

CUSTOMER BEHAVIOR AS AN OUTCOME OF SOCIAL MEDIA MARKETING: THE ROLE OF CUSTOMER EXPERIENCE ON SKINCARE SALES ON SHOPEE

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ABSTRACT

The skincare industry in Indonesia has experienced rapid growth, heavily influenced by digital transformation and the rise of e-commerce platforms like Shopee. This study investigates the effect of customer experience (CX) on purchase intention, loyalty intention, and participation intention in Shopee's skincare sales, mediated by relationship quality. The research targets Shopee users aged 18–36 residing in Jakarta and Tangerang. Using a structured online survey and a 4-point Likert scale, data from 252 respondents were analyzed through SmartPLS to validate the measurement and structural models. The findings confirm that CX significantly enhances relationship quality, which in turn positively influences purchase, loyalty, and participation intentions. Relationship quality emerges as a critical mediator, emphasizing the importance of trust and satisfaction in shaping customer behavior. This research advances current understanding by focusing on a specific product category and platform while employing a second-order construct analysis to reveal nuanced relationships. Managerially, the study underscores the need for engaging, personalized social media interactions and loyalty initiatives to enhance customer retention and brand trust. Future research is encouraged to extend the model across other platforms and demographics, and to consider additional variables such as promotions, customer reviews, and emotional engagement. This study offers practical insights for businesses seeking to optimize social media strategies in the competitive skincare market.

Keywords: Customer Experience, Relationship Quality, Purchase Intention, Loyalty Intention, Participation Intention, Shopee.

INTRODUCTION

Cosmetics are currently one of the products used to fulfill human needs, with the skincare market including cosmetic products designed for the care and protection of the skin. The skin care industry is part of the beauty and personal care segment. The skincare market has undergone significant changes in recent years, noting shifting consumption patterns, changing consumer preferences, and technological advancements. In addition, cosmetics have become a major necessity for women to obtain and maintain beauty. This is evidenced by the 5.9% increase in the use of cosmetics in 2020, which is predicted to continue growing in 2022 (Morganti et al., 2022). Purchases of cosmetic products also ranked second highest out of nine other product categories in 2022, with the percentage of purchases amounting to 17.1% (Hakim et al., 2024). According to data from the Kementerian Koordinator Bidang Perekonomian (Perekonomian, 2024), the personal care segment took the largest share of the Indonesian cosmetics market in 2022, with a market volume of USD3.18 billion. Skincare came in second place with a market volume of USD2.05 billion, cosmetics at USD1.61 billion, and fragrances at USD39 million.

Facial Cleanser, Facial Wash, Exfoliator, Toner, Moisturizer, and Sunscreen are some examples of skincare products. In the midst of globalization and technological development, imported skincare products have dominated the market share, while local skincare is trying to stay relevant, compete, and continue to grow. Indonesia's market growth in the skincare industry in 2022 has increased due to several factors, especially in the context of changing market trends influenced by various factors.

In the digital era, the role of e-commerce cannot be ignored in the growth of the skincare market. E-commerce platforms have become the main distribution place for skincare products, facilitating consumer access and increasing product reach, one of which is Shopee. According to Giovanni & Hartini (2023) data, 161 million users visited Shopee in May, 106 million visited Tokopedia, and 70 million visited Lazada. Due to Shopee's popularity as a social media and e-commerce platform, data for this study is collected through it. From data

released by Kompas.co.id, Shopee succeeded in reaching 63.5% of Indonesia's market share for the Beauty and Care category in the February 2024 period.

The accumulated impact of marketing on social media platforms defines customer experience (CX), which includes all interactions and impressions that customers have regarding the company's social media presence and the campaigns it creates (Giovanni & Hartini, 2023). Before making a purchase decision, customers are influenced by several factors to evaluate companies and offers. By understanding customer experience, companies can build relationships with customers with a goal in mind for the company's marketing strategy.

This research aims to determine the influence of CX on customer experience in skincare products on the Shopee platform, represented by the construct of relationship quality, and to study its influence on customers' loyalty intentions, purchase intentions, and participation intentions in Shopee social media commerce activities. Social media plays a significant role due to its capacity to reach numerous audiences quickly and establish an emotional connection with customers through a key measurement: engagement (Doyle et al., 2022). The impact of social media on business performance as a marketing tool and its expected results are significant (Abbas et al., 2019). found that using social media marketing platforms can help companies continuously assess and improve performance. Supporting the growth of positive customer behavior through social media is an important aspect of a sustainable marketing strategy. Therefore, the purpose of this article is to analyze one e-commerce site, namely Shopee, to determine the impact of customer experience on skincare purchases on the platform (Pratama & Ridanasti, 2023; Simanjuntak et al., 2024).

The novelty of this research lies in its comprehensive exploration of customer experience on Shopee's social media as a determinant of purchase intention, loyalty intention, and participation intention in skincare product sales, with relationship quality as a central mediating variable. Unlike previous studies that often treated these elements in isolation or within broader e-commerce contexts (Abbas et al., 2019; Giovanis et al., 2015; Hajli, 2014a), this study uniquely integrates them within a single cohesive framework focused specifically on the skincare sector and Shopee as a social commerce platform. Moreover, the study provides empirical validation using a first- and second-order structural model analysis via SmartPLS, which enhances methodological robustness. The geographic focus on Jakarta and Tangerang also offers insights from Indonesia's largest urban markets, contributing region-specific knowledge to the global discourse on digital consumer behavior.

The hypotheses used are:

- 1) Hypothesis 1 (H1): Customer Experience is positively related to Relationship Quality.
- 2) Hypothesis 2 (H2): Relationship quality has a positive effect on purchase intention.
- 3) Hypothesis 3 (H3): Relationship quality has a positive effect on loyalty intention.
- 4) Hypothesis 4 (H4): Relationship quality has a positive effect on participation intention.

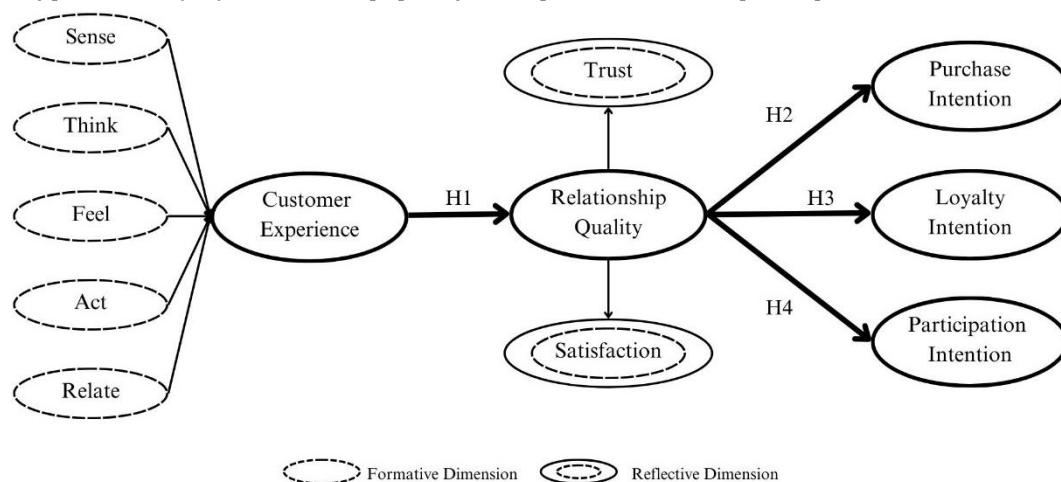


Figure 1 Framework

METHOD

The research focuses on individuals living in Jakarta and Tangerang who use Shopee to purchase skincare products. Jakarta has a population of approximately 10,672,100 people, while Tangerang has around 1,930,556

residents (Jakarta, 2024; Tangerang, 2024). These cities were chosen due to their prominence in the metropolitan area.

The target population consists of Indonesian individuals, with the sample specifically drawn from residents of Jakarta and Tangerang. This region is considered strategically significant due to its development potential. The demographic includes individuals aged 18–36, with education levels ranging from senior high school to a bachelor's degree. Participants were selected based on their experience using Shopee for product searches and online purchasing. The selection followed a Purposive Non-Random Sampling method to ensure the inclusion of respondents with relevant characteristics.

RESULTS AND DISCUSSION

Analysis of Respondent Characteristics

Respondents in this study were Shopee users who made skincare purchase transactions. Respondents in this study were Shopee users who made skincare purchase transactions. The questionnaire distributed via Google Form successfully collected 252 respondents who live in Jakarta and Tangerang. As many as 69.05% (174 people) of respondents were female and 30.95% (78 people) of respondents were male. Additionally, in terms of age, the majority of respondents are between the ages of 16-20, accounting for 9.96% (25 people) of all other respondents are those between the ages of 21-25, that contribute 46.61% (117 people), 26-30 years old, that generate in 33.07% (83 people), and 31-36 years old, which contribute to 10.36% (26 people) of all respondents. Regarding the regions of the respondents, the participants came from the North Jakarta (12.70%; 32 respondents), South Jakarta (9.13%; 23 respondents), Central Jakarta (19.05%; 48 respondents), West Jakarta (25.40%; 64 respondents), East Jakarta (16.67%; 42 respondents) and Tangerang (17.06%; 43 respondents). Regarding occupation, 27.38% (69 individuals) of the respondents work for private companies, 0.40% (1 individual) is doctor, 13.10% (33 individuals) work for governments owned, 10.32% (26 individuals) are instructors or lecturers, 13.10% (33 individuals) work for businesses, 6.35% (16 individuals) are temporary workers, 17.86% (45 individuals) attend universities, and 11.51% (29 individuals) are students.

Measurement Model

SmartPLS 4.0 was used to assess the validity and reliability of the constructs in the Hair et al. (2019) measurement model. First-order reflective measurement was the primary emphasis of the assessment at first, with loading factor values set at or above 0.70 as success benchmarks. All indicators for every variable in this study's construct validity evaluation demonstrated loading factor values that supported their fit. Moreover, the results of the Average Variance Extracted (AVE) and Composite Reliability (CR) computations showed that the entire study complied with the standards. As stated by Hair et al. (2019), $CR > 0.70$ and $AVE \geq 0.50$ are the values considered acceptable. Evaluation of CR and AVE for each dimension in the first-order variables showed results that met the standards, such as dimensions of Relationship Quality, including Satisfaction ($CR = 0.767$; $AVE = 0.681$), and Trust ($CR = 0.868$; $AVE = 0.599$), all met the established standards. The Composite Reliability values were the primary focus, especially in the first high-order structure.

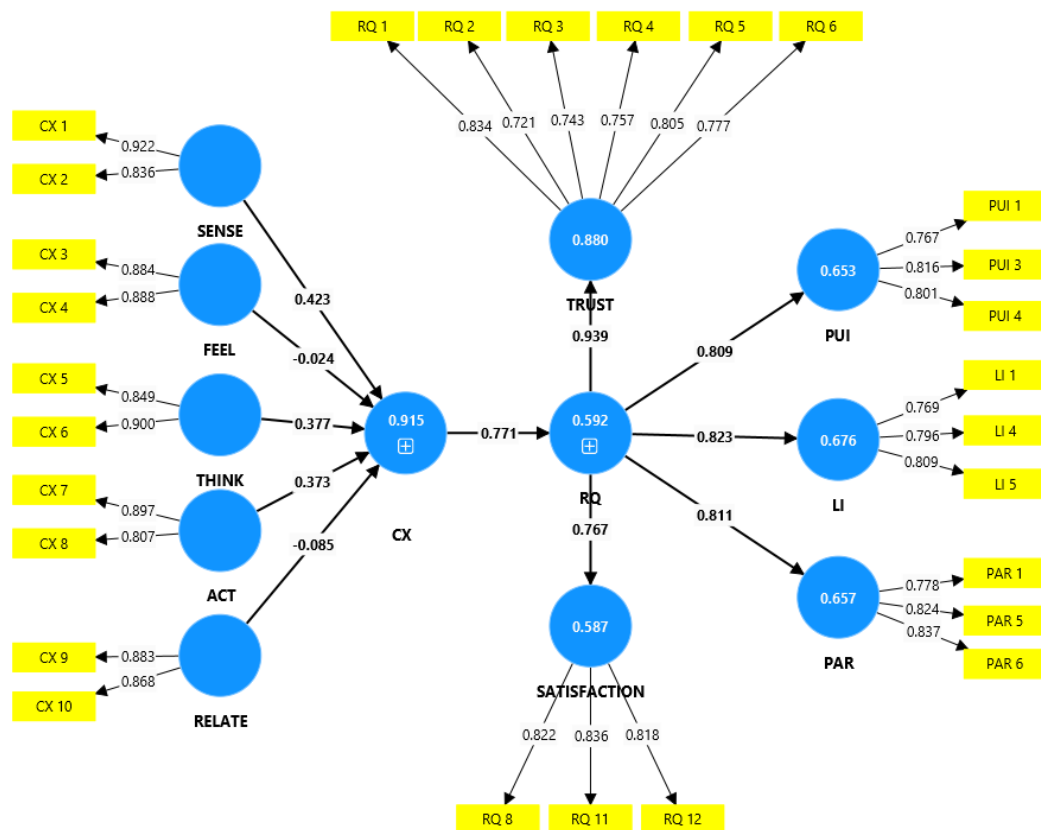


Figure 2 Path Diagram First High Order - Composite Reliability Value

Structural Model Evaluation

Furthermore, as a second high-order structure in a formative model, proved to be valid with significant weights, and there were no indications of multicollinearity among indicator variables. Assessment of Composite Reliability (CR) showed that CX had the highest value, such as dimensions Act (CR = 0.668; AVE = 0.728), Think (CR = 0.714; AVE = 0.765), Sense (CR = 0.777; AVE = 0.775), Relate (CR = 0.698; AVE = 0.767) followed by Participation Intention (CR = 0.749; AVE = 0.662), Purchase Intention (CR = 0.709; AVE = 0.632), Loyalty Intention (CR = 0.703; AVE = 0.626). Structural analysis was conducted to calculate the extent to which independent variables could explain their dependent variables, leading to the assessment of R² values in each equation. The Adjusted R Square (R²) value in the analysis model represents how much exogenous variables affect endogenous variables, with an interpretation of 0.75 as strong, 0.50 as moderate, and 0.25 as weak. Complete results regarding Adjusted R Square (R²) can be seen in Appendix 5. The Adjusted R² value for the relationship quality variable is 0.592, meaning that the customer experience variable moderately explains 59.2% of its influence. For the purchase intention variable, the Adjusted R² value is 0.653, indicating that 65.3% of its influence is strongly explained by the customer experience variable. The Adjusted R² value for the loyalty intention variable is 0.676, meaning that the customer experience variable strongly explains 67.6% of its influence. Meanwhile, the Adjusted R² value for the participation intention variable is 0.657, indicating that the customer experience variable strongly explains 65.7% of its influence. The remaining influence, which is about 40.8% for relationship quality, 34.7% for purchase intention, 32.4% for loyalty intention, and 34.3% for participation intention, is explained by other variables not used in this study.

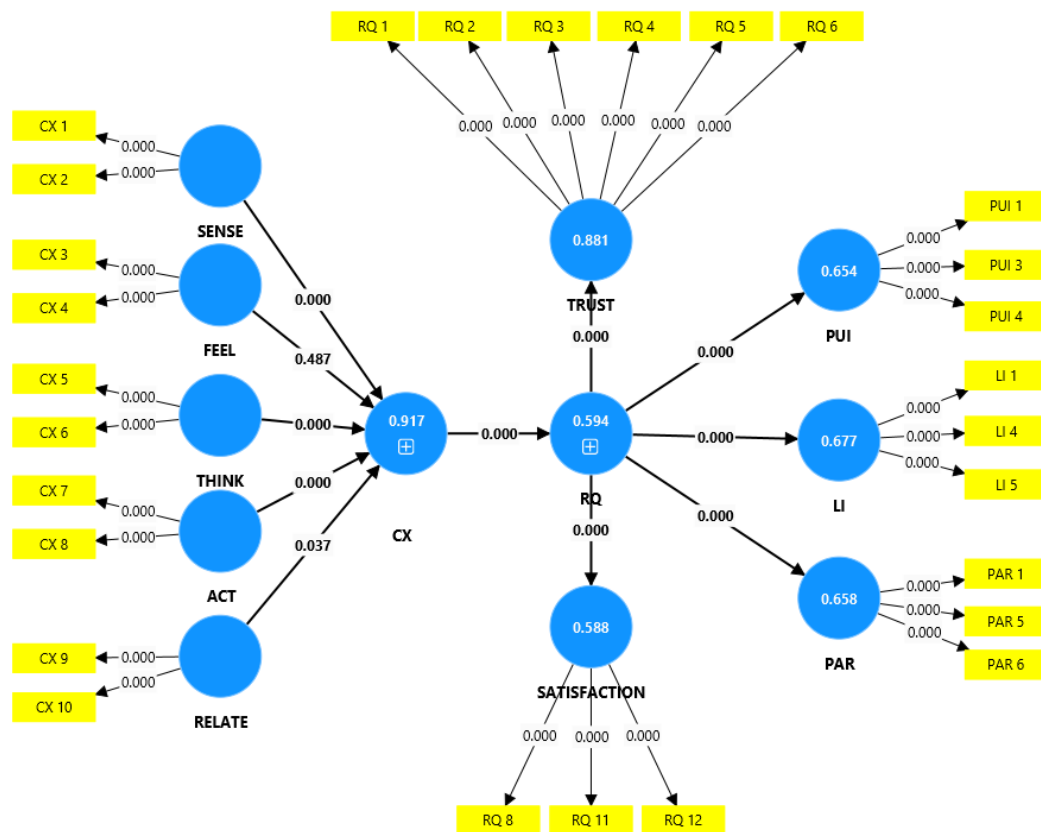


Figure 2 Path Diagram Second High Order T-Value

Figure 3 shows the *t-value* for each path in the structural model that has been tested and all have a *t-value* >1.65. To measure whether the hypothesis is accepted or rejected, it is necessary to consider the *t-value* and *p-value*. At the 5% significance level, if the *t-value* is >1.65, then the exogenous variable is considered significant to the endogenous variable in a one-sided test at the 5% significance level. Variable significance can be determined with a *p-value* <0.05. Based on the results of the analysis in this study, all hypotheses proposed were accepted.

Measurement of Direct Path Coefficient

Table below displays the findings of direct path coefficient measurement:

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CX -> RQ	0,771	0,769	0,044	17,463	0,000
RQ -> LI	0,823	0,821	0,027	30,209	0,000
RQ -> PAR	0,811	0,810	0,030	27,434	0,000
RQ -> PUI	0,809	0,808	0,030	27,322	0,000
RQ -> SATISFACTION	0,767	0,766	0,034	22,513	0,000

The findings of this research show that the customer experience variable significantly and have positive affects relationship quality, with a p-value of 0.000, a t-value of 17.463, and a coefficient of 0.771 (71.1%). H1 is therefore approved. H2 is approved because relationship quality also has a positive and substantial effect on purchase intention, with a coefficient of 0.809 (80.9%),

a t-value of 27.322, and a p-value of 0.000. Furthermore, relationship quality also has a significant and positive impact on loyalty intention, this is shown by a coefficient of 0.823 (82.3%), a t-value of 30.209, and a p-value of 0.000, providing evidence in support of H3. Then, H4 is approved because relationship quality has a positive and significant impact on participation intention, with a coefficient of 0.811 (81.1%), a t-value of 27.434, and a p-value of 0.000.

Discussion

The first hypothesis in this study states that customer experience has a positive influence on purchase intention. This suggests that the positive experience that customers gain through interactions on social media significantly increases their purchase intention towards skincare products. The relevance of this hypothesis can be seen from the importance of customer experience in the modern marketing context, where interaction on social media is one of the key factors in building a relationship between customers and Shopee. Previous research also supports this finding, which shows that a good customer experience can increase the desire to make a purchase. The results of this study are in line with the theories that have been provided by (Rajaobelina, 2018), Giovanis (2015) which emphasizes that relationship quality is key to attracting and retaining customers, and companies that provide exceptional services and experiences to customers will see an improvement in the quality of their business-customer relationships. Thus, brands that can create positive experiences on social media have the potential to increase their customers' purchase intentions. References supporting this hypothesis include studies demonstrating the relationship between customer experience and purchase intent in the context of digital marketing, which emphasize the importance of positive and satisfying interactions in enhancing purchase decisions. Therefore, this study's results significantly contribute to understanding how customer experience can be leveraged to drive purchase intent in the skincare sector.

The second hypothesis in this study states that customer experience has a positive effect on loyalty intention. This indicates that the positive experience that customers gain through interactions on social media significantly increases their loyalty intention towards Shopee. The relevance of this hypothesis can be seen from the importance of customer experience in building brand loyalty. This research is in line with the explanation that stated One aspect of relationship quality is trust. It will influence buying intention favorably (Bonsón Ponte et al., 2015) (Oliveira et al., 2017) (Y. Lu et al., 2010) together with satisfaction, which significantly affects the purchase intention (Ali, 2016; Chen & Chang, 2018; Hsu & Lin, 2015). As such, brands that can create positive experiences on social media can not only increase purchase intentions but can also strengthen the loyalty of their customers. References supporting this hypothesis include studies emphasizing the relationship between customer experience and loyalty, which show that a satisfying experience can encourage customers to keep choosing the same brand in the future. Therefore, this study's results significantly contribute to understanding how customer experience can be leveraged to increase loyalty in the skincare sector.

The third hypothesis in this study states that relationship quality has a positive effect on loyalty intentions. This shows that good relationship quality between customers and brands significantly increases customer loyalty intentions towards Shopee in purchasing skincare

products. The relevance of this hypothesis can be seen from the importance of relationship quality in the marketing context. Previous research shows that high relationship quality can create a sense of customer attachment and trust, which in turn drives loyalty. This result is linear and is explained (Ho & Wang, 2020). Thus, brands that are able to build and maintain good relationship quality with customers have the potential to increase their loyalty. References supporting this hypothesis include studies emphasizing that good relationship quality contributes to customer loyalty, indicating that customers who feel connected to the brand are likely to remain loyal and make repeat purchases. Therefore, this study's results significantly contribute to understanding how relationship quality can be leveraged to increase loyalty in the skincare sector.

The fourth hypothesis in this study states that customer experience positively affects participation intention. This suggests that the positive experiences that customers go through significantly increase their intention to participate in Shopee-related activities. The relevance of this hypothesis can be seen from the importance of customer experience in encouraging active participation. Previous research shows that a satisfying experience can increase customers' desire to engage further with the brand, either through interactions on social media or in the form of participation in programs offered by social commerce (Hajli, 2014; Liang et al., 2011). As such, brands that can create positive experiences for customers can potentially increase their participation rates. References that support this hypothesis include studies that emphasize that a good customer experience contributes to participation intentions, indicating that satisfied customers tend to engage more actively with brands. Therefore, this study's results significantly contribute to understanding how customer experience can be leveraged to increase participation in the skincare sector.

CONCLUSION

This study confirms that customer experience on Shopee's social media significantly influences participation intention, loyalty intention, and purchase intention for skincare products, with relationship quality serving as a key mediating factor. Positive experiences on the platform enhance user trust and engagement, ultimately driving purchasing behavior. The findings highlight the importance of strong customer-platform relationships in fostering loyalty and involvement. For future research, a broader and more diverse sample, inclusion of various e-commerce platforms, and consideration of factors like promotions and customer reviews are recommended to gain deeper insights. Additionally, longitudinal studies, emotional factors, cross-category comparisons, and qualitative methods could further enrich the understanding of consumer behavior. Managerially, the study underscores the need for engaging content, personalized interactions, and loyalty initiatives to strengthen customer relationships and boost skincare product sales.

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