

Social Media Marketing, Logistics Service Quality, and Repurchase Intention: The Mediating Role of Customer Satisfaction among Riexpress Customers

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Article history:

Received September 25, 2026

Revised October 27, 2026

Accepted October 29, 2026

Abstract

For Riexpress, a logistics service provider that handles land, sea, and air shipping, customer assessments are now formed long before goods reach the recipient, starting from when customers become familiar with the company through its digital channels. This quantitative study was designed to examine two sources of these experiences: The study examined how social media marketing and logistics service quality influence customers repurchase intention, with customer satisfaction serving as a mediating factor. Data were collected from 190 selected customers through purposive sampling and analyzed using PLS-SEM with SmartPLS. The analysis showed that both digital marketing and delivery service quality are strongly related to customer satisfaction, and each also directly affects repurchase intention. Additionally, customer satisfaction provides an extra pathway linking these two stimuli to the intention to repurchase. This means that Riexpress customer loyalty is not solely born from the accuracy and security of goods delivery, but also from the company's presence and communication in the digital space.

Keywords:

Social Media Marketing; Logistics Service Quality; Customer Satisfaction; Repurchase Intention; logistics services.

1. INTRODUCTION

Social media is increasingly becoming the starting point for customer-service provider interactions. Through digital channels, customers can search for information, compare options, inquire about services, and form initial impressions before a transaction occurs. In logistics services, this experience continues as customers hand over goods, receive status information, await delivery, and receive their goods at their destination. Therefore, digital experiences and service experiences are not mutually exclusive; both can inform customers' evaluations of a company. Riexpress is a logistics service provider that handles deliveries via land, sea, and air. The company utilizes Instagram, TikTok, its website, Google Business Profile, Google Ads, and WhatsApp to convey information and communicate with customers. Internal data shows that the company's social channel performance has not moved consistently. On Instagram, views during April–July 2026 were recorded at 75, 68, 183, and 66, while the number of followers changed from 897 to 857. On TikTok, post views in a 60-day period reached around 5.3 thousand with a change of -3.6%; profile views increased by 9.1%, comments increased by 50%, while likes and shares decreased by 2.4% and 23.1%, respectively. These figures illustrate channel activity, but do not explain how customers evaluate the Social Media Marketing (SMM) activities they see. Post-transaction customer experiences also highlight the need for service evaluation. Riexpress documentation includes customer requests regarding item location and estimated delivery, the need to coordinate delivery status with operations, delays or door-to-door issues with some deliveries, and attention to item condition and handling. These conditions do not necessarily imply problems with all deliveries. Conversely, customer reviews on Google Maps also report positive experiences regarding speed, item security, punctuality, friendly service, satisfaction, and repeat use of the service. These differences in experience demonstrate that customer assessments need to be systematically measured and cannot be inferred solely from social media metrics, operational records, or voluntary reviews.

Existing literature indicates that social media marketing (SMM) has the capacity to shape consumer perceptions and actions, though findings remain mixed (Khan, 2022). SMM is typically evaluated based on dimensions such as entertainment, engagement, trendiness, personalization, and word-of-mouth. A comparable framework was applied by (Lin et al., 2024) within the logistics sector, illustrating how social media engagement drives repeat usage. While (Jazula & Isharina, 2025; Putri & Dewi, 2026) identified a positive link connecting SMM, customer satisfaction, and repurchase intentions, (Chen & Lin, 2019) observed no direct impact of SMM on satisfaction. Similarly (Sohaib et al., 2022) noted an insignificant direct relationship between SMM and online repeat purchase behavior. Furthermore, (Negara & Nugroho, 2025) demonstrated that SMM elements do not consistently generate uniform consumer engagement patterns among Indonesian micro, small, and medium enterprises (MSMEs). Logistics service quality (LSQ) cannot be treated as a unidimensional construct (Lin et al., 2023), outline five interconnected dimensions influencing logistics customer satisfaction: operational quality, resource quality, information quality, personnel contact quality, and service adaptability. When Pramudita and Guslan (2025), adapted this model to the Indonesian setting, four of these elements' timeliness, management of order discrepancies, order condition, and the sharing of operational information exhibited a positive association with satisfaction, whereas personnel contact quality displayed an inverse relationship within their sample. This outcome highlights that service quality dimensions can behave differently across distinct research environments.

Varying patterns are likewise evident when examining the connection between LSQ and repurchase intention. Although Le (Le et al., 2023; Ngo et al., 2025; Prassida et al., 2024; Prassida & Hsu, 2022) agree that service quality, along with satisfaction, is a crucial element in shaping customer responses after a transaction. However, the direction of the relationship varies (Do et al., 2023), for example, linked LSQ to repurchase intention through price fairness, while (Jain et al., 2021) identified shopping satisfaction as a mediator between e-service quality and repeat purchases. Notably, (Hui et al., 2025) pointed out that individual LSQ dimensions exert varying influences, with (Şişman & Demirci Orel, 2025) even reported different coefficient directions between the direct path of Operational LSQ and the path through satisfaction. (Chotisarn & Phuthong, 2025) added similar findings: only some LSQ dimensions proved significant for customer satisfaction. This diversity of results is one reason why this study needs to re-examine this relationship specifically in the context of Riexpress.

To unify the two sides of the customer experience, this study relies on the Stimulus-Organism-Response (SOR) theory proposed by (Mehrabian & Russell J. A., 1974), a theory that essentially explains that stimuli from outside a person will first form a certain psychological condition, before finally manifesting as an action or response. Applied to the context of Riexpress, SMM and LSQ are positioned as two stimuli from different sources but both are directly experienced by customers; Customer Satisfaction occupies the position of the organism as a representation of the customer's internal condition after receiving the two stimuli; while Repurchase Intention becomes the response, namely the behavioral tendency to return to Riexpress. A similar framework has also been applied to the realm of digital marketing and logistics services by several previous researchers, including (Lin et al., 2023; Ngo et al., 2025; Prassida et al., 2024).

The added value of this research lies in its attempt to unite two areas of study that have often been conducted independently: research on SMM generally focuses on the customer's digital experience, while LSQ research tends to focus on the service moment. This research actually brings the two together within the same customer population, with Customer Satisfaction serving as the meeting point connecting digital and service experiences to repurchase intentions. It is important to emphasize that the purpose of this research is not to evaluate the merits of Riexpress's marketing or service, but rather to empirically understand how these two types of experiences relate to customer satisfaction and repurchase intentions. Specifically, there are three things that this research aims to answer: first, how SMM and LSQ are related to Customer Satisfaction and Repurchase Intention respectively; second, how Customer Satisfaction itself is related to Repurchase Intention; and third, whether Customer Satisfaction acts as a connecting channel between SMM and LSQ with Repurchase Intention.

Within this research, Social Media Marketing is characterized as consumer evaluations of Riexpress's promotional activities across social networks. The primary evaluative framework stems from (Khan, 2022) dividing SMM into five components: entertainment, interaction, trendiness, customization, and word-of-mouth a structure whose applicability to logistics consumers is further validated by (Lin et al., 2024). Consequently, SMM evaluation in this work is determined not by metrics like follower counts or post volumes, but by how users perceive content appeal, engagement opportunities, information freshness and relevance, and their propensity to recommend the service. Meanwhile, Logistics Service Quality represents consumer assessments of the direct fulfillment process. (PRAMUDITA & GUSLAN, 2025) identified five key aspects: Personnel Contact Quality, Timeliness, Order Discrepancy Handling, Order Condition, and Operational Information Sharing, as these closely mirror actual Riexpress customer experiences ranging from staff interactions and delivery speed to issue resolution, package condition, and operational updates. This perspective is reinforced by (Yang et al., 2024; Zheng et al., 2022), who argue that logistics quality extends beyond mere delivery swiftness to encompass the overall consumer judgment of the provided service. Here, Customer Satisfaction is treated as a single-dimensional concept, deliberately distinct from loyalty and repurchase intentions to prevent conceptual overlap, utilizing six measurement scales adapted from (Lin et al., 2023). Similarly, Repurchase

Intention is modeled as a unidimensional variable reflecting the likelihood of consumers utilizing Riexpress again, measured through five indicators adapted from (JUNG & KIM, 2022).

Customers' experiences with informative, engaging, up-to-date, and interactive content on Riexpress's social media platforms are thought to contribute to their positive assessment of the company, as supported by the findings of (Chen & Lin, 2019; Jazula & Isharina, 2025; Putri & Dewi, 2026) notwithstanding some contrasting findings. This leads to H1: Social Media Marketing positively influences Customer Satisfaction. Conversely, delivery service quality delivers a tangible, firsthand experience throughout the transaction, serving as a natural foundation for satisfaction. (Lin et al., 2023) documented positive impacts from various LSQ dimensions on satisfaction, although (PRAMUDITA & GUSLAN, 2025) observed that these effects varied across dimensions. Furthermore, (Yang et al., 2024) highlighted the significance of LSQ in driving satisfaction within fresh e-commerce. Thus, H2 is proposed: Logistics Service Quality positively influences Customer Satisfaction. Social media also acts as a potential driver for consumers to keep Riexpress in mind for future shipping needs. This connection is highlighted in literature by (Gökerik, 2024; Jazula & Isharina, 2025; Lin et al., 2024; Putri & Dewi, 2026), albeit with different testing paths; conversely, Sohaib et al. (2022) found no significant direct effect. Given these mixed results, the relationship is still worth retesting in the context of Riexpress, thus establishing H3: Social Media Marketing positively influences Repurchase Intention.

Previous service experiences are often used as a reference when customers re-select a service provider for subsequent needs, as found by (Do et al., 2023; Le et al., 2023). Because (Şişman & Demirci Orel, 2025) indicated that direct pathways may differ from those mediated by satisfaction, this study examines both independently, resulting in H4: Logistics Service Quality positively influences Repurchase Intention. As a post-purchase evaluation, satisfaction tends to minimize consumer migration to competitors, a viewpoint supported by (Lin et al., 2023; Prassida & Hsu, 2022; Putri & Dewi, 2026). Therefore, H5 posits: Customer Satisfaction positively influences Repurchase Intention. Based on the Stimulus-Organism-Response (SOR) framework, consumer behaviors generally undergo internal cognitive processing before culminating in outward actions. (Jazula & Isharina, 2025; Putri & Dewi, 2026) demonstrated that satisfaction can bridge SMM and repurchase intentions, prompting H6: Customer Satisfaction mediates the relationship between Social Media Marketing and Repurchase Intention. Similar dynamics in service sectors are reported by (Jain et al., 2021; Lin et al., 2023; Ngo et al., 2025; Prassida & Hsu, 2022; Soeharso, 2024), leading to H7: Customer Satisfaction mediates the relationship between Logistics Service Quality and Repurchase Intention.

Table 1. Hypothesis Connection

Hypothesis	Connection
H1	Social Media Marketing → Customer Satisfaction
H2	Logistics Service Quality → Customer Satisfaction
H3	Social Media Marketing → Repurchase Intention
H4	Logistics Service Quality → Repurchase Intention
H5	Customer Satisfaction → Repurchase Intention
H6	Social Media Marketing → Customer Satisfaction → Repurchase Intention
H7	Logistics Service Quality → Customer Satisfaction → Repurchase Intention

Source: Data processed author (2026)

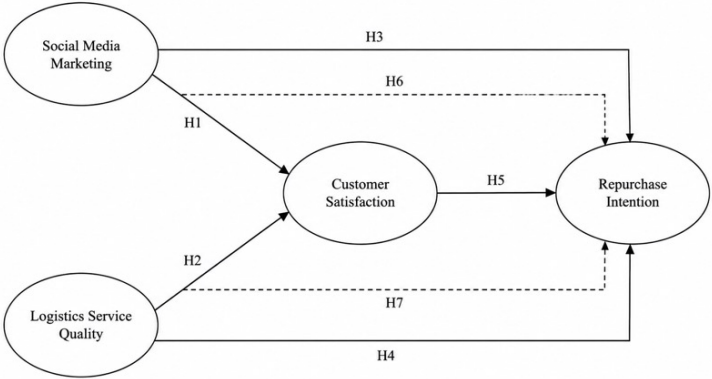


Figure 1. Conceptual Framework

2. RESEARCH METHOD

This research was designed as a quantitative explanatory study with a cross-sectional approach, using individual Riexpress customers as the unit of analysis. The population includes anyone who has ever used Riexpress's services, but exact figures are difficult to determine given that a single customer can make multiple transactions, and there is no definitive data on how many of them have been exposed to the company's social

media activities at once. The respondents were selected using a purposive non-probability sampling method, provided that they had previously used Riexpress services and had viewed or engaged with the company's official social media platforms. These two requirements ensured that each respondent had relevant experience to assess all research constructs. A preliminary evaluation with 20 participants was carried out to examine the initial measurement efficacy of the research tool. The external loading values of the indicators were assessed to determine their sufficiency prior to the primary data gathering. Once the indicators were considered satisfactory according to the evaluation standards, the primary survey proceeded until 190 participants were secured. The pilot test functioned as an initial evaluation of the measuring tool prior to the primary study employing PLS-SEM.

The instrument used in this study comprises 38 items, allocated as follows: 11 items measure SMM, 16 items assess LSQ, six items evaluate Customer Satisfaction, and five items gauge Repurchase Intention. The SMM items are based on (Khan, 2022) and its logistical context is strengthened by Lin et al. (2024); the LSQ follows the framework of (PRAMUDITA & GUSLAN, 2025); Customer Satisfaction adapts six items from (Lin et al., 2023); while Repurchase Intention refers to Jung and Kim (2022). All items employ a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The sample size was planned using the guideline of five respondents per item, yielding a minimum target of 190 respondents (38×5). This figure serves only as a collection benchmark, not a strict PLS-SEM requirement. Data analysis proceeded with Partial Least Squares Structural Equation Modeling in SmartPLS, following two main phases: evaluating the measurement model and then the structural model, guided by (Hair & Alamer, 2022).

For the measurement model, Cronbach's Alpha and Composite Reliability were calculated to assess indicator reliability through outer loadings and internal consistency. Discriminant validity was checked using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT), while convergent validity was examined via the Average Variance Extracted (AVE). The structural model was evaluated with inner VIF values, R^2 , effect sizes (f^2), path coefficients, and bootstrapping. Significance of direct paths was determined from the sign of the coefficient, t-statistic, and p-value, and mediation effects were tested through specific indirect effects, with confidence intervals derived from bootstrapping. A mediation is considered partial if both indirect and direct effects remain significant and consistent in direction.

Table 2. Measurement

Construct	Measurement	Item	Source
Social Media Marketing	5 dimensions	11	(Khan, 2022; Lin et al., 2024)
Logistics Service Quality	5 dimensions	16	Pramudita & Guslan (2025)
Customer Satisfaction	Unidimensional	6	Lin et al. (2023)
Repurchase Intention	Unidimensional	5	Jung & Kim (2022)

Source: Data processed author (2026)

3. RESULTS AND DISCUSSION

3.1. Results

A total of 190 respondents successfully met the research criteria, with a relatively balanced gender composition of 96 people (50.5%) women and 94 people (49.5%) men. In terms of age, the majority of respondents (51.6%) were in the 18–25-year range, followed by the 26–35-year group (24.2%) and 36–45-year group (15.8%), while the under 18 and over 45-year groups each contributed 4.2%. Judging by the frequency of use, the majority of respondents (36.8%) had used Riexpress 2–3 times, followed by 28.4% with 4–5 uses, 19.5% more than five times, and 15.3% had only used this service once. However, this frequency data only serves as a respondent profile and is not used as a measure of Repurchase Intention itself.

Descriptively, the average SMM was 3.712, LSQ 3.697, Customer Satisfaction 3.692, and Repurchase Intention 3.703. All averages were above the midpoint of the scale. This pattern indicates a tendency towards positive assessments, but hypothesis testing is still based on PLS-SEM results, not on average values.

Table 3. Characteristics Respondent

Characteristics	Category	n	%
Gender	Woman	96	50.5
	Man	94	49.5
Age	<18 years	8	4.2
	18–25 years	98	51.6
	26–35 years	46	24.2
	36–45 years	30	15.8
	>45 years	8	4.2
Frequency	1 time	29	15.3
	2–3 times	70	36.8
	4–5 times	54	28.4

	>5 times	37	19.5
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Source: Data processed author (2026)

Besides respondent characteristics, a descriptive analysis was performed to provide an overall picture of how respondents evaluated the research constructs. The findings revealed that the mean values for all four constructs exceeded the mid-point of the measurement scale.

Table 4. Descriptive Statistics for Research Constructs

Construct	Mean
Social Media Marketing	3,712
Logistics Service Quality	3,697
Customer Satisfaction	3,692
Repurchase Intention	3,703

Source: Data processed author (2026)

These mean scores show that respondents generally viewed each construct positively. Social Media Marketing registered the highest average score at 3.712, whereas Customer Satisfaction had the lowest at 3.692. The variation between scores was minor, so the descriptive data were not employed to establish variable relationships. Instead, the relationships were examined using PLS-SEM.

3.1.1. Evaluation of Measurement Model

This phase seeks to confirm that each indicator effectively measures its associated construct, using the PLS algorithm outputs to evaluate outer loadings, construct reliability, convergent validity, and discriminant validity.

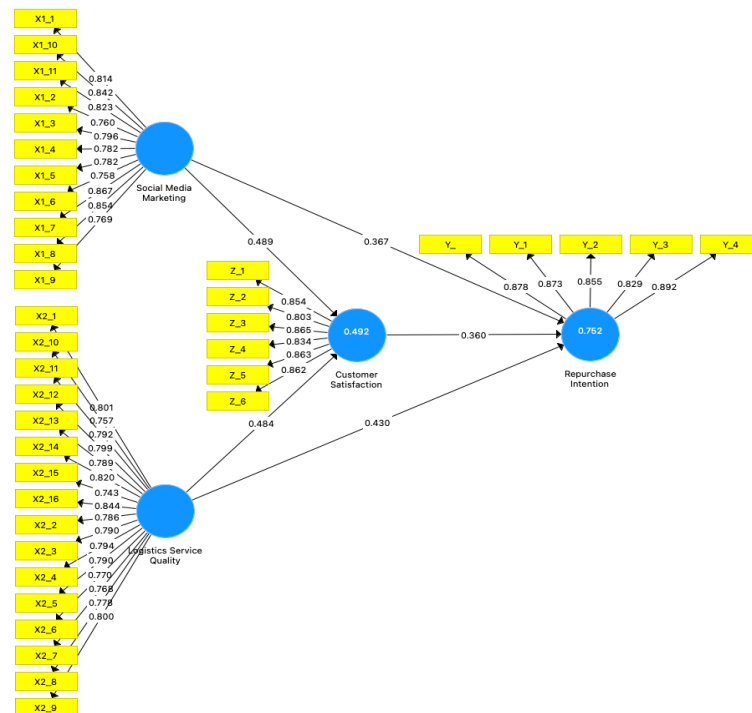


Figure 2. Results of the PLS Algorithm Research Model
(Source: SmartPLS data processing results, 2026)

All 38 indicators in this model passed the outer loading threshold of 0.70, with the lowest value recorded in LSQ15 (0.743) and the highest in RI5 (0.892). Because all met the criteria, no indicators needed to be removed from the model.

Table 5. Reliability and Convergent Validity

Construct	Cronbach's Alpha	CR	AVE
Social Media Marketing	0.945	0.953	0.648
Logistics Service Quality	0.960	0.963	0.623
Customer Satisfaction	0.921	0.938	0.718
Repurchase Intention	0.916	0.937	0.750

Source: Data processed author (2026)

The four constructs also showed consistent Cronbach's Alpha and Composite Reliability values above the threshold of 0.70, while the AVE values all exceeded 0.50. These two indications together confirm that the research instrument has good internal consistency and meets the requirements of convergent validity. The next step is to check discriminant validity, namely ensuring that each construct is sufficiently different from each other, through two approaches: the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT).

Table 6. Fornell-Larcker Criterion

Construct	CS	LSQ	Republic of Indonesia	SMM
Customer Satisfaction	0.847			
Logistics Service Quality	0.503	0.789		
Repurchase Intention	0.763	0.625	0.866	
Social Media Marketing	0.507	0.039	0.567	0.805

Source: Data processed author (2026)

The HTMT values between pairs of constructs ranged from 0.085 to 0.828, all below the threshold of 0.85, so there was no indication of discriminant validity problems in this model.

3.1.2. Structural Model Evaluation and Hypothesis Testing

Once the measurement model was confirmed as adequate, the structural model was evaluated to see how well it explains relationships among the constructs. The first step was a collinearity assessment using the Inner VIF, which produced values from 1.001 to 1.968, indicating no multicollinearity that could distort the model's estimates. The model's explanatory power was then assessed via the R^2 for each endogenous variable. For Customer Satisfaction, R^2 was 0.492 (Adjusted R^2 0.486), showing that Social Media Marketing and Logistics Service Quality together explain almost half of the variance in customer satisfaction, with the remaining variance driven by external factors. A much higher figure appeared for Repurchase Intention, namely R^2 of 0.752 (Adjusted R^2 0.748), which means that SMM, LSQ, and Customer Satisfaction together were able to explain more than three-quarters of the variation in customer repurchase intention. The contribution of each predictor construct was then detailed through the f^2 value. The results showed that four of the five paths were in the large effect category of SMM to Customer Satisfaction (0.470), LSQ to Customer Satisfaction (0.461), SMM to Repurchase Intention (0.369), and LSQ to Repurchase Intention (0.507), while the Customer Satisfaction to Repurchase Intention path (0.266) was in the medium effect category, following the general interpretation threshold of 0.02/0.15/0.35 for small, medium, and large categories.

Table 8. Coefficient of Determination (R^2) and Effect Size (f^2)

Evaluation	Construct/Relationship	Mark	Information
R^2	Customer Satisfaction	0.492	—
R^2	Repurchase Intention	0.752	—
f^2	SMM → CS	0.470	Large
f^2	LSQ → CS	0.461	Large
f^2	SMM → RI	0.369	Large
f^2	LSQ → RI	0.507	Large
f^2	CS → RI	0.266	Medium
f^2	SMM → RI	0.369	Large

Source: Data processed author (2026)

This model was shown to be more effective at explaining Repurchase Intention than Customer Satisfaction. All four individual paths exhibited a large effect, except the link from Customer Satisfaction to Repurchase Intention, which was only moderate. The next step involved a bootstrapping analysis to test the statistical significance of each relationship among constructs; the findings are displayed in Figure 3. After reviewing the model's performance, further bootstrapping was conducted to assess the construct relationships, with the results again presented in Figure 3.

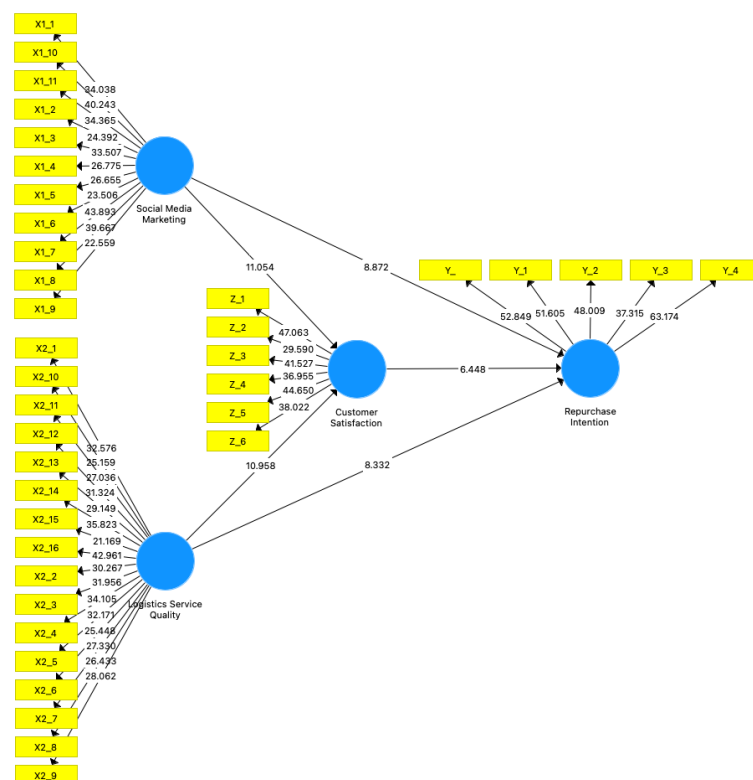


Figure 3. Bootstrapping Results of the Research Model
(Source: SmartPLS data processing results, 2026)

The bootstrapping analysis confirmed that every path proposed in the model is statistically significant. Both SMM and LSQ are strongly related to Customer Satisfaction and Repurchase Intention, and Customer Satisfaction itself is also connected to Repurchase Intention. Importantly, the test of indirect effects demonstrates that Customer Satisfaction mediates the influence of SMM and LSQ on Repurchase Intention.

Table 9. Hypothesis Testing Results

Hypothesis	Path	β	t-statistic	p-value	Decision
H1	SMM $\rightarrow$ CS	0.489	11,054	<0.001	Supported
H2	LSQ $\rightarrow$ CS	0.484	10,958	<0.001	Supported
H3	SMM $\rightarrow$ RI	0.367	8,872	<0.001	Supported
H4	LSQ $\rightarrow$ RI	0.430	8,332	<0.001	Supported
H5	CS $\rightarrow$ RI	0.360	6,448	<0.001	Supported
H6	SMM $\rightarrow$ CS $\rightarrow$ RI	0.176	4,716	<0.001	Supported
H7	LSQ $\rightarrow$ CS $\rightarrow$ RI	0.175	5,398	<0.001	Supported

Source: Data processed author (2026)

The numerical details: all five direct paths show positive coefficients with $p < 0.001$. For Customer Satisfaction, the SMM coefficient is recorded at 0.489 and LSQ at 0.484; while for Repurchase Intention, the direct SMM coefficient is 0.367, LSQ at 0.430, and Customer Satisfaction at 0.360. The indirect effects are also significant: the SMM–Customer Satisfaction–Repurchase Intention path yields a coefficient of 0.176 ($t=4.716$; $p < 0.001$), while the LSQ–Customer Satisfaction–Repurchase Intention path yields a coefficient of 0.175 ($t=5.398$; $p < 0.001$). Since the direct paths in both relationships remain significant even though the indirect effects are also significant with consistent directions, it can be concluded that Customer Satisfaction acts as a partial mediator in both. Thus, the seven research hypotheses H1 to H7 all received empirical support from the results of model testing, which will then be discussed further by linking them to the SOR framework and previous research findings.

3.2. Discussion

The H1 coefficient of 0.489 ($p < 0.001$) reveals that customer assessments of content, interaction, information novelty, customization, and electronic word-of-mouth on Riexpress's social media significantly influence their satisfaction levels. (Chen & Lin, 2019) previously reported conflicting results, but these findings on Riexpress align with those of (Jazula & Isharina, 2025; Putri & Dewi, 2026). These differences in results serve as a reminder that the effect of SMM on satisfaction is not universal and depends on the service context and testing method. Within the SOR framework, these results reinforce SMM's position as a stimulus that is

truly linked to customers' internal evaluation processes. Meanwhile, the H2 coefficient of 0.484 ($p < 0.001$) indicates that the better the customer's assessment of LSQ, the higher their satisfaction, a pattern that matches what was found by (Lin et al., 2023; Yang et al., 2024) although (Chotisarn & Phuthong, 2025; PRAMUDITA & GUSLAN, 2025) both cautioned that not all LSQ dimensions carry equal weight. Therefore, the positive results at the construct level in this study should not be interpreted as meaning that each dimension contributes equally.

On the path to Repurchase Intention, the H3 coefficient of 0.367 ($p < 0.001$) confirms that Riexpress's social media plays a role beyond simply attracting new customers; it also helps maintain the brand's position in the minds of existing customers. This finding is consistent with (Jazula & Isharina, 2025; Putri & Dewi, 2026), and the relevance of SMM to reuse intention in (Lin et al., 2024), as well as the brand trust pathway studied by (Gökerik, 2024; Sohaib et al., 2022) reported the opposite result.

The H4 coefficient actually recorded the highest number among all direct paths to Repurchase Intention, namely 0.430 ($p < 0.001$) confirming that previous delivery service experience is the strongest basis in customers' decisions to return to Riexpress. (Do et al., 2023; Le et al., 2023) noted similar things, although Şişman and Demirci Orel (2025) found a different directional pattern on the Operational LSQ path. This difference actually confirms that the results on Riexpress are unique to this sample and research model, not a rule that applies absolutely in all contexts.

The H5 coefficient of 0.360 ($p < 0.001$) shows that Riexpress customer satisfaction is indeed one of the main considerations before they decide to use the same service again, in line with (Lin et al., 2023; Prassida & Hsu, 2022; Putri & Dewi, 2026) while also strengthening the SOR logic that post-stimulus internal evaluation will lead to certain behavioral responses.

Finally, partial mediation effects were found in two paths: SMM–Customer Satisfaction–Repurchase Intention (coefficient 0.176; $p < 0.001$; 95% CI 0.116–0.258) and LSQ–Customer Satisfaction–Repurchase Intention (coefficient 0.175; $p < 0.001$; 95% CI 0.120–0.243) both remained significant in their direct paths, indicating that Customer Satisfaction does indeed function as an additional bridge, not the only path. This mediation pattern in SMM is in line with (Jazula & Isharina, 2025; Putri & Dewi, 2026), while the pattern in LSQ is consistent with (Jain et al., 2021; Lin et al., 2023; Ngo et al., 2025; Prassida & Hsu, 2022; Soeharso, 2024), although (Hui et al., 2025) caution that satisfaction mediation is not always consistent across all LSQ dimensions. At Riexpress itself, at the construct level, service experience appears to be able to drive repurchase intentions both directly and through satisfaction.

Taken together, the research results show that customer experience with Riexpress is shaped by two distinct yet complementary interaction points. Social Media Marketing describes the customer experience when dealing with company communications via social media, while Logistics Service Quality represents the experience of actually receiving the delivery service. Both experiences are not only related to Customer Satisfaction but also have a direct relationship with Repurchase Intention. These findings suggest that the formation of repurchase intention in logistics services is not limited to the operational experience after the transaction, but also relates to the communication experience customers receive through digital channels.

In terms of the structural model, the direct coefficient of LSQ on Repurchase Intention of 0.430 is higher than the direct coefficient of SMM of 0.367 in this study sample. This difference does not indicate that one aspect can replace the other, but rather shows that service experience still has a strong relationship with customers' decisions to consider reuse. At the same time, the influence of SMM on Customer Satisfaction of 0.489 also indicates that digital experience is related to customer evaluations of the company. Thus, digital communication management and service quality need to be understood as part of a sustainable customer experience. Overall, all seven hypotheses received statistical support. This result does not necessarily imply a positive relationship; rather, the data indicate that the predicted pattern based on theory is supported in the Riexpress sample. The relatively high R^2 value for Repurchase Intention demonstrates the model's explanatory power, but other factors beyond the study are still present. The findings also need to be interpreted in conjunction with the limitations of cross-sectional design, purposive sampling, and perception-based measurement.

4. CONCLUSION

This study examines the relationships between Social Media Marketing (SMM), Logistics Service Quality (LSQ), Customer Satisfaction, and Repurchase Intention among Riexpress customers. The findings reveal a positive association between SMM and LSQ with both Customer Satisfaction and Repurchase Intention. Furthermore, Customer Satisfaction acts as a mediating variable linking SMM to Repurchase Intention, as well as LSQ to Repurchase Intention. The outcomes suggest that customers' intentions to continue using logistics services are linked to both their online interactions with the company and their actual delivery experiences, providing a foundation for understanding how these two facets of customer experience interact within an integrated framework.

This work expands current literature by applying the Stimulus-Organism-Response (SOR) model to the logistics service sector. Here, SMM and LSQ represent external stimuli encountered by clients at different

points of engagement. Customer Satisfaction functions as the organism, reflecting internal consumer evaluations of these interactions, while Repurchase Intention represents the behavioral response. The data support the hypothesized links among these variables. Both SMM and LSQ exhibit positive correlations with Customer Satisfaction and Repurchase Intention, with Customer Satisfaction acting as a partial mediator in both pathways since both direct and indirect effects remain statistically significant. These insights extend the application of the SOR framework by combining digital marketing touchpoints and logistics service encounters into a single model evaluated at the individual consumer level, emphasizing the importance of assessing both direct and satisfaction-driven pathways when analyzing repurchase intentions in logistics.

These findings offer several practical recommendations for Riexpress. First, the strong positive link between SMM and Customer Satisfaction ($\beta = 0.489$) highlights the importance of providing relevant, timely, and informative content across the company's social media channels. Riexpress must ensure that service specifics, shipping procedures, and customer inquiries receive clear and consistent responses. The effectiveness of social media should be measured not just by reach and follower count, but by content relevance and the quality of customer interaction. In the proposed model, logistics service quality shows a stronger direct link to repurchase intention ($\beta = 0.430$) than social media marketing ($\beta = 0.367$). This implies that Riexpress must maintain dependable delivery performance, provide accurate shipment tracking, ensure product safety, and resolve delivery issues promptly. These operational priorities should complement, rather than replace, the company's digital marketing efforts, given that Customer Satisfaction plays a partially mediating role between both SMM and LSQ and Repurchase Intention. Riexpress ought to amalgamate digital communication with service assessment. The organization can gather client feedback post-delivery, pinpoint persistent service challenges, and leverage the insights to enhance communication and operating protocols. Through the orchestration of these endeavours, Riexpress may respond to client assessments during both the online engagement and delivery phases. The organization can thereafter assess these initiatives by customer feedback, service performance metrics, and repurchase-related criteria.

This research possesses numerous constraints. Initially, the study concentrated just on Riexpress clientele. Consequently, the results may not entirely reflect the clientele of other logistics service providers with varying operational traits, customer demographics, and service contexts. Subsequent investigations can encompass several logistics firms to ascertain if the associations discovered in this analysis persist across different organisational settings. Secondly, the cross-sectional design encapsulates customer perceptions at a singular moment. As a result, the research is unable to determine how these relationships evolve as clients gain more service encounters. Future investigations might utilise a longitudinal framework to analyse variations in consumer satisfaction and repurchase intent over a period. Scholars might additionally juxtapose survey feedback with genuine repeat-purchase documentation, contingent upon the availability of such data. The research utilised purposive sampling and depended on self-reported questionnaire data. These techniques might restrict the applicability of the results and create possible response bias. Subsequent research can explore more extensive sampling methodologies and integrate consumer perceptions with pertinent operational metrics to enhance the evaluation of customer behaviour. Ultimately, SMM and LSQ were analysed as comprehensive entities instead than through distinct evaluations of their respective components. Consequently, the research fails to identify which particular dimensions most significantly influence Customer Satisfaction or Repurchase Intention. Future investigations may explore the separate facets of SMM and LSQ to ascertain their unique impacts. Scholars could enhance the model by integrating factors like trust, perceived value, pricing fairness, and brand equity to offer a more comprehensive understanding of repurchase intention in logistics services.

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