



The e-Relationship Marketing Effects on Repurchase

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Abstract. This research aims to analyze the role of e-Relation Marketing (e-RM) in strengthening the relationship between repurchase intention and repurchase. E-RM is used by online store's marketing programs to increase sales. In this research, free shipping is used as an e-RM indicator together with discount coupons and shopping points coupons. The research surveyed five well-known online stores in Indonesia, and 21.905 internet users accessed the stores online. A sample of 262 respondents from Jakarta and its rural areas took part in the study. The purposive sampling criteria were age between 20–35 years old, having a job, and having visited an online store at least one week ago. This study tested hypotheses using Smart PLS version 3 since it supports multivariable relationships. E-RM has the capability of changing customer behavior, especially for those who intend to buy something. In contrast, e-RM cannot act as a moderator, as it weakens the relationship between repurchase intention and actual repurchase. There are probably other variables or indicators involved to moderate, not only limited to free shipping and discounts. An online store marketing program may use e-RM and repurchase intention as independent variables to change customer behavior and increase sales.

Keywords: E-RM · Repurchase intention · Repurchase · Free shipping · Discount

1 Introduction

The rise of online marketplaces brings many choices, so it is more difficult to predict how consumers will buy (repurchase). When marketers search for ways to ensure consumers return to a store, consumers already have new options and new pricing information. As well, consumer movement patterns aren't synchronized, so a change in motivations of one group of consumers can influence another [1] to make a decision. Nunes et al. [1] explained, a customer no longer goes 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 evaluation as the primary consideration. For this reason, electronic relationship marketing (e-RM) is one of the various methods of influencing customer behavior to buy from one store.

Companies that use e-RM in their marketing develop long-term relationships with their customers and increase brand awareness through customer data and feedback.

E-RM relies on customer data, and data is always the most important thing for companies [2]. The e-RM method differs significantly from traditional transactional marketing approaches that focus on increasing the number of individual sales [3]. Marketing efforts by online stores influence the desire to repurchase, including the use of electronic Repurchase Memories, which use data collected in the databases to build long-term relationships and interact with customers [3–10]. Once an intensive and sustainable relationship is established, it is likely repurchase will occur.

This research focuses on the efforts made by the marketplace's management to increase the number of repurchases made by their customers. The Indonesian marketplace is characterized by the frequency with which free shipping and flash discount campaigns are used by online management, but free shipping has no significant effect on buying decisions [4]. On the contrary, Hafizhah [5] concludes that free shipping is likely to influence a purchase decision. Additionally, according to Maulana and Asra [6] free shipping promotions influenced 19.3% of purchasing decisions, while the remaining 80.7% was influenced by other variables.

Pricing tactics (coupon proneness and value consciousness) that moderate between customer loyalty and repurchase can influence customers to repurchase [7]. Vásquez and Martínez [8] indicates that trust and intention can influence repurchases (Repurchase behavior) in the context of an online store (web) [8].

The model used in this study is shown in Fig. 1.

In this research, the main question is how effective the E-RM is at moderating the relationship between repurchase intention and repurchase. Therefore, the hypotheses developed are H1. Repurchase intentions significantly affect e-RM. H2. Repurchase intention has a significant effect on repurchase. H3. E-RM moderates the relationship between repurchase intention and repurchase. H4. E-RM has a significant effect on repurchase. H5. E-RM Intervenes the relationship between repurchase intention and repurchase.

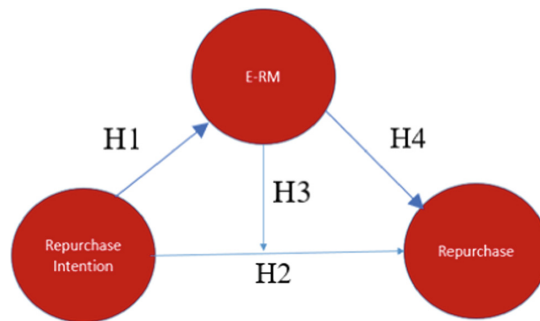


Fig. 1. Model of the study. Source: Designed by author.

2 Literature Review

2.1 e-Relationship Marketing (e-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 a rational exchange of information mediated by the internet channels [9]. E-RM, on the other hand, involves identifying and maintaining, improving relationships with customers to achieve the goals of both parties [10]. Today, technology makes it easier for a company to track, store, and analyze customer data for relationship marketing.

e-RM enables online stores to learn more about their customers, their wants, and their needs. Throughout the banking and finance industry, the principle of Know Your Customer (KYC) is widely applied, which aims to understand customers' funding sources, anti-money laundering, and information obtained through interviews. If the KYC principle is implemented for online shop customers, the situation will be different.

Today, every online store requires its customers to register an account to access its products. Customer data such as transaction activity data is stored in a database along with other customer data (data warehouse concept). Using the concept of data mining, online stores can identify patterns, wants, needs for goods and services, and customer movements. KYC then responds to individual customers, which can take the form of discounts, free shipping, personalizing needs, or solving problems [11].

To respond to customers, Cobos et al. [10] shows the three levels of RM: First, there is the price incentive strategy, such as offering price incentives to secure customer loyalty. Second, rely on social ties, including personalization and customization of relationships. Third, RM must provide solutions to problems faced by customers.

The role discounts, free shipping, and shopping vouchers play in enticing customers to make repeat purchases is very strategic for online stores. Customers prefer nominal dollar discounts (dollar-off) over percentage discounts (percentage-off). Contrary to this, customers prefer discount coupons with a percentage off, which leads them to spend more money and shop more frequently [11]. The phenomenon of free shipping is widely applied by online store managers. The phenomenon of free shipping is prevalent among online store managers. A free shipping offer is understood to mean that shipping costs are covered by the buyer. A buyer must be careful, however, because the free shipping promotion comes with its own set of conditions, for example, it only applies for a limited time and has terms that must be understood [12].

Free shipping encourages customers to repurchase. The results of Maulana and Asra's study [6] showed that free shipping promotions contributed 19.3% to purchasing decisions, with other factors accounting for 80.7%.

Based on the APJII 2018 survey, eight online retailers have been regarded as reputable or very well known within the community, including Shopee, Bukalapak, Lazada, Tokopedia, Amazon, Blibli, Alibaba. This factor also influences customers to make repeat purchases.

Reputation variable has a negative and insignificant effect on buying interest, however, reputation has a positive and significant effect on buying interest via the trust variable as a mediating variable; website quality has a negative and insignificant effect on buying interest, but website quality has a positive and significant impact on buying interest via a trust [13]. Furthermore, other studies demonstrate that the reputation of the selling company, as well as the reputation of the vendor, has a significant effect on buyer interest after examining the trust variable [14].

E-RM is measured using the dimensions of Free Shipping [6], Discount Vouchers, Dollar-off-discount, Percentage-off-count [11].

2.2 Repurchase Intention

The repurchase intention variable is a measure of customers' desire to continue with or stay involved in something that they have already experienced. Many businesses emphasize this variable to get customers to make repeat purchases, which will ultimately increase the number of sales [15].

Customers who are satisfied with an item or service are most likely to return to the website again. Satisfied customers have a desire to revisit the website [16].

In Abrar et al. research [17] used online store atmosphere, customized information, customer satisfaction, and repurchase intention as variables. It was found that these four variables affected repurchase intentions. For online stores, several indicators are used, such as informativeness, website navigation, entertainment, and website layout.

In Zhang et al. study [18] concluded that perceived usability of the website positively affects repurchase intention. Further, Aren et al. [19] conclude that perceived ease of use, perceived usefulness, and trust influence repurchase intention.

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 [20]. To control repurchase intention, online stores use various strategies to increase customer satisfaction and trust [21].

Upamannu et al. [15] incorporate elements of Corporate Social Responsibility (CSR) in an attempt to increase repurchase intentions. The conclusion of the research states that customer trust has a positive correlation with customer repurchase intention and the relationship is even stronger if mediated by CRS.

Online stores need to pay attention to the features of their online stores and pay attention to customer experiences when using an online store web and the reasons why they shop online. A separate study found that the effects of a website experience and order fulfillment on repurchase intention differed slightly.

According to the results of the presurvey, 68% of customers return to the online store website even if they do not receive a notification. This indicates that online store customers are highly likely to repurchase.

This study assesses repurchase intention using the following variables: revisit e-RM messages (presurvey), reputation [14], and perceived satisfaction [13] Shopping experience (presurvey), Web Usage (presurvey).

2.3 Repurchase

Zheng et al. [7] question why most studies stop at behavior intention. The answer to this lies in researching what causes a behavioral shift from intent to action. Research by Zheng et al. [7] found that value promotion moderates repurchase behavior with coupon-proneness and value consciousness [7]. Here, it is argued that customers who already have a loyal intent are affected significantly by price-tactical-related variables (coupon-proneness and value consciousness).

Balakrishnan et al. [22] carried out an experiment using coupons (internet coupons distributed online) as triggers for making purchases. An increase in coupons will increase repurchase action and impulsiveness.

Brand Identity, Brand Image, Brand Integrity, and Brand Interaction all affect purchase intentions. According to the study, brand identity and brand image have a positive and significant effect on customer satisfaction and purchase intention. However, brand integrity and brand interaction do not significantly affect customer satisfaction and purchase intention. Customer satisfaction is positively correlated with purchase intention [23].

In the life insurance industry, customers are influenced by perceptions of company innovation and service quality regarding the desire to purchase insurance products again [24].

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

Repurchase variable measured using the following dimensions (info from e-RM pre-research). A repurchase intention [22], Coupon-prone [7], value consciousness [7], trust [8] Intention [8], Reputation [13, 14].

3 Methodology

The study surveyed customers of five of Indonesia's most popular online stores, finding 21,905 Internet users accessing the online store [25]. The sample for this study consists of 262 respondents from Jakarta and its surrounding rural areas. A respondent must meet the following criteria (purposive sampling): ages between 20–35 years old, have a job, and have visited an online store within the last week. The research used SmartPLS 3, which supports multivariable relationships, to prove hypotheses.

4 Results

4.1 Respondent Profile

Tables 1 and 2 show the characteristics of the respondents used in this study, showing that all the criteria required are met within the given conditions. Respondent's age is considered the most important requirement for this research.

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%

(continued)

Table 1. (continued)

Profile	Respondent Criteria	Percentage
The number of online web stores open simultaneously		
	1	12%
	2	37%
	3	18%
	4	5%
	More than 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 outer loading indicates that all indicators used to measure the variables match the cutoff value, which is 0.7 in this case. The results of this study indicate that the model used in this study is a good fit for further testing of the hypothesis (Table 3).

Table 4 shows that all the criteria in this study have been met, thus the model fits well. 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 shows that the discriminant validity value is below 0.85, meaning that the variables used in this study did not overlap. A discriminant validity test determines whether the indicators that measure the variables used in the study are not related.

Table 6 shows that the collinearity matches the criteria (1,2–5 or 0,2–4). Statistically, therefore, the independent variable does not exhibit multicollinearity with the support variable.

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

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

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 Primary data 2021

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: Primary data, 2021

Table 7 shows that model indicators match all the cutoff values; this means that research data and variables can be used to prove hypotheses.

Table 8 shows the hypothesis results. It indicates that the moderating effect e-RM to repurchase is not supported, but others are supported.

Table 9 shows e-RM has a mediating effect. This proves the e-RM as mediating effect.

The R square shown in Table 10 indicates the e-RM contribution to repurchase, the e-RM contribution to repurchase, and the repurchase intention.

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. $X^2 = 552.07$
NFI	0.763	0.765	Between 0–1 close to one is better

Source: Prime Data, 2021

Table 8. Path coefficient

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic	P Values	
ERM → RP	0.565	0.563	0.047	12.063	000	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

Table 9. Specific indirect effect

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (IO/STDEV)	P Values
RI → ERM → RP	0.382	0.38	0.036	10.726	0.000

Source: Prime data, 2021

Table 10. R-Square

	R Square	R Square Adjusted
ERM	0.456	0.454
RP	0.801	0.798

5 Discussion

It is evident from Table 8 that there is a correlation between E-RM and repurchases. This means that the use of E-RM by online store managers has a significant impact on repurchases. More specifically, the free shipping and discount programs influence online store customers to repurchase very effectively.

However, E-RM is not able to strengthen the influence of customers to repurchase as a moderator between repurchase intention and repurchase. According to statistical results (Table 8), E-RM did not moderate the relationship in the study.

A moderating variable has a contingency effect. Therefore, the relationship between the repurchase intention variable and the repurchase may differ with the contingency effect. In this case, moderating can strengthen or weaken the relationship.

Customers who already have an intention of repurchasing are more likely to make a repeat purchase if they are influenced by E-RM. This statement is supported by the statistical results (see Table 8). On the other hand, if a customer has a repurchase intention and is moderated by E-RM, then it weakens the likelihood they will repurchase. A moderator's role in regulating between repurchase intention and repurchase cannot be relied on changing repurchase intentions into repurchases. This indicates that E-RM is used as an independent variable in online store campaigns, not as an moderator variable.

Table 10 shows that the 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% is explained by other variables. Furthermore, the repurchase variable has an extremely high R^2 of 0.801 or 80%. This indicates that repurchase intention together with E-RM significantly affects customer behavior to repurchase. As a result, customers who already have the intention to shop and are influenced by E-RM are more likely to repurchase.

In general, free shipping, discount coupons, and shopping point coupons (E-RMs) are subject to terms and conditions set unilaterally by the online store, so the buyer must carefully read them before taking advantage of the offer. The shipping cost is sometimes an obstacle for buyers in online stores because they add additional shipping costs to the purchase price. Understanding the terms and conditions is therefore extremely important.

In general, online shop customers encounter the following. After browsing (choosing the items you want to buy), clicking pay, specifying shipping, and immediately canceling the purchase, when buying goods for \$35, suddenly not interested in continuing the purchase because there is an additional shipping cost of \$10. So, if there is a free shipping promo throughout Indonesia, it is worth asking.

Using technology, digital products such as e-books, software games, and other applications can be shipped via the internet, for which free shipping can indeed be not applied. However, online stores still charge shipping fees, even though digital goods can be sent over the Internet. This fact makes E-RM free shipping still questionable.

Many online stores apply free shipping with various conditions, for example, customers must become primary members by registering. However, free shipping isn't free. Several well-known shops offer free shipping on the purchase of low-priced category goods, but the minimum purchase amount is \$150. If the minimum purchase amount is not met, then the buyer must pick up the item himself at the nearest store.

Additionally, there is a free shipping program with the Restock Program. To participate in this program, customers must purchase items that fit into only one box size and

reach a minimum purchase value of \$150. The items will be delivered free of charge the next day if they fulfill the requirements. The program is limited to daily necessities such as personal care products, pantry supplies, cleaners, and pet supplies.

Online stores also provide free shipping and returns of goods. When purchasing at a minimum purchase level, for example, \$200, the buyer gets free shipping, and items purchased can be returned; however, only certain items can be returned. As with discounts, online stores offer discounts subject to certain terms and conditions. As an example, a 50% discount is only applied to certain items prepared by the online store and with a minimum number of purchase 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 a certain amount of shopping, for example, \$400, within a year, the customer will be notified that the points are enough to get a 5% or 10% discount. The same goes for shopping coupons. Customers get shopping coupons after they purchase a certain amount, for example, \$350, - will get a shopping coupon worth \$10,-

5.1 Moderation Effect

E-RM is an interesting variable to study more deeply about millennial respondents' behavior. In their profiles, 71% of respondents indicated that they visited online stores in the past week, which indicates that they are very active users of gadgets/computers and among their activities is to visit online stores, but they haven't made a repurchase.

It may be interpreted by online stores as a message that free shipping, discount promotions, shopping coupons, and shopping points have only influenced customers' repurchase intentions but have not moderated the relationship between repurchase intention and actual purchase.

This can be illustrated by the respondents (ages 20–35). Even though they already have the intention to buy (repurchase intention), the temptation or moderation of e-RM does not necessarily result in a repeat purchase (repurchase).

The e-RM is of interest for two reasons. First, as a moderator, and second, as an independent variable, or in this case, as a mediating variable. A moderating effect of E-RM has not proven effective at causing repurchases to occur. Repurchase, however, is significantly affected by e-RM as an intervening variable. On the other hand, a repurchase intention has a significant influence on e-RM repurchases (Table 9).

If a customer has already decided to repurchase an online store, then moderation efforts with e-RM have had no significant impact, but e-RM can indirectly influence them to buy again. Online stores can create promotional programs using this information.

From the above discussion, we see that a marketing program such as e-RM can be relied on to change customer behavior, especially for those who had intentions of making a purchase. In contrast, e-RM cannot act as a moderator since the moderating effect weakens the relationship between repurchase intention and repurchase. Probably, there are other variables involved to moderate the relationship. It's not enough to promote free shipping and discounts alone.

6 Conclusion

It can be concluded that discounts, free shipping promotions, etc. will not suffice to moderate customers, who are already planning on repurchasing. Other variables of indicators are likely required so that customers can repurchase. Repurchase intention effects of e-RM and repurchase intention effects repurchase. The combination of these two will be able to change repurchase intention. E_RM as independence variable effect repurchase. E-RM intervene the relationship between repurchase intention and repurchase. E-RM cannot moderate relationship between repurchase intention and repurchase.

7 Theoretical Implication

It is recommended that academics investigate Brick and Mortar method to moderate the relationship between repurchase intentions and repurchase.

8 Managerial Implication

It is important to continue to use the e-RM and repurchase intention variables as factors that affect repurchase, not as moderators. E-commerce circles should use the e-RM variable and repurchase intent as independent variables when determining whether to repurchase.

9 Research Limitation

The research has a limitation due to the variable used. There were only three variables used in the study: repurchase intention, e-RM, and repurchase. There is another variable with strong indicators that can moderate the relationship, such as the Brick and Mortar Concept.

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