

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Influence of Digital Marketing and Social Media Engagement on Repurchase Intention with Customer Trust as a Mediating Variable in Fast Food

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ABSTRACT

This study aims to examine the impact of Digital Marketing and Social Media Engagement on Repurchase Intention, with Customer Trust acting as a mediating variable among Mie Gacoan Jepara consumers. The background of the research is based on the growing trend of noodle consumption in Indonesia and high social media activity, which creates opportunities for culinary businesses to strengthen customer loyalty. A quantitative survey was conducted with 128 respondents who had purchased Mie Gacoan products at least twice. Data were analyzed using Partial Least Squares (PLS) with SmartPLS 4.0 software. The results show that Digital Marketing significantly and positively affects Repurchase Intention ($\beta = 0.238$; $p = 0.016$) and Customer Trust ($\beta = 0.406$; $p = 0.000$). Similarly, Social Media Engagement significantly influences both Repurchase Intention ($\beta = 0.309$; $p = 0.001$) and Customer Trust ($\beta = 0.324$; $p = 0.007$). Additionally, Customer Trust has a significant positive impact on Repurchase Intention ($\beta = 0.314$; $p = 0.000$). The analysis of indirect effects indicates that Customer Trust partially mediates the effects of Digital Marketing ($t = 2.369$; $p = 0.018$) and Social Media Engagement ($t = 1.969$; $p = 0.049$) on Repurchase Intention. In conclusion, Customer Trust plays a vital mediating role in strengthening the relationship between digital marketing strategies and repurchase intention. Therefore, Mie Gacoan should enhance its digital marketing and social media engagement strategies to maintain customer trust and promote repeat purchases.

Keywords: Digital Marketing, Social Media Engagement, Repurchase Intention, Customer Trust.

I. Introduction

In today's digital era, the development of information technology has brought major changes in the way businesses conduct marketing, especially in the food and beverage sector (Rizky et al., 2025). In Indonesia, the number of internet users has reached more than 212 million people, or around 74.6% of the total population at the beginning of 2025 (Market Research Indonesia, 2025; Melia, 2023). Of this number, around 143 million people actively use social media, meaning more than half of Indonesia's population is already digitally connected. Platforms such as Instagram, Facebook, and TikTok are now not only places for entertainment but also an important part of brand communication strategies (Statista, 2025). Through these

platforms, businesses can more easily reach consumers and build closeness with them. Therefore, implementing digital marketing and increasing social media engagement are important steps for companies to strengthen relationships with customers (Arifin & Komaryatin, 2020). One brand that is growing rapidly and leveraging the power of digital media is Mie Gacoan. In various regions, including Jepara, Mie Gacoan needs to continue optimizing its digital marketing strategy to create closer relationships and higher trust from consumers (Dewi et al., 2023)

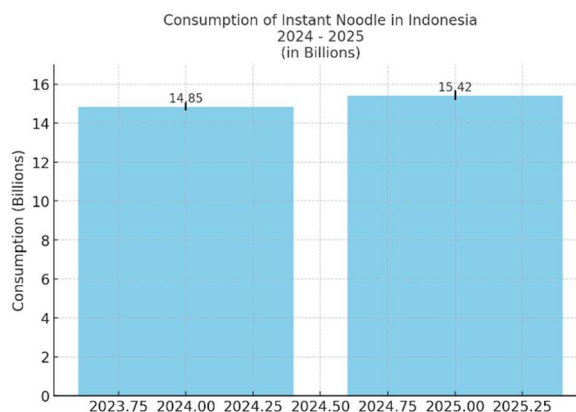


Figure 1. Noodle Consumers in Indonesia

Based on data on instant noodle consumption in Indonesia for the 2024–2025 period, a significant increase is evident. In 2024, instant noodle consumption reached approximately 14.85 billion packages, and in 2025, the figure rose to 15.42 billion packages. This increase indicates that Indonesians remain highly dependent on instant noodles as a fast food that is practical, readily available, affordable, and suited to local tastes. This phenomenon also illustrates that the instant noodle industry still has significant market opportunities and promising future growth prospects. With this trend, noodle-based culinary businesses, such as Mie Gacoan, can capitalize on it to strengthen their competitiveness and expand their market reach nationally.

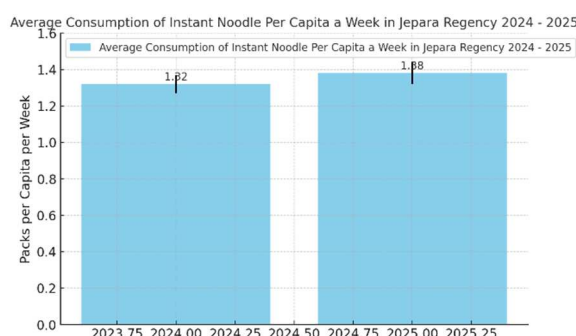


Figure 2 Noodle Consumers in Jepara Regency

While instant noodle consumption continues to rise nationally, data from Jepara Regency also shows a similar pattern. Based on average per capita consumption per week, Jepara residents consumed approximately 1.32 packs of instant noodles in 2024, increasing to 1.38 packs in 2025. This increase indicates consistent consumption growth at the local level, in line with the trend of increasing demand nationally. In the context of modern marketing, digital marketing has been shown to significantly influence repurchase intention (Safitri & Komaryatin, 2025). Previous research has shown that effective digital campaigns not only expand brand reach and exposure but also foster customer trust, ultimately strengthening consumer loyalty (Pakidi et al., 2026). Furthermore, social media engagement, the direct interaction between consumers and brands through comments, likes, shares, and direct messages, plays a crucial role in building emotional

closeness and trust. A 2025 Hootsuite report even noted that 62% of global marketers consider active engagement on social media a key factor in increasing customer loyalty and marketing investment effectiveness (ROI) (Melia, 2023). This means that customer engagement on social media not only shapes positive brand perceptions but can also encourage repeat purchases (Fitriasari et al., 2025).

In the digital ecosystem, customer trust is a crucial element because consumers need a sense of security and confidence when interacting and transacting with brands online (Tong & Subagio, 2020; Huda et al., 2025; Business (2024), and Simbolon & Law, 2022). This trust acts as a mediating variable linking digital marketing strategies and social media engagement with consumer purchasing decisions. Empirical studies show that digital marketing can increase customer trust with a coefficient value of $\beta = 0.619$, and customer trust significantly increases repurchase intention with a $\beta = 0.284$ (A. Y. Astuti et al., 2024). (Irawati & Setiawan, 2023). Furthermore, Sobel's analysis also demonstrated that customer trust has a strong partial mediation effect. This fact emphasizes that customer trust not only has a direct impact but also serves as a key link between digital strategy and consumer purchasing decisions.

Several previous studies have also shown that digital marketing and social media marketing influence repurchase intention, both directly and through mediating variables such as customer experience (Melia, 2022), brand trust (Rizky et al., 2023), and consumer satisfaction (Syahirah & Kusumawati, 2024). However, most of this research is limited to the cosmetics, fashion, and marketplace sectors and has not specifically addressed the culinary industry. Studies examining Mie Gacoan (Astuti et al., 2023; Setiawan & Irawati, 2023) only focus on purchasing decisions and customer satisfaction, without examining repurchase intention and customer trust. Therefore, there remains a research gap regarding how digital marketing and social media engagement influence repurchase intention, with customer trust as a mediating variable, particularly in the context of local culinary delights like Mie Gacoan Jepara. Mie Gacoan is one of the fastest-growing culinary businesses in Indonesia, including Jepara. This restaurant is known for its spicy noodle menu with varying levels of spiciness to suit consumer preferences. To date, Mie Gacoan has 54 branches throughout Indonesia, one of which is located in Jepara City. Mie Gacoan's primary goal is to satisfy customers while increasing sales through an engaging dining experience and creative promotional strategies.

In the context of Mie Gacoan Jepara, which has a young and active customer base on social media, implementing digital marketing strategies and optimizing social media engagement is highly relevant. This brand actively engages with customers through Instagram and TikTok, demonstrating significant potential for building long-term relationships and encouraging repeat purchases (Dewi et al., 2023). However, to date, there has been little research specifically examining the influence of digital marketing and social media engagement on repurchase intention, considering customer trust as a mediating variable, especially in a local market like Jepara. Therefore, this study aims to fill this gap by in-depth analyzing the influence of digital marketing and social media engagement on repurchase intention and examining the mediating role of customer trust. This research is expected to provide theoretical contributions to the development of digital marketing literature, as well as contribute to the development of consumer trust.

II. Literature Review and Hypothesis Development

2.1. Literature Review

a. Digital Marketing

Digital marketing is a marketing strategy that leverages advances in information technology and various social media platforms as the primary means to reach consumers more quickly, broadly, and in a more targeted manner (Safitri & Komaryatin, 2025). In the highly competitive food and beverage industry, such as Mie Gacoan Jepara, digital marketing is a modern approach that not only enables cost efficiency but also provides the opportunity to create a stronger communication impact through relevant, personalized, and easily accessible messages for consumers (Arifin et al., 2024). Various digital methods, such as Search Engine Optimization (SEO), Pay-per-Click (PPC), social media, engaging video content, affiliate programs, and email

marketing, are strategic tools that can be utilized to increase exposure and strengthen relationships with consumers (Luwiska, 2021).

According to Santiya et al. (2025), the effectiveness of digital marketing can be measured through six main indicators: Accessibility, Interactivity, Entertainment, Credibility, Irritation, and Informativeness. These six indicators are highly relevant in understanding how consumers assess the quality of messages and digital experiences presented by a brand. In this study, these indicators serve as an important basis for assessing the extent to which Mie Gacoan Jepara's digital marketing strategy can influence consumer engagement on social media and ultimately drive repurchase intentions. The lack of research that simultaneously links digital marketing, social media engagement, and customer trust in the context of local culinary businesses is the main reason for selecting this study. Therefore, the results are expected to provide both theoretical and practical contributions to the development of more effective digital marketing strategies.

b. Social Media Engagement

Social media, as defined by the Oxford Dictionary, are websites and applications that allow users to create, share, and actively participate in the exchange of content within social networks (Sulistiyono & Jakaria, 2022). In the modern marketing context, social media serves not only as a communication channel but also as an interactive space that shapes consumer perceptions, experiences, and decisions. Engagement is a key indicator for measuring the effectiveness of digital activities because it reflects the extent to which the content presented is relevant to audience interests and elicits responses through likes, comments, or other forms of interaction (Hardi, 2021). Therefore, in the fast food industry, such as Mie Gacoan Jepara, understanding the interactive features of social media is crucial because the quality of engagement created can reflect the success of a content strategy and influence consumer trust in the brand.

Furthermore, social media engagement is understood as user activity in responding to digital content, such as reading, liking, commenting on, and sharing content across various platforms (Roosdhani et al., 2024). Sulistiyono & Jakaria (2022) emphasized that engagement is a multidimensional interaction process between users and brands involving various parties, from individuals to communities, thus creating a stronger relationship between consumers and brands. Khatib (2016) explained that engagement can be measured through indicators such as interesting and entertaining content, interactions between consumers and sellers, interactions between consumers, ease of finding product information, ease of disseminating information to the public, and the level of trust in social media. In this study, these indicators are considered important because they can explain how social media engagement contributes to the formation of customer trust and ultimately influences repurchase intention, making it relevant as a basis for selecting a study on Mie Gacoan Jepara.

c. Repurchase Intention

Repurchase intention, according to Putri & Pradhanawati (2021), refers to a consumer's desire to repurchase a product two or more times, arising from positive trust and confidence in the product. Dominiq et al. (2021) assert that repurchase intention is a positive consumer response manifested in the desire to continue using a product repeatedly. This perspective suggests that repurchase intention is not solely influenced by product quality, but also by positive experiences and consumer perceptions of their overall interaction with a brand. In the context of a highly competitive culinary business like Mie Gacoan Jepara, understanding repurchase intention is crucial because customer loyalty is often determined by a brand's ability to create a consistent, satisfying, and trustworthy consumption experience.

Tong & Subagio (2020) view repurchase intention as an internal customer drive reflected in the tendency to repurchase previously consumed products or services. This is reinforced by Subawa (2020), who states that repurchase intention arises from past consumption experiences, where satisfied consumers tend to repeat their purchase decisions. (Setiawardani & Riyanto, 2023) proposed four indicators of repurchase intention: Transactional Intention, Referential Intention, Preferential Intention, and Exploratory Intention. These indicators are relevant in this study because they illustrate how digital marketing and social media

engagement, through the formation of customer trust as a mediating variable, can influence the tendency of Mie Gacoan Jepara customers to maintain their repeat purchasing behavior. The results of this analysis provide a strong basis for selecting this study, considering the importance of digital marketing strategies in maintaining customer loyalty in the modern culinary industry.

d. Customer Trust

According to Suryani & Rosalina (2019), customer trust is a consumer's belief in the sense of security that arises through their interactions with a company, reflected in perceptions of the company's competence, integrity, honesty, and commitment to meeting customer interests and well-being. This trust serves as a psychological mechanism that reduces uncertainty and perceived risk in the consumer decision-making process, as explained by Cheah et al. (2020). In the context of digital marketing, the level of consumer trust is strongly influenced by the quality of information, transparency of communication, and the consistency of the brand experience. For Mie Gacoan Jepara, customer trust is a crucial element that acts as a bridge between digital marketing strategies and the desired outcome, namely, increased repurchase intention. This makes trust a relevant mediating variable for research, given that the relationship between digital content exposure and repurchase decisions cannot occur without consumer trust.

Simange et al. (2023) emphasize that customer trust is a strategic asset that determines the sustainability of the relationship between customers and companies because it reflects consumers' readiness to engage repeatedly in marketing interactions. A positive company image in the eyes of consumers plays a crucial role in attracting and retaining customers and fostering strong long-term loyalty. Laparojkit & Suttipun (2021) added that customer trust reflects consumers' willingness to rely on a company to minimize future risks, thus creating a more stable and sustainable relationship. Kotler & Keller (2016) explain that customer trust can be measured through four indicators: Benevolence, Ability, Integrity, and Willingness to Depend. In this study, these indicators serve as the foundation for explaining how digital marketing and social media engagement can build trust, which then drives repeat purchase intentions among Mie Gacoan Jepara customers, thus strengthening the rationale for this study.

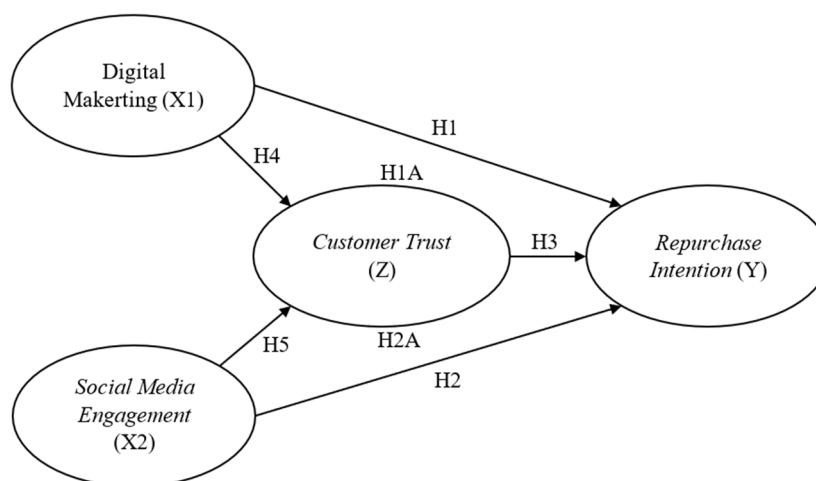


Figure 3. Conceptual Framework

2.2. Hypothesis Formulation

The hypothesis proposed in this study is as follows:

- H1 is predicted to indicate that digital marketing has a positive effect on repurchase intention at Mie Gacoan Jepara.*
- H2 is predicted to indicate that social media engagement has a positive effect on repurchase intention at Mie Gacoan Jepara.*

- c. *H3 is expected to positively influence repurchase intention at Mie Gacoan Jepara.*
- d. *H4 is expected to positively influence customer trust at Mie Gacoan Jepara.*
- e. *H5 is expected to positively influence customer trust at Mie Gacoan Jepara.*
- f. *H1A is expected to positively influence repurchase intention through customer trust at Mie Gacoan Jepara.*
- g. *H2A suggests that Social Media Engagement has a positive effect on Repurchase Intention through Customer Trust at Mie Gacoan Jepara.*

III. Research Method

This research method uses a quantitative approach with a survey design, because this approach is able to present an objective empirical picture of the causal relationship between the variables of Digital Marketing, Social Media Engagement, Customer Trust, and Repurchase Intention among consumers of Mie Gacoan Jepara. The data collection process was carried out using an online questionnaire via Google Form, thus facilitating the distribution of the instrument to respondents spread across the Jepara area. The sampling technique used was purposive sampling with clear criteria relevant to the research objectives, namely, respondents were at least 18 years old and had purchased Mie Gacoan at least twice, so that the information provided truly reflects the actual customer experience. From this process, 128 respondents were collected, a sufficient number for latent variable-based structural model analysis. The research instrument used a Likert scale of 1–5, arranged based on theoretical indicators from previous studies to ensure content validity. The Digital Marketing variable includes aspects of accessibility, interactivity, entertainment, credibility, irritation, and informativeness; Social Media Engagement is measured through indicators of content consumption, involvement, and contribution; Customer Trust includes reliability, integrity, and goodwill; while Repurchase Intention consists of transactional, referential, preferential, and exploratory interests.

To analyze the relationships between variables, this study used Partial Least Squares–Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software. PLS is highly appropriate for this study for several methodological reasons. First, PLS is effective for analyzing complex models with multiple indicators and mediating variables, such as Customer Trust in this study. Second, PLS does not require strict data distribution assumptions and remains optimal even with a relatively small sample size, making it suitable for the number of respondents in this study (128). Third, PLS is capable of evaluating the measurement model (outer model) through validity and reliability tests, as well as the structural model (inner model) to test the strength of causal relationships between variables. Thus, PLS provides comprehensive and accurate output, supporting a stronger scientific interpretation of the influence of Digital Marketing and Social Media Engagement on Repurchase Intention through Customer Trust among Mie Gacoan Jepara consumers.

Table 1. Operational Definition of Variables

Research Variables	Definition	Indicator
Digital Marketing	Digital marketing is a way for companies to market products by utilizing technology and online media to reach consumers. (Luwiska, 2021)	1. <i>Accessibility</i> 2. <i>Interactivity</i> 3. <i>Entertainment</i> 4. <i>Credibility</i> 5. <i>Irritation</i> 6. <i>Informativeness</i> (Yazer, 2012)
Social Media Engagement	According to Oxford, social media is a site or application where users can create and share content and interact with other people. (Sulistiyono & Jakaria, 2022)	1. Engaging and entertaining content 2. Interaction between consumers and sellers 3. Interaction between consumers 4. Ease of finding product

Research Variables	Definition	Indicator
		information 5. Ease of disseminating information to the public 6. Level of trust in social media. (Khatib, 2016)
Repurchase Intention	Repurchase intention means a consumer's desire to repurchase a product because they feel satisfied or trust the product. (Putri & Pradhanawati, 2021)	1. Transactional Interest 2. Reference Interest 3. Preferential Interest 4. Exploratory Interest (Ferdinand, 2014)
Customer Trust	Customer trust is a consumer's belief that a company or product is safe and trustworthy based on their experiences. (Suryani & Rosalina, 2019)	1. <i>Benevolence</i> 2. <i>Ability</i> 3. <i>Integrity</i> 4. <i>Willingness to Depend.</i> (Kotler & Keller, 2016)

IV. Results and Discussion

4.1. Result

a. Respondent Characteristics

This study presents a description of the respondents, aiming to provide an overview of the characteristics of the respondents, namely Mie Gacoan customers in Jepara. These characteristics are categorized based on demographic variables, including gender, age, education level, and type of employment. The total number of respondents in this study was 128. The following table presents a complete description of the respondent profiles. Based on gender, the analysis can reveal a tendency to identify whether Mie Gacoan consumers are predominantly male or female. Respondent age provides information on the age group that most frequently visits, for example, whether it is dominated by teenagers and young adults, who are associated with a practical lifestyle and popular hangouts. Furthermore, respondents' education level is also an important indicator because it can influence their mindset, preferences, and decisions when choosing a restaurant. Meanwhile, occupation reflects the respondents' level of activity and purchasing power, indicating whether the majority are students, office workers, or entrepreneurs.

Table 2. Respondent Characteristics

Category	Description	Frequency	Percentage (%)
Gender	Man	56	43.7%
	Woman	72	56.3%
Age	< 18 years	0	0%
	19-35 years	124	96.9%
	36-50 years	4	3.1%
	> 50 years	0	0%
Education	Elementary school/equivalent Junior high	0	0%
	school/equivalent High school/equivalent	31	24.2%
	D3	25	19.5%
	D4/S1	70	54.7%
	S2	2	1.6%
Work	Housewife	5	3.9%

Category	Description	Frequency	Percentage (%)
	Students	36	28.2%
	Self-employed	26	20.3%
	civil servant	20	15.6%
	Employee	41	32%

The table shows that the majority of respondents were female (56.3%), with a dominant age group of 19–35 years (96.9%), reflecting the productive age group. In terms of education, the majority of respondents had a Diploma 4/Bachelor's degree (54.7%), indicating a relatively high literacy rate. Based on occupation, the largest number of respondents were employees (32%) and students (28.2%), with other categories representing a relatively smaller number. Overall, the respondent profile was dominated by young, highly educated, and actively working/educating women, potentially influencing the response trends in the study.

b. Model Estimation

A loading factor with a value of 0.7 or higher is generally considered adequate to represent the latent construct. Initially, loading values for the variables repurchase intention, customer trust, digital marketing, and social media engagement are presented in Table 3. However, according to Hair et al. (2019), indicators with loading factor values in the range of 0.5 to 0.6 are still acceptable for use in the analysis.

Table 3. Outer Loading

	Customer Trust	Digital Marketing	Repurchase Intention	Social Media Engagement
X1.1		0,931		
X1.2		0,915		
X1.3		0,911		
X1.4		0,935		
X1.5		0,938		
X1.6		0,935		
X2.1				0,922
X2.2				0,934
X2.3				0,938
X2.4				0,923
X2.5				0,908
X2.6				0,945
Y.1			0,942	
Y.2			0,948	
Y.3			0,922	
Y.4			0,925	
Z.1	0,946			
Z.2	0,940			
Z.3	0,930			
Z.4	0,938			

All indicators in the variables analyzed in this study showed loading factor values greater than 0.5, thus meeting the measurement feasibility criteria. This condition indicates that each indicator contributes adequately to explaining the latent variable it represents. In other words, a loading factor value exceeding the 0.5 threshold indicates a sufficiently strong correlation between the indicator and the latent construct, thus deeming the indicator convergently valid. Convergent validity is crucial to ensure that the research instrument accurately measures the intended concept or construct, ensuring that the analysis results have a high level of reliability and accuracy in representing the phenomenon under study.

a. Reliability

Before analyzing the main model, the significance level of the variables within the research model framework was first tested. This stage included evaluating the reliability of the research instrument, measured using two main criteria: composite reliability and Cronbach's alpha. The results of this reliability test are presented in Table 4 as the basis for assessing the internal consistency of the instrument used.

Table 4. Reliabilitas

	Cronbach's Alpha	Composite Reliability (rho_c)
Customer Trust	0,955	0,967
Digital Marketing	0,968	0,974
Repurchase Intention	0,951	0,965
Social Media Engagement	0,968	0,974

Based on the results presented in Table 4, the composite reliability and Cronbach's alpha values for all research constructs were above the minimum threshold of 0.7. These values indicate that the instrument used had a high level of internal consistency in measuring each latent construct. In other words, the questionnaire items representing each variable were strongly correlated with one another, resulting in stable and reliable data. This achievement indicates that all constructs in the study met the reliability criteria recommended in the research methodology literature, ultimately strengthening confidence that the analytical results obtained were reliable and accurately represented the phenomenon under study.

b. Discriminant Validity

Discriminant validity testing aims to ensure that each construct is clearly distinct from the others. Based on Table 5, all the square root values of Average Variance Extracted (AVE) are greater than the correlation between latent variables, and the AVE value of each construct exceeds the limit of 0.50, which indicates that the discriminant validity criteria are met according to recommendations (Hair et al., 2019). Thus, if the square root value of a construct's AVE is higher than the correlation of that construct with other constructs in the model, then the construct can be said to have adequate discriminant validity, so that it can represent the concept being measured uniquely and does not overlap with other constructs.

Table 5. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Customer Trust	0,881
Digital Marketing	0,861
Repurchase Intention	0,873
Social Media Engagement	0,862

Based on the results presented in Table 5, the square root of the Average Variance Extracted (AVE) for each construct is consistently higher than the correlation between that construct and other latent variables in the research model. This confirms that each construct has a greater ability to explain its own indicators than it does the indicators of other constructs. This finding is one of the main requirements for achieving good discriminant validity. Furthermore, the AVE values for all constructs also exceeded the minimum threshold of 0.50 recommended by Hair et al. (2019). This indicates that the indicators used in this study were able to explain more than 50% of the variance in their respective constructs. In other words, each indicator adequately represented the intended latent variable. These results also confirm that the research instrument was clear and precise in measuring the intended concept. In addition to meeting the requirements for discriminant validity, these results also indicate the fulfillment of construct validity, namely, the extent to which the instrument used can measure the construct according to its theoretical definition. Meeting these two criteria

is crucial, as it ensures that each construct stands conceptually independently, does not overlap, and makes a clear contribution to the research model.

Successfully meeting discriminant validity and construct validity provides a solid foundation for proceeding with subsequent structural analysis. Thus, the resulting interpretation of the relationships between latent variables can be believed to be accurate, consistent, and relevant to the research objectives. This strengthens the model's reliability and increases confidence that the research results can provide significant theoretical and practical contributions.

c. Determinant Coefficient

Structural model analysis not only assesses the strength of the relationships between constructs but also tests the extent to which the research model can be used to predict the dependent variable. The R-squared value is a key indicator in assessing the goodness of fit of a predictive model. According to Hair et al. (2019), R-square values can be categorized as weak (0.25), moderate (0.50), and strong (0.75). Thus, the estimation results obtained can more clearly indicate the ability of the independent variables to explain the dependent variable. Furthermore, interpreting the R-square value is also important for providing a practical overview of the model's effectiveness. The higher the value, the more reliable the model is in describing the phenomenon under study. Therefore, the R-square value in Table 6 serves as an important reference in evaluating the extent to which this research model has adequate predictive power.

Table 6. R-Square Value

	R Square	R Square Adjusted
Customer Trust	0,434	0,425
Repurchase Intention	0,546	0,535

Based on the analysis results, the R-square value shows that the repurchase intention variable can be explained by customer trust, digital marketing, and social media engagement by 54.6%, while the remaining 45.4% is influenced by other factors not included in this research model. Furthermore, the customer trust variable is influenced by digital marketing and social media engagement by 43.4%, while 56.6% of the variance is explained by other variables outside the scope of this study. These findings indicate that although the analyzed variables have a significant contribution, there is still a substantial influence from other external factors that have the potential to influence the constructs studied.

d. Hypothesis Testing

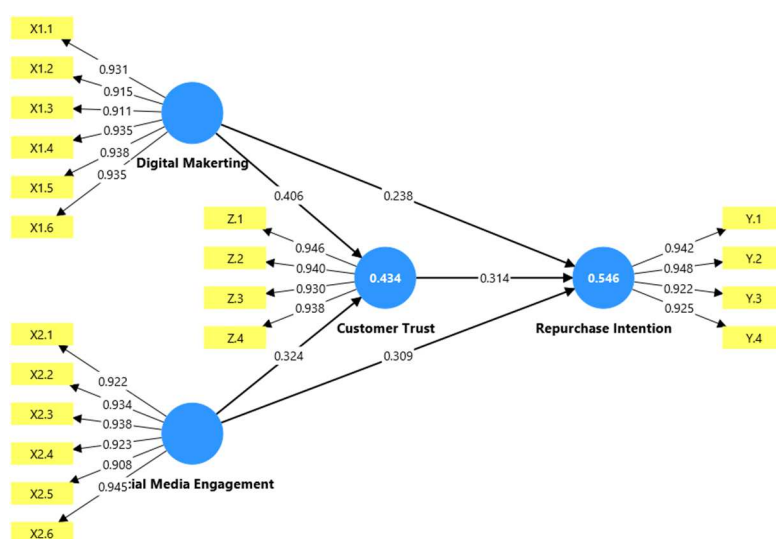


Figure 4. Outer Model

The outer model is a representation that explains the relationship between manifest variables or observed indicators and the latent variables measured in the study. This model serves to illustrate the extent to which the indicators used accurately represent the latent construct. In this analysis, the outer model determines the relationship between each latent variable and its constituent indicators, thereby assessing the validity and reliability of the measurement instrument used. Hypothesis testing in this study was conducted using the bootstrapping technique in SmartPLS 4.0 software. This method is used to estimate the significance of the relationship between variables and determine whether the proposed hypothesis can be accepted or rejected. A hypothesis is accepted if the significance level (p-value) is below 0.05 or if the t-statistic exceeds a predetermined critical value. Referring to Hair et al. (2014), for a significance level of 5%, the minimum t-statistic value used as the criterion for hypothesis acceptance is 1.657. Thus, the relationship between constructs that have a t-statistic value exceeding the threshold can be declared statistically significant and supports the research hypothesis.

Table 7. Path Analysis Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Trust -> Repurchase Intention	0,314	0,312	0,087	3,589	0,000
Digital Marketing -> Customer Trust	0,406	0,405	0,114	3,560	0,000
Digital Marketing -> Repurchase Intention	0,238	0,237	0,099	2,418	0,016
Social Media Engagement -> Customer Trust	0,324	0,325	0,121	2,683	0,007
Social Media Engagement -> Repurchase Intention	0,309	0,311	0,097	3,205	0,001

Based on Table 7, the results of this study indicate that (H1) digital marketing has a positive effect on repurchase intention, so (H1) is accepted because the t-value is $2.418 > 1.657$ and the significance is $0.016 < 0.05$, so it can be concluded that digital marketing has a positive effect on repurchase intention. Furthermore, social media engagement is also proven to have a positive effect on repurchase intention (H2), supported by a t-value of $3.205 > 1.657$ and a significance of $0.001 < 0.05$, so H2 is accepted. In addition, customer trust has a positive impact on repurchase intention (H3), with a t-value of $3.589 > 1.657$ and a significance of $0.000 < 0.05$, which indicates that H3 is accepted. Similarly, digital marketing has a positive effect on customer trust (H4), as indicated by the t-value of $3.560 > 1.657$ and a significance of $0.000 < 0.05$, so H4 is accepted. In addition, the fifth hypothesis (H5) states that social media engagement has a positive effect on customer trust, with a t-value of $2.683 > t\text{-table of } 1.657$, and a significance value of $0.007 < 0.05$, so H5 is accepted.

Table 8. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Digital Marketing -> Customer Trust -> Repurchase Intention	0,127	0,128	0,054	2,369	0,018
Social Media Engagement -> Customer Trust -> Repurchase Intention	0,102	0,104	0,052	1,969	0,049

Based on the results in Table 8, Hypothesis 1A (H1A) in this study states that digital marketing influences repurchase intention through customer trust. Based on Table 8, the t-statistic value is $2.369 > t$ -

table value of 1.657, with a significance value of $0.018 < 0.05$, thus H1A is accepted. This indicates that customer trust plays a mediating role in the influence of digital marketing on repurchase intention. Meanwhile, Hypothesis 2A (H2A) states that social media engagement influences repurchase intention through customer trust. Based on the results in Table 8, the t-statistic value is $1.969 > t$ -table value of 1.657, with a significance value of $0.049 < 0.05$, thus H2A is also accepted. This means that customer trust plays a mediating role in the influence of social media engagement on repurchase intention.

4.2. Discussion

a. The Effect of Digital Marketing on Repurchase Intention

The first hypothesis (H1) was accepted. It can be concluded that the digital marketing variable has a significant positive effect on repurchase intention. This means that the better the implementation of digital marketing, encompassing aspects of accessibility, interactivity, entertainment, credibility, minimal annoyance, and informativeness, the higher the consumer's tendency to make repeat purchases. Logically, when consumers can easily access product information, interact with sellers, have a pleasant experience, and receive credible and relevant information without being interrupted by advertising, they will have a positive perception of the brand. This positive perception builds trust and satisfaction, which are strong drivers of repeat purchases.

Consumers who experience the benefits of effective digital marketing tend to have a stronger emotional and rational connection with the product or brand. They are not only satisfied with the information and experience provided, but also feel confident in the product's quality and credibility. The lack of advertising interruptions makes consumers comfortable and receptive to future marketing messages. This combination of factors increases loyalty, strengthens repurchase intentions, and encourages consumers to continue choosing the same product or brand. Thus, the results of this study indicate that digital marketing plays a crucial role as a marketing strategy capable of retaining customers while increasing repurchase intention. These results align with the analysis conducted by Pratama & Yuliana (2020), who stated that digital marketing has a significant positive effect on repurchase intention.

b. The Influence of Social Media Engagement on Repurchase Intention

The second hypothesis (H2) was accepted, and it can be concluded that social media engagement has a significant positive effect on repurchase intention. This means that the higher the level of consumer engagement on social media, which includes indicators such as interesting and entertaining content, interactions between consumers and sellers, interactions between consumers, ease of finding product information, ease of information dissemination, and level of trust in social media, the greater the likelihood of consumers making repeat purchases. Logically, social media content that captures attention and provides entertainment creates a positive experience that strengthens brand image. Direct interaction between consumers and sellers strengthens relationships and increases satisfaction, while interactions between consumers build a community of users who share positive experiences related to products.

Ease of finding product information allows consumers to make faster and more accurate purchasing decisions, while the ability to disseminate information widely helps strengthen brand messages and increase audience reach. High levels of trust in social media as an information source strengthen the effectiveness of marketing communications conducted through these platforms. The combination of these factors creates a positive consumer experience, increases trust, and creates an emotional attachment to the brand. Ultimately, high engagement on social media not only strengthens consumer loyalty but also encourages consistent repeat purchases. The results of this study align with the analysis conducted by Kurniawan & Sari (2022), who found that social media engagement has a significant positive effect on repurchase intention. These results align with research conducted by Indriyani & Putra (2021), which found that social media engagement has a significant positive effect on repurchase intention.

c. The Influence of Customer Trust on Repurchase Intention

The third hypothesis (H3) was accepted, and it can be concluded that customer trust has a significant positive effect on repurchase intention. This means that the higher a customer's level of trust in a seller, the greater the likelihood of repeat purchases. This trust is built through several indicators, including benevolence (the seller's sincerity/willingness to be fair and sincere), ability (the seller's ability to provide satisfactory and safe service), integrity (the seller's commitment and honesty in keeping promises), and willingness to depend (the customer's willingness to rely on the seller despite potential risks). Logically, when customers perceive a seller to be genuinely sincere and well-intentioned, possess adequate competence, and consistently maintain integrity, they will be more comfortable and confident in repeat transactions. This high level of trust reduces consumer concerns about purchase risks, increases a sense of security, and strengthens long-term relationships between sellers and customers. Ultimately, the combination of trust, satisfaction, and transaction security is a key driver that makes customers more likely to make repeat purchases. The results of this study align with the analysis conducted by Pratama & Yuliana (2020), who stated that customer trust has a significant positive effect on repurchase intention. These results are similar to the research conducted by Indriyani & Putra (2021), which found that customer trust has a significant positive effect on repurchase intention.

d. The Influence of Digital Marketing on Customer Trust

The fourth hypothesis (H4) was accepted. It can be concluded that digital marketing has a significant positive effect on customer trust. This means that the more effective a company's digital marketing strategy, the higher the level of customer trust in the brand or seller. This effectiveness can be reflected in the quality of informative and relevant content, consistent communication, transparency of product information, and the use of various digital channels to build responsive and personalized interactions. Logically, well-managed digital marketing can create a professional image, increase brand credibility, and provide a positive interaction experience for customers. Through the delivery of accurate information, fast service, and a consistent presence across various platforms, customers will feel more confident in the seller's integrity and capabilities. This trust is built gradually along with positive experiences consumers gain from implemented digital marketing strategies, thus strengthening long-term relationships between customers and sellers. The results of this study align with the analysis conducted by Yusuf & Zainal (2021), who stated that digital marketing has a significant positive effect on customer trust.

e. The Effect of Social Media Engagement on Customer Trust

The fifth hypothesis (H5) was accepted, and it can be concluded that social media engagement has a significant positive effect on customer trust. This means that the higher the audience's engagement on a company's social media, the greater the level of customer trust in the brand or seller. This engagement includes activities such as responding to content, interacting with sellers, sharing information, and fostering discussions between users, all of which contribute to a closer and more transparent relationship. Logically, active interaction on social media signals a brand's commitment to listening, responding to, and meeting customer needs. Engaging, informative, and credible content can enhance positive perceptions of a company's professionalism and integrity. Furthermore, two-way and responsive communication builds a sense of emotional closeness, ultimately strengthening customers' belief that the brand is trustworthy and worthy of repeat transactions. The results of this study are in line with the analysis conducted by Kurniawan & Sari (2022), whose research stated that social media engagement has a significant positive effect on customer trust.

f. The Influence of Digital Marketing on Repurchase Intention through Customer Trust

The sixth hypothesis (H1A) was accepted, concluding that digital marketing has a significant positive effect on repurchase intention through customer trust. This means that implementing an effective digital

marketing strategy can increase customer trust, which in turn encourages repurchase intention. Logically, well-executed digital marketing, such as transparent product information, engaging visuals, consistent promotions, prompt interaction on social media, and well-managed customer reviews, will build a positive perception in consumers' minds. When customers perceive a seller's ability to fulfill promises, integrity in maintaining commitments, benevolence in service, and a sense of willingness to depend, their level of trust will increase.

This customer trust is a crucial foundation for repeat purchases, as consumers tend to re-transact with providers they perceive as reliable and who consistently provide positive experiences. Thus, the results of this study indicate that digital marketing is not only a promotional medium but also a strategic tool for building and maintaining customer trust, which then has a direct impact on increasing repurchase intention. These results demonstrate that increasing employee confidence in their abilities will have a dual impact, boosting job satisfaction and ultimately increasing their engagement with their work and organization. These results align with the analysis conducted by Yusuf & Zainal (2021), who stated that customer trust plays a mediating role in the influence of digital marketing on repurchase intention.

g. The Influence of Social Media Engagement on Repurchase Intention through Customer Trust

The seventh hypothesis (H2A) was accepted, concluding that social media engagement has a significant positive effect on repurchase intention through customer trust. This means that the higher the customer's engagement on social media, the greater their trust in the seller, which ultimately drives repurchase intention. Logically, active interactions on social media, such as responding quickly to comments, responding to messages in a friendly manner, posting relevant and useful content, involving customers in discussions or polls, and sharing positive testimonials, will foster a closer relationship between the seller and the customer. This activity builds positive perceptions of the seller's benevolence, ability, integrity, and willingness to depend.

With this increased trust, customers feel more secure, comfortable, and confident in making repeat purchases. They view the seller not only as a product provider but also as a party that consistently provides value and maintains long-term relationships. Therefore, the results of this study indicate that social media engagement is not merely a communication tool but also a crucial strategy for strengthening customer trust, which has a direct impact on increasing repurchase intention. These results align with the analysis conducted by Wulandari & Putri (2020), who stated that customer trust plays a mediating role in the influence of social media engagement on repurchase intention. These results align with research conducted by Kurniawan & Sari (2022) and research by Astuti & Setiawan (2020), which found that customer trust plays a mediating role in the influence of social media engagement on repurchase intention.

V. Conclusion

Based on the results of research on the influence of digital marketing and social media engagement on repurchase intention, with customer trust as a mediating variable among Mie Gacoan Jepara consumers, it was concluded that digital marketing, social media engagement, and customer trust have a significant positive effect on repurchase intention. Furthermore, digital marketing and social media engagement were also shown to have a significant positive effect on customer trust. Other findings indicate that customer trust can mediate the influence of digital marketing and social media engagement on repurchase intention.

Based on these research results, several recommendations can be made: companies need to improve their digital marketing strategies by presenting product information that is easily accessible, interactive, credible, and non-irritating, thereby strengthening consumer trust. Optimizing social media engagement is also important through providing engaging content, active interaction between sellers and consumers, and clear and easily shareable product information to increase consumer engagement. Furthermore, customer trust must be continuously maintained by maintaining product quality, providing consistent service, and establishing honest and transparent communication so consumers feel safe making repeat purchases. To encourage repurchase intention, companies can offer loyalty programs, special discounts, or new menu

innovations to encourage consumers not only to make repeat purchases but also to recommend the product to others. Future research is recommended to expand the research object to other brands or regions, and to add other variables such as brand loyalty or customer satisfaction to enrich the research model.

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