

ABSTRACT

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INVESTIGATING THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CUSTOMER RELATIONSHIP QUALITY AND LOYALTY FOR SHOPEE IN INDONESIA'S E-COMMERCE SECTOR

(126 Page, 6 Figure, 25 Table, 3 Appendix)

This research examines the influence of Social Media Marketing Activities (SMMA) specifically Interaction, Entertainment, Customization, Trendiness and Word of Mouth, with commitment, trust, and satisfaction serving as mediators. Focusing on the Shopee platform, the study aims to identify how these dimensions of SMMA drive customer loyalty in the context of online shopping. The conceptual model was tested using data collected from 270 respondents via an online survey distributed through social media platforms, employing a 5-point Likert scale. Data analysis was performed using SmartPLS 4.1, employing the PLS-SEM method to test the proposed relationships. The results demonstrate that SMMA significantly influences customer loyalty, with commitment, trust, and satisfaction playing crucial mediating roles. These findings highlight the importance of leveraging social media platforms to build strong customer relationships, particularly for e-commerce platforms like Shopee aiming to foster customer loyalty.

Keywords: Social Media Marketing Activities (SMMA), Trendiness, Word of Mouth, Interaction, Entertainment, Customization, Customer Loyalty, Commitment, Trust, Satisfaction, Shopee.

Reference: 120 (1999-2024)