6. Specified Indirect
Source: Data processed, 2024

This finding investigates the mediating role of relationship quality in the effects of social media marketing and customer experience on various customer intentions, including purchase intention, loyalty intention, and participation intention, within the context of Erigo.

(H6) Social Media Marketing on Purchase Intention through Relationship Quality

The path coefficient test reveals a t-statistic of 3.228, exceeding the threshold value of 1.96, with a p-value of 0.000, leading to the acceptance of Ha6. This indicates a significant mediating effect of relationship quality on the relationship between social media marketing and purchase intention. The findings align with Gautam & Sharma (2017), confirming that mediation variables significantly strengthen the direct relationship between social media marketing and purchase intention. Increased social media activities by Erigo enhance customer relationships, thereby stimulating purchase intention. This suggests that relationship quality provides partial mediation.

(H7) Social Media Marketing on Loyalty Intention through Relationship Quality

With a t-statistic value of 3.967 and a p-value of 0.000, Ha7 is accepted, indicating the mediating effect of relationship quality on the relationship between social media marketing and loyalty

intention. This is consistent with research by Alahverdi & Landaran Esfahani (2022), which highlights the strong mediating role of relationship quality in this context. The results suggest that enhanced social media activities by Erigo strengthen customer relationships and loyalty to the brand, demonstrating partial mediation.

(H8) Social Media Marketing on Participation Intention through Relationship Quality

The path coefficient test shows a t-statistic of 3.857 and a p-value of 0.000, leading to the acceptance of Ha8. This supports the mediating effect of relationship quality on the relationship between social media marketing and participation intention, corroborating the findings of Alahverdi & Landaran Esfahani (2022). The results indicate that improved social media marketing by Erigo enhances customer relationships, thereby increasing participation intention, confirming partial mediation.

(H9) Customer Experience on Purchase Intention through Relationship Quality

The analysis yields a t-statistic of 5.011 and a p-value of 0.000, resulting in the acceptance of Ha9. This underscores the significant mediating role of relationship quality in linking customer experience to purchase intention, in line with Haribowo et al. (2022). The results suggest that a positive customer experience, coupled with strong relationship quality, enhances purchase intention, demonstrating partial mediation.

(H10) Customer Experience on Loyalty Intention through Relationship Quality

With a t-statistic of 3.544 and a p-value of 0.000, Ha10 is accepted, indicating the mediating effect of relationship quality on the relationship between customer experience and loyalty intention. This finding is consistent with Haribowo et al. (2022), who noted the mediating role of relationship quality in this relationship. The results suggest that a positive customer experience, bolstered by strong relationship quality, increases customer loyalty to Erigo, confirming partial mediation.

(H11) Customer Experience on Participation Intention through Relationship Quality

The test results show a t-statistic of 3.903 and a p-value of 0.000, leading to the acceptance of Ha11. This supports the mediating role of relationship quality in the relationship between customer experience and participation intention, aligning with Haribowo et al. (2022). The findings indicate that a positive customer experience, enhanced by strong relationship quality, increases participation intention, demonstrating partial mediation.

The Specified Indirect highlights the crucial mediating role of relationship quality in the relationships between social media marketing, customer experience, and various customer intentions. The findings suggest that businesses like Erigo can enhance customer purchase intention, loyalty intention, and participation intention by improving social media marketing efforts and customer experience, thereby strengthening relationship quality.

CONCLUSION

The study tested eleven hypotheses, including Social Media Marketing → Relationship Quality, Customer Experience → Relationship Quality, Relationship Quality → Purchase Intention, Relationship Quality → Loyalty Intention, and Relationship Quality → Participation Intention, along with their combined paths. All hypotheses were supported by the data analysis results. The findings highlight that Relationship Quality → Purchase Intention had the most significant impact, with a Path Coefficient value of 0.9072. This underscores the importance of maintaining strong customer relationships in influencing their purchase intentions. Additionally, Social Media Marketing → Relationship Quality also showed a significant relationship, though with a slightly lower Path Coefficient value of 0.4001. This suggests that Erigo might face challenges in fostering optimal customer relationships due to potentially inadequate customer engagement with its social media content.

However, the research also acknowledges several limitations:

- The study focused solely on two social media platforms, Instagram and TikTok, as these are the primary channels used in Erigo's marketing strategy.
- The research was confined to the DKI Jakarta area, limiting broader geographical insights.
- Participants were restricted to those who had purchased and used Erigo products, potentially excluding perspectives from non-customers or those unfamiliar with the brand.

These limitations provide context for interpreting the study's findings and suggest areas for future research to explore broader demographics, additional social media platforms, and wider geographical regions.

Managerial Implications

The study's findings highlight several key managerial implications for Erigo. Enhancing relationship quality is essential; managers should focus on building strong customer connections through personalized interactions and exceptional service. Improving social media engagement on platforms like Instagram and TikTok is crucial, as these channels can significantly influence customer intentions. Erigo should create engaging content that encourages customer participation and interaction. Additionally, expanding research beyond the DKI Jakarta region is vital. Understanding customer preferences in different areas will help tailor marketing strategies to broader markets, enhancing brand visibility. Continuous improvement of customer experiences across all touchpoints is also crucial for maintaining high satisfaction and loyalty.

Suggestions for Future Research

Future research should explore different contexts to understand the variables' effectiveness in various settings. By examining different industries, researchers can determine if the relationships observed in this study hold true elsewhere, providing a more comprehensive understanding of social media marketing, customer experience, and relationship quality. Additionally, studies should include more social media platforms beyond Instagram and TikTok, such as Facebook, Twitter, LinkedIn, and emerging networks. Each platform's unique features and demographics may influence relationship quality and customer intentions differently. Furthermore, expanding research to regions outside DKI Jakarta is essential due to the widespread nature of online

shopping. This broader scope will provide insights into diverse customer behaviors and preferences, helping Erigo develop more targeted and effective marketing strategies.

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