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The Impact of Implementing Social Commerce Marketing on Purchasing Jambi Batik Products

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Abstract: The challenge for business people in the era of globalization is to be able to survive and have an advantage over competition. Consumers' consumption patterns have shifted from shopping at conventional stores to online stores. Social commerce marketing is the best marketing strategy to do at this time considering that with internet use there is more focus on social media. Jambi Batik products are typical products from Jambi Province because their motifs and colors are the first impression for consumers when choosing a product. In online transactions, consumers need confidence that Batik Jambi products meet their expectations. Marketing strategies that implement social commerce marketing need to have support from communication channels through social presence from customers to help attract new or existing consumers to make repeat purchases. The objectives of this research are (1) to examine social commerce marketing on continuous purchase intention; (2) examine the influence of social commerce marketing on social presence; (3) examine the influence of social presence on continuous purchase intention; (4) examine the role of social presence as a mediating influence of social commerce marketing on continuous purchase intention. The research is research using quantitative methods, where data is collected through surveys and distribution of questionnaires and data measurement is based on measurement instruments from questionnaire data obtained from respondents. The analytical method used is Structural Equation Modeling (SEM) measurements using SmartPLS software. The measurement method used is Structural Equation Modeling (SEM) which utilizes data processing tools, namely SmartPLS software.

Keyword: Social Commerce Marketing, Social Presence.

INTRODUCTION

Globalization is experiencing very rapid development with the presence of new technology, world trade and the flow of information that knows no borders. The challenge for business people in the era of globalization is to be able to survive and have a competitive advantage. In 2024, there will be an increase in internet use in Indonesia and the increase will occur starting from 2022, the increase in 2022 is 77.01%, in 2023 it is 78.19% and in early 2024

it is 79.5% (Asosiasi Penyelenggara Jasa Internet Indonesia, 2024). As the population increase in Indonesia has an impact on the increase in internet users in Indonesia, people cannot escape virtual activities, especially the use of social media.

The development of information technology, especially in social media, provides enormous beneficial opportunities for business people in improving business performance, namely increasing promotional activities that have a positive impact (Abid & Roy, 2024). Consumer consumption patterns are experiencing a shift from shopping at conventional stores to online stores. Consumers are very consumptive in online shopping, but the clothing industry is experiencing a decline. In 2024, clothing sales will decline to 8.2%, while in 2023 it will be 9.6%, even though in 2019 the clothing industry was the five manufacturing sectors that were prioritized in the digital market (Revo, 2024). Seeing the development of internet use which should provide opportunities to increase sales, social media has become the dominant internet user in Indonesia. The integration of social media, social networking sites and e-commerce in terms of substantial growth is caused by social commerce (Zhang et al., 2024).

Social commerce is the use of social media by utilizing social interactions and contributions from social users (Jamal et al., 2023). Maximizing the search for purchasing goods and recommending previous shopping experiences is a fundamental difference between e-commerce and social commerce, the focus on social commerce emphasizes interaction per person and produces value for individuals (Azhar et al., 2023). Social commerce marketing is the best marketing strategy to do at this time considering that with internet use there is more focus on social media. Consumer behavior in browsing products and transactions via social media has increased, so from 2021 to 2023 it can be declared as the era of social shopping or social commerce (Mediana et al., 2023).

Jambi Batik products are typical products from Jambi Province because their motifs and colors are the first impression for consumers when choosing a product. In online transactions, consumers need confidence that Batik Jambi products meet their expectations. Consumers before purchasing a product, choose from sharing product alternatives and see the presence of other customers who have had experience in purchasing the product (Huang et al., 2023). The diversity of Jambi Batik products forces business actors to innovate and be creative, in creating products or in terms of marketing, so business actors must determine the right social commerce marketing strategy so that consumers always consistently buy their products.

Marketing strategies with the application of social commerce marketing need support from communication channels through social presence from customers to help attract new or old consumers to make repeat purchases (Ming et al., 2021). Social presence influences intimacy and closeness as measured by the warmth that can be felt, friendliness and communication contained in the communication channel (Tseng et al., 2019). Marketing strategies carried out by business organizations by utilizing social presence are considered to be able to increase sales and foster consumer intentions to buy continuously.

Based on the description above, in implementing social commerce marketing it is necessary to consider social presence so that consumers' intention to buy continuously can grow. In this case, research needs to be carried out to see the impact of implementing social commerce marketing on purchasing Batik Jambi products by considering the role of social presence in the influence of social commerce marketing on continuous purchase intention for Batik Jambi products.

Continuous purchasing behavior is consumer loyalty (Hussain et al., 2024), but consumer loyalty is different from the intention to purchase continuously where consumer loyalty reflects commitment to a particular brand while it involves purchasing or shopping at a particular brand repeatedly (Fakhreddin, 2022). Previous research shows that consumer loyalty is influenced by service innovation with the dominant factor being innovative consumers (Roziana & Sari, 2018), but in food products, product quality is the reason consumers are loyal because it provides satisfaction (Sari & Siregar, 2019). In an Islamic perspective, the level of

consumer satisfaction is influenced by beliefs about risk avoidance (Amri et al., 2024). Consumer decisions in purchasing a product are influenced by motivation (Sari, 2017), but creative products or regional specialty products are influenced by the uniqueness and experience of previous consumers (Sari, 2018). Continuous purchase intentions arise when customers feel that the product they consume can provide satisfaction to themselves (Teck Weng et al., 2013).

Continuous purchase intention is the consumer's desire to make purchases continuously in the future after making previous purchases (Zhao & Wagner, 2023). Continuous purchases are an assessment that comes from an individual regarding repeat purchases and the consumer's decision to engage in future activities towards the seller (Prakash et al., 2023). Long-term purchase intentions are based on behavior that emerges from the shopping experience.

In online transactions, especially on social media, social presence with other people is carried out with other social actors in virtual communities, participation in online discussions, status updates and presentation of features are forms of social presence with other people that describe a person's experience (Ang et al., 2018). Social applications can increase awareness of interest in a product, for example, social proof can overcome customer uncertainty about what to buy and get clues about buying interest (Liu et al., 2019). The presence of other people in interacting or establishing relationships is the definition of social presence theory (SPT) (Weng et al., 2024). Social presence is the ability of a communication channel to convey social signals, this is based on the theory of social presence (Bao & Wang, 2021).

The platform that gives consumers the opportunity to communicate to create an intense social presence is social media. The popularity of social media has given birth to a new paradigm, namely social commerce. The benefits of social commerce for business actors include being able to increase the average sales value, carrying out promotional activities for their products and getting value from content (Seyyedamiri & Tajrobehkar, 2021). According to Siddiqui (2021), social commerce utilizes social interactions and contributions from social users through a system of interactions and relationships between consumers which is the basis of the difference between social commerce and e-commerce.

Marketing through social commerce has been widely carried out in connection with continuous purchasing, but there is limited literature research linking social commerce marketing with social presence. The study conducted by Wu & Li (2018) social commerce marketing on continuous purchases through customer value, then Gupta et al. (2023) based on customer experience, and Jami Pour (2022) on consumer involvement. The limitations of this study make it urgent to conduct research on the influence of social commerce marketing on continuous purchase intention and this makes this research novel and adopts it for the sale of regional specialty products, namely Jambi Batik.

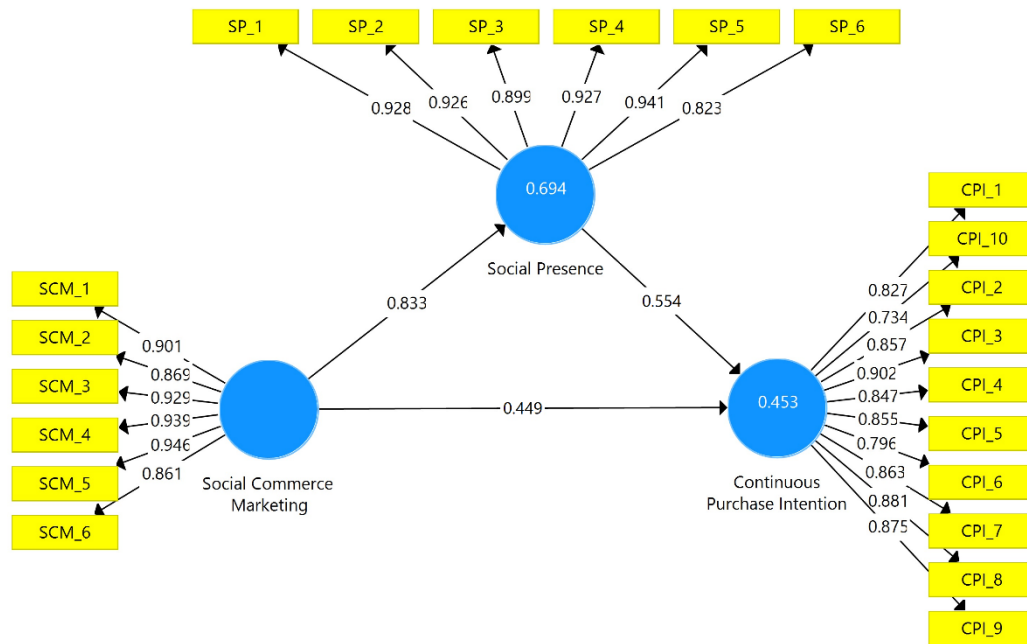
METHOD

This research took a population of consumers who purchased Jambi Batik products online. The number of consumers purchasing Jambi Batik online cannot be measured with certainty and changes occur over time so the number is stated to be infinite. According to Hair et al. (2014), the sample size in SEM analysis is between 100–200, researchers took a maximum number of 200 consumers who had at least purchased Jambi batik online more than twice.

The method used is Structural Equation Modeling (SEM) measurements using SmartPLS software. The analysis technique is carried out through analysis of the results of (1) outer model with indicators of Average Variance Extracted (AVE), loading factor and communality as well as reliability testing by analyzing the results of Cronbach's alpha and composite reliability; (2) inner model with analysis indicators based on T-statistics and R-Square results

RESULTS AND DISCUSSION

The measurement results model in this research can be seen in the following picture:



Source: Processed Data, 2024

Figure 1. Bootstrapping Model

Based on the image above, the loading factor measurement results meet the requirements of greater than 0.6 for each indicator, which can be seen in detail in the following table:

Table 1. Outer Loadings

	Continuous Purchase Intention	Social Commerce Marketing	Social Presence
CPI_1	0.827		
CPI_10	0.734		
CPI_2	0.857		
CPI_3	0.902		
CPI_4	0.847		
CPI_5	0.855		
CPI_6	0.796		
CPI_7	0.863		
CPI_8	0.881		
CPI_9	0.875		
SCM_1		0.901	
SCM_2		0.869	
SCM_3		0.929	
SCM_4		0.939	
SCM_5		0.946	
SCM_6		0.861	
SP_1			0.928
SP_2			0.926
SP_3			0.899
SP_4			0.927
SP_5			0.941
SP_6			0.823

Source: Processed Data, 2023

Cronbach's alpha and composite reliability in this study meet the requirements for reliable data, namely a score of more than 0.7 and meet the validity requirements with an Average Variance Extracted (AVE) score of more than 0.5. Details of the variables can be seen as follows:

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Continuous Purchase Intention	0.955	0.957	0.961	0.714
Social Commerce Marketing	0.957	0.959	0.966	0.824
Social Presence	0.957	0.959	0.966	0.825

Source: Processed Data, 2024

The results of the R Square score research show that the influence between variables meets the requirements, namely greater than 0.3, this can be seen as follows:

Table 2. R Square

	R Square	R Square Adjusted
Continuous Purchase Intention	0.453	0.442
Social Presence	0.694	0.691

Source: Processed Data, 2024

Based on the R Square results, the influence between variables is declared significant with a P Value score of less than 0.05. In this study, each influence between variables has a significant influence, which can be seen in the following table:

Table 3. Outer Weight

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
Social Commerce Marketing -> Continuous Purchase Intention	0.449	0.464	0.108	4.860	0.008	Accepted
Social Commerce Marketing -> Social Presence	0.833	0.833	0.042	19.703	0.000	Accepted
Social Presence -> Continuous Purchase Intention	0.554	0.539	0.111	5.956	0.003	Accepted
Social Commerce Marketing -> Social Presence -> Continuous Purchase Intention	0.595	0.579	0.106	2.997	0.023	Accepted

Source: Processed Data, 2024

The social commerce marketing variable influences continuous purchase intention, this is in accordance with the results of the P value of 0.008 where the P value is below 0.05. The social commerce marketing variable consists of the dimensions of recommendations and referrals and reviews which have a positive effect on continuous purchase intention. This shows that the higher the social commerce marketing, the better the continuous purchase intention.

The social commerce marketing variable influences social presence, this is in accordance with the results of a P value of 0.000 where the P value is below 0.05. The social commerce marketing variable consists of the dimensions of recommendations and referrals and reviews which have a positive effect on social presence. This shows that the better the social commerce marketing, the better the social presence will be.

The social presence variable influences continuous purchase intention, this is in accordance with the results of the P value of 0.003 where the P value is below 0.05. The social presence variable consists of social presence on the web or platform, social presence, interactions and social presence with other people have a positive effect on continuous purchase intention. This shows that the better the social presence, the better the continuous purchase intention.

The social commerce marketing variable influences continuous purchase intention through social presence, this is in accordance with the results of a P value of 0.000 where the P value is below 0.05. The social commerce marketing variable consists of recommendations and referrals and reviews which have a positive influence on continuous purchase intention through social presence which consists of the dimensions of web or platform social presence, interaction social presence and social presence with other people. shows that the better the social commerce marketing, the better the continuous purchase intention will be through social presence.

CONCLUSION

The conclusion of the research results is based on the problem formulation, namely that social commerce marketing has a positive effect on continuous purchase intention, social commerce marketing has a positive effect on social presence, social presence has a positive effect on continuous purchase intention, social presence is able to play a positive role as a mediating influence of social commerce marketing on continuous purchase intention

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