

# The direct and indirect effect of brand trust and social media marketing on repurchase intention

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## Abstract

Social media marketing is a platform that makes it easier for companies to achieve their goals, namely, build brand trust at a limited cost. Social media marketing makes it easier for consumers to remember the company's products and increases brand trust, thereby contributing to the indirect effect of repurchase intention. This research examines the role of brand trust as a mediating variable between social media marketing and repurchase intention. The method used in this research is descriptive quantitative and data collection techniques using surveys. The population in this research is Blitar City Jeensneakers consumers, with a sample of 150. Power analysis in this research uses SEM-PLS. The study results show that social media marketing influences brand trust and repurchase intention, brand trust influences repurchase intention, and brand trust can mediate the relationship between social media marketing and repurchase intention.

Keywords: Social media marketing, Brand trust, Repurchase intentions.

## Abstrak

Sosial media marketing merupakan platform untuk memudahkan perusahaan dalam mencapai tujuannya yaitu membangun kepercayaan merek secara menyeluruh dengan biaya yang terbatas. Adanya sosial media marketing mempermudah konsumen mengingat produk yang dijual perusahaan dan meningkatkan kepercayaan merek, sehingga berperan terhadap efek tidak langsung untuk melakukan repurchase intention. Penelitian ini menguji peran kepercayaan merek sebagai variabel pemediasi antara social media marketing terhadap repurchase intention. Metode yang digunakan dalam penelitian ini yaitu kuantitatif deskriptif dan teknik pengumpulan data dengan menggunakan survei. Populasi pada penelitian ini yaitu konsumen Jeensneakers Kota Blitar, untuk sampelnya sebanyak 150. Analisis daya pada penelitian ini menggunakan SEM-PLS. Berdasarkan hasil penelitian yang diperoleh menunjukkan bahwa: social media marketing memiliki pengaruh terhadap brand trust dan repurchase intention; brand trust memiliki pengaruh terhadap repurchase intention; serta brand trust mampu memediasi hubungan social media marketing terhadap repurchase intention.

Kata kunci: Pemasaran media sosial, kepercayaan merek, niat membeli kembali.

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## 1. Introduction

In the era of digitalization, efforts to build brand trust are made by utilizing social media platforms (Althuwaini, 2022) and designing them as attractive and unique as possible so that consumers are interested in purchasing. However, there are weaknesses when companies market their products via social media platforms, namely, consumer trust in the products' quality (May et al., 2023). Social media is an intermediary for disseminating information to the general public created by individuals by utilizing



technology to improve communication and bring consumers closer, it can influence and involve other people and the general public. The use of social media can expand product marketing so that it can be reached by many consumers (Yuliantoro et al., 2019).

It will be easier and more effective for marketers to influence consumer choices to create purchasing intentions through social media platforms in the modern era (Binwani & Yin-Ho, 2019). There are social media marketing platforms namely Pinterest, Facebook, Instagram, Twitter (X), and YouTube. Social media marketing is a data analysis tool created specifically for marketers to monitor the effectiveness of their efforts in marketing their products (Cooley & Parks-Yancy, 2019). Optimal use of social media has been proven to influence marketing and be a determining factor for customers to make repeat purchases (Khoirunnisa & Astini, 2021). Social media marketing has a positive and significant influence on repurchase intentions (Tong & Subagio, 2020; Jalil et al., 2021). In contrast to research conducted by Leksono & Prasetyaningtyas (2021), the results show that social media marketing does not have a positive and significant effect on repurchase interest.

Social media is an interaction medium that allows trust to develop and is very important for forming brand trust (Nimo & Ravishankar, 2023). Social media provides tremendous potential to engage individual buyers, as well as providing a way to strengthen customer-brand relationships. Social media is an interaction medium that allows the development of trust, which is very important for forming brand trust (Nimo & Ravishankar, 2023). Social media networks involve users using social media to connect with people (Lim et al., 2020). Trust is a psychological concept that has succeeded in increasing the research interest of experts in the field of marketing. The idea of trust will determine how deeply a brand provides something absolutely to customers (Dewi & Wardana, 2023). Previous research conducted by Prayitno et al. (2021) and Admi & Susanto (2023) found a positive and significant influence of social media marketing on brand trust.

Brand presence on social networks is very functional in providing customer information, familiarity, and brand awareness (Seo & Park, 2018). The use of social media has become a new tool because this marketing strategy can advance company goals by creating brand trust (As'ad & Alhadid, 2014). Thus, trust in a brand through social media can indirectly influence interest in repurchasing a product (David, 2017). The results of research conducted by Soediono et al. (2020) and Subawa (2020) state that brand trust has a positive and significant influence on repurchase intention.

Marketing activities are one of the dimensions responsible for maintaining customer relationships, including attracting and retaining new customers (Kotler & Keller, 2018). The fashion industry's progress has attracted the interest of many local companies to create their own brands. Several local fashion labels have attracted people from various ages and socio-economic backgrounds. Based on the results of a 2023 Goodstats poll regarding the fashion preferences of young Indonesians, 40.2% prefer local brands for everyday clothing. This survey shows high consumer interest in locally

produced goods (Hidayah, 2023). The high consumer interest in local fashion cannot be separated from the role of social media. Currently, quite a lot of business people use social media platforms as a means of promoting their brands and products. Today, social media plays an important role in business operations and transactions, providing information about products and enabling digital payment processing (Basuki et al., 2022).

Currently, many local companies are developing with quality comparable to international names. Blitar is a city that has lots of regional brands. These local brands include Barley Division, Magnesium 137, Drunken Story, Dectrik Division, and Jeen Shoes (Hutama, 2023). Of these brands, one brand that is interesting to research is Jeensneakers because, compared to other brands, Jeensneakers is a newcomer to the Blitar City distro fashion industry. This distro started operating in 2018 and still exists today. Jeensneaker's marketing must make various adaptive and creative efforts to become a differentiating element amidst increasingly fierce competition, apart from being superior in price and product design. One of the marketing mixes used by stores is promotion. In carrying out shop promotions, they often utilize social media and consumer feedback or reviews. Based on the gap in the explanation above, researchers will conduct research that emphasizes brand trust as a mediating variable. So, the brand variable becomes a mediator between social media marketing and the intention to repurchase local Jeansneakers products.

## **2. Literature Review**

### **Social Media Marketing**

Social media is a process for individuals to connect by producing, sharing, trading, and changing ideas or concepts through virtual communication or networks (Thaib, 2021). Meanwhile, social media marketing is a type of online advertising that targets communication goals by utilizing the cultural context of social communities, such as social networks, cyberspace, social news sites, and social sharing sites (Tuten & Solomon, 2018). Meanwhile, according to Kotler & Armstrong (2020), social media marketing refers to online activities and programs that aim to directly or indirectly involve consumers or potential consumers by increasing awareness, improving image, or generating sales of products and services.

### **Brand Trust**

Brand trust is a perception of reliability from a consumer's perspective based on experience or more on a sequence of transactions or interactions characterized by fulfilling expectations regarding product performance and satisfaction (Ferrinadewi, 2018). According to Tjiptono (2014), brand trust is the readiness of customers to trust or rely on a brand in a risk scenario because they anticipate the brand will provide profitable results. Consumer trust will be built by the quality of service the vendor offers per the promises or principles used.

### **Repurchase Intention**

Repurchase intention is a customer's action to purchase or use a product again. When buyers buy an item, there is a chance they will repurchase it. This indicates that clients regularly buy the same services or products from the same providers. Although repurchase is a physical activity, repurchase intention represents the customer's desire to participate in future actions with the vendor (Pham et al., 2018). Repurchase intention differs from loyalty because loyalty represents a psychological attachment to a particular brand or product, whereas repurchase behavior consists of repeatedly purchasing the same brand (Tjiptono, 2014). As explained above, repurchase intention is a desire or desire to buy again a product that has been purchased previously.

### **Social Media Marketing and Repurchase Intention**

Social media is a platform that provides information to the public and is created by individuals who utilize publication technology to increase communication, influence, and engagement with other people and the general public (Althuwaini, 2022). Social media marketing can expand product and marketing reach (Yuliantoro et al., 2019). The use of social media has been proven to influence marketing and be a determining factor in repurchase interest (Khoirunnisa & Astini, 2021). Research shows social media marketing influences repurchase intentions (Jalil et al., 2021; Tong & Subagio, 2020). However, other research by Leksono and Prasetyaningtyas (2021) stated that social media marketing did not affect repurchase intentions. Based on these findings, the hypothesis in this study is:

H1: Social media marketing influences repurchase intention

### **Social Media Marketing and Brand Trust**

Social media is an interaction medium that allows the development of trust, which is very important for forming brand trust. Social media platforms involve social media users to connect with the wider community (Lim et al., 2020). Brand trust is a psychological concept that has increased the interest of research experts in marketing. The idea of trust will determine how deeply a brand provides something absolutely to customers (Dewi & Wardana, 2023). Previous research conducted by Prayitno et al. (2021) and Admi & Susanto (2023) found a positive and significant influence of social media marketing on brand trust. Hafez (2021) states the opposite, where brand trust does not affect repurchase intention. Based on the findings above, the hypothesis of this research is:

H2: Social media marketing influences brand trust

### **Brand Trust and Repurchase Intention**

The presence of brands on social networks is very functional in providing information to customers, familiarity, and brand awareness (Seo & Park, 2018). Social media marketing has become a new tool because this marketing strategy can advance company goals by creating brand trust (As'ad & Alhadid, 2014). The existence of brand trust from consumers can indirectly influence repurchase interest in a product (David, 2017). The results of research conducted by Soediono et al. (2020) and Subawa (2020) state that brand trust influences repurchase intention. Aprilia and Andarini (2023)

stated that brand trust does not affect repurchase intention. Based on this explanation, this research hypothesis is:

H3: Brand trust influences repurchase intention

### **Social Media Marketing and Repurchase Intention Mediated by Brand Trust**

Social media marketing is a new tool because it can launch company goals by building brand trust (As'ad & Alhadid, 2014). Thus, trust in a brand gained through social media may indirectly affect a product's repurchase intention. Brand trust and repurchase intention are also closely related to the impact of social media, which is very useful for providing information, familiarity, and brand awareness to customers because this is the only media that transcends time and location (David, 2017). Previous research conducted by Khoirunnisa and Astini (2021) found the influence of social media marketing on repurchase intention through brand trust. However, research conducted by Rizky et al. (2023) found different results where brand trust could not mediate the influence of social media marketing on repurchase intention. Based on the opinion above, the hypothesis of this research is:

H4: Brand trust can mediate the relationship between social media marketing and repurchase intention

Based on the explanation above, the research model proposed by the researcher can be seen in Figure 1 as follows:

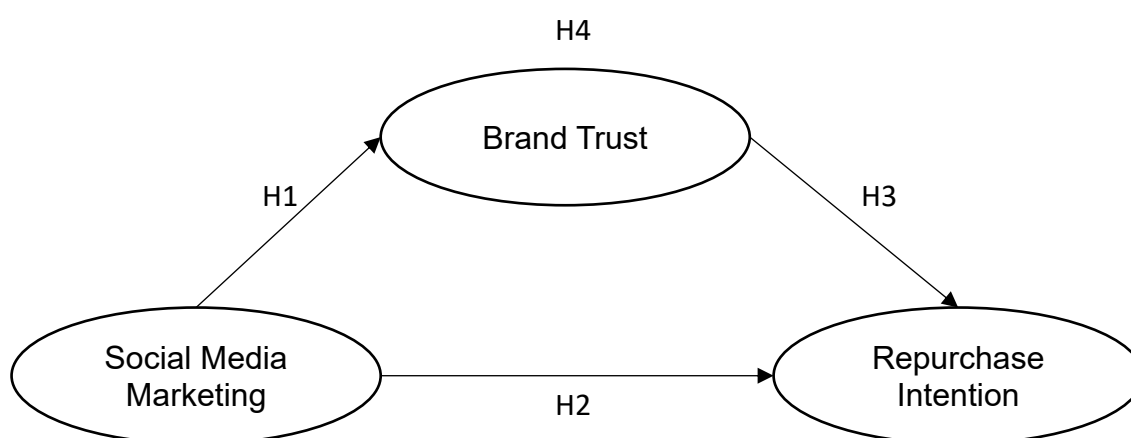


Figure 1. Research Model

### **3. Research Method**

This research method uses a descriptive quantitative approach, where researchers have an empirical basis. The data in the research is measured using statistics as a calculation test tool because it is related to the problem being studied to conclude (Sugiyono, 2019). The descriptive quantitative approach involves collecting data in the field with survey questionnaires. The population in this study was all Jeensneakers consumers, and the research sample was 150. Determination of the number of samples based on Hair et al. (2021), the number of indicators multiplied by 5-10, then

30 x 5 = 150 samples. The sampling technique uses purposive sampling, a sample-determining technique that uses certain considerations (Sugiyono, 2019). The sample criteria in this research are consumers who have purchased and accessed social media accounts (Facebook, Instagram, TikTok, and Twitter/X) at the Jeensneakers shop at least once.

This research uses primary data from distributing questionnaires, processed and analyzed with SmartPLS 3.0. The data analysis used in this research is the outer and inner models. The outer model describes each indicator block and its variables. It can be seen from convergent validity (loading factor above 0.70 and AVE above 0.50) and reliability (Cronbach's Alpha above 0.70) (Hair et al., 2021). The inner model can be seen from the R-square, F-square, Estimator for Path Coefficients, and Model Fit values (NFI values range from 0 to 1) (Ghozali & Latan, 2014). Meanwhile, the mediation effect can be seen from the specific indirect effects value at a p-value of less than 0.05 (Ghozali & Latan, 2014).

## 4. Results and Discussion

### 4.1. Results

The research results were based on primary data collected from 150 Jeensneakers consumers. The following are the results of the respondent criteria:

Table 1. Respondent Criteria

No	Criteria	N	Percentage
Gender			
1	Man	72	48
2	Woman	78	52
Age			
1	17-20 years	20	13
2	21-25 years	121	81
3	26-30 years	8	5
4	>30 years	1	1
Work			
1	Teacher/Lecturer	6	4
2	PNS/ASN	6	4
3	Entrepreneur	15	10
4	Private employees	21	14
5	Student/Collage	101	67
6	Housewife	1	1
Social media that is frequently accessed			
1	Facebook	6	4
2	Instagram	128	85
3	TikTok	16	11
E-Commerce Frequently Accessed			
1	Shopee	128	85
2	Tokopedia	22	15



The validity and reliability test results on this data are all valid and reliable (See Appendix Table 1). All items from social media marketing, repurchase intention, and brand trust have loading factor values greater than 0.70, which means that all items in this study are valid. If viewed from the AVE value, all variables of social media marketing, repurchase intention, and brand trust have values greater than 0.50, meaning that all are valid. Furthermore, if viewed from Cronbach's Alpha value, the variables of social media marketing, repurchase intention, and brand trust have values greater than 0.70, which means they are reliable.

Table 2. R-Square

	R-Square	Persentase
Repurchase Intention	0.685	68.5%
Brand Trust	0.580	58%

Table 2. R-Square describes social media marketing in this research, which can explain the 68.5 per cent repurchase intention variable; the rest is influenced by other variables. For social media marketing, the mediation variable is 58 per cent, and other variables influence the rest.

Table 3. Hypothesis Testing Values

	t statistics	t table	P Values	Information
Social media marketing → Repurchase Intention	3.671	1.655	0.000	Significant/Accepted
Social media marketing → Brand Trust	4.946	1.655	0.000	Significant/Accepted
Brand Trust → Repurchase Intention	5.018	1.655	0.000	Significant/Accepted

Based on Table 3. Shows the test values for hypotheses 1, 2, and 3 of the direct relationship between social media marketing and repurchase intention; social media marketing on brand trust; Brand trust on repurchase intention is significant and acceptable, seen from the p-value of less than 0,05.

Table 4. Mediation Test Values

	t statistics	P Values	Information
Social media marketing → Brand Trust → Repurchase Intention	3.396	0.001	Significant/Accepted

The mediation test results in this study were significant, and the third hypothesis was accepted, as seen from the p-value of less than 0.05.

## 4.2. Discussion

### Social Media Marketing and Repurchase Intention

The test results in Table 3 show that social media marketing influences repurchase intention among Jeensneakers consumers. Based on these results, H1 is acceptable. These results are consistent with previous research conducted by Khoirunnisa & Astini (2021); Jalil et al., (2021); Tong & Subagio (2020) state that social media marketing

variables have a positive and significant influence on repurchase intention. Jeensneakers can use social media for marketing anytime, anywhere.

Based on this explanation, it shows that Jeensneaker's social media account can be used and accessed flexibly both in space and time. Optimizing the use of social media can expand product marketing and expand marketing reach (Yuliantoro et al., 2019). Apart from that, the use of social media has also been proven to influence marketing performance and is one of the determining factors in consumer repurchase interest (Khoirunnisa & Astini, 2021).

Social media marketing can be used to interact with consumers and get an experience that meets their expectations so that they make repeat purchases and can share with other consumers. Online communities are an important part of social media marketing. According to As'ad & Alhadid (2014), a company must create a community to market its products to the public so that consumers have a repurchase intention. One of the practical things that companies can do to maximize their online community is to create groups on their social media as a means of exchanging information and sharing with consumers. Companies can also take advantage of advanced features on social media such as reposting on Instagram to share consumer experiences with other consumers or followers.

### **Social Media Marketing and Brand Trust**

Based on the results obtained, it can be seen that social media marketing influences brand trust among Jeensneakers consumers. These results can be concluded that H2 is accepted. These results follow previous research conducted by Dewi & Wardana (2023), Prayitno et al. (2021), and Admi & Susanto (2023), namely social media marketing on brand trust. The ease of use of social media marketing, which can be used anytime and anywhere, increases consumer brand trust. The ease of accessing product information offered by Jeensneakers makes it easier for consumers to get the latest product updates so that consumers feel brand trust. Social media marketing makes consumers more flexible in terms of space and time to find out about the products that Jeensneakers has.

The accessibility of social media plays a crucial role in influencing brand trust. Accessibility here refers to how easily consumers can find and interact with brand content on social media platforms. The availability of brands on social media and the speed of their response to user interactions are important factors in building brand trust. Responsive brands tend to be seen as more reliable and caring about consumer needs. According to research by Voorveld et al., (2018), fast and appropriate interactions on social media increase positive perceptions about brands, directly increasing trust.

The existence of social media marketing can make it easier for consumers to give their opinions, exchange opinions, and have conversations with other users. When this communication is established, Jeensneakers consumers will increasingly believe that their products match their needs and desires. Based on this, Jeensneakers can also



see consumer responses directly regarding the products offered and provide input in the future to create even better products, so that consumers have more brand trust.

Consumers who have made purchases often want to share their experiences about Jeensneakers products with other followers. This means that Jeensneakers consumers hope for optimization in the interaction process to share experiences with other consumers. One practical thing that companies can do to maximize online communities is to create groups on their social media as a means of exchanging information and sharing with consumers. Companies can also take advantage of advanced features on social media such as reposting on Instagram to share consumer experiences with other consumers or followers.

### **Brand Trust and Repurchase Intention**

The results from Table 3 show that brand trust influences repurchase intention for Jeensneakers consumers. Based on these results, H3 is acceptable. These results are consistent with previous research conducted by David (2017), Soediono et al. (2020), and Subawa (2020), where the brand trust variable has a positive and significant influence on repurchase intention. The products offered by Jeensneakers meet consumer expectations.

Consumer expectations before purchasing can influence satisfaction after purchasing, which then influences their decision to repurchase intention. Realistic and fulfilled consumer expectations can lead to high satisfaction, increasing repurchase intention. Conversely, if expectations are unmet, satisfaction will decrease and the possibility of repurchase intention will be reduced.

Brand trust can indirectly increase repurchase interest in a product (David, 2017). When consumers feel that the product they purchased does not disappoint, they will not hesitate to make a repurchase intention. So, the Jeensneakers brand prioritizes and guarantees consumer satisfaction, by providing the best products and optimal service.

This indicates that consumers are choosing Jeensneakers to fulfil their clothing needs. One of the things that can be done so that consumers make the Jeansneakers brand a top priority is to differentiate products and provide maximum service quality to customers. According to Porter (2007), differentiation strategies through innovation, design, features or product quality can create barriers to competition and build brand preference. According to Lupiyoadi (2014), maximum service quality will influence customer satisfaction and trust, increasing customer loyalty and repurchase intention.

### **Social Media Marketing and Repurchase Intention Mediated by Brand Trust**

Based on the results obtained, it shows that social media marketing influences repurchase intention through brand trust in Jeensneakers consumers. These results show that H4 is acceptable. These results follow previous research by David (2017) and Khoirunnisa & Astini (2021) where social media marketing influences repurchase intention through brand trust.

Based on the results of descriptive analysis of previous respondents' answers, it is known that Jeensneaker's social media marketing can be used anytime, anywhere. When consumers have brand trust that meets their expectations, consumers will have repurchased intention. Apart from that, according to respondents, the products offered by Jeensneakers are appropriate and meet the respondents' expectations. Consumer expectations before purchase can influence satisfaction after purchase, influencing their decision to make a repeat purchase.

Social media is a new tool because it can support company goals, namely building brand trust (As'ad & Alhadid, 2014). Thus, brand trust gained through social media may have an indirect effect on the repurchase intention of a product. Brand trust and repurchase intention are also closely related to the impact of social media, which is very useful for providing information, familiarity, and brand awareness to customers because this is the only media that transcends time and location (David, 2017). Having an interest in repurchasing is a good thing for business people because having an interest in repurchasing can be an opportunity for business people to increase sales profits. Another thing for consumers is that a high intensity of interest in repurchasing can lead to wasteful actions

## 5. Conclusion

Based on the results of the research we have conducted, we can conclude that: social media marketing has a positive and significant influence on the repurchase intention of Jeensneakers consumers; social media marketing also has a positive and important influence on consumer brand trust at Jeansneakers; brand trust has a positive and significant impact on repurchase intention of Jeensneakers consumers; brand then positively and significantly mediates the relationship between social media marketing and repurchase intention of Jeensneakers consumers.

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Appendix Table 1. Validity and Reliability

Variable	Item	Factor Loading	AVE	Cronbach's Alpha
Social Media Marketing	I can share my experience about Jeansneaker's products with other followers	0.726	0.573	0.925
	Jeansneaker's social media accounts can be a medium of interaction between consumers.	0.719		
	It's easy to share my opinion via Jeansneaker's social media	0.758		
	I may share opinions or conversations with other users via Jeansneaker's social media	0.744		
	I can share information with other users through Jeansneaker's social media	0.749		
	The content found on Jeansneaker's social media looks interesting	0.764		
	The content shared on Jeansneaker's social media accounts is informative	0.785		
	It's straightforward to use social media	0.782		
	Jeansneakers social media can be used anytime, anywhere	0.742		
	I trust the information on the Jeansneaker's social media accounts	0.742		
	Jeansneakers social media provides factual information	0.798		
Repurchase Intention	After purchasing Jeansneaker's, I intend to buy again in the future	0.758	0.636	0.81
	After purchasing Jeansneaker's, I would like to recommend it to others	0.835		
	I would like to repurchase Jenseaker's products because the products are under my wishes	0.782		
	After purchasing Jeansneaker's, I would like to know more about the products	0.814		
Brand Trust	I believe in the Jeansneakers brand	0.833	0.64	0.887
	The Jeansneakers brand will never disappoint me	0.813		
	The Jeansneakers brand always prioritizes customer satisfaction	0.75		
	The products offered by Jeansneakers meet my expectations	0.813		
	In my opinion, Jeansneakers guarantees customer satisfaction	0.798		
	I always buy the Jeansneakers brand to meet my fashion needs	0.792		