

THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE IMPACT OF SOCIAL MEDIA MARKETING AND BRAND TRUST ON REPURCHASE INTENTION: A STUDY AT FOODPEDIA X KOPI DARI HATI METLAND CILEUNGS

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ABSTRACT

This study examines the relationship between "social media marketing, brand trust, customer satisfaction, and repurchase intention" at Foodpedia X Kopi Dari Hati, a restaurant and café located in Metland Cileungsi, Bogor, West Java, Indonesia. Analysis of the 2023 revenue target achievement data indicates unmet customer satisfaction, resulting in low repurchase intention and a decline in revenue. The study adopts a quantitative research design and employs path analysis using SPSS version 25, with a sample of 100 consumers collected through a questionnaire. The findings reveal that social media marketing and brand trust have an influence on repurchase intention, and customer satisfaction can mediate the relationship between social media marketing and brand trust toward repurchase intention. Based on these findings, it is recommended that the company tailor its social media content to suit the characteristics of its consumers, ensure consistent product and service quality, introduce menu innovations, and highlight the uniqueness or signature elements of the restaurant and café.

Keywords: Social Media Marketing, Brand Trust, Customer Satisfaction, Repurchase Intention, Path Analysis.

INTRODUCTION

The development of digital technology and changes in people's lifestyles have led to the emergence of various new marketing models, including through social media. Today, consumers are faced with a wide range of product choices and easy access to information, making the success of a business highly dependent on customer satisfaction and loyalty. In the culinary business sector, particularly restaurants and cafés, high competition compels business owners to develop strategies to retain customers, one of which is by managing digital marketing and building brand trust. In this context, repurchase intention becomes an important indicator of the effectiveness of services and marketing strategies implemented.

Based on this situation, there is a need to conduct research that explores the factors influencing repurchase intention in more depth. Theoretically, Kotler & Keller (2019), state that customer satisfaction is a major factor driving customers to make repeat purchases. Factors such as social media marketing and the level of customer trust in a brand play a role in shaping this satisfaction. However, previous studies still show varied findings. Therefore, it is important to evaluate the relationships among these variables to gain a clearer and more contextual understanding.

The object of this research is Foodpedia X Kopi Dari Hati Metland Cileungsi, located in Bogor Regency. This location was chosen because the restaurant is situated in a strategic area with a large market potential. However, based on internal data and pre-survey results, it was found that the revenue targets had not been fully achieved, and the level of customer repurchase intention remained relatively low. Moreover, social media is the main promotional tool used by the restaurant, making it interesting to analyze in terms of marketing effectiveness.

From the literature review, there are differences in the findings of previous studies. For instance, research by Astuti & Abdurrahman (2022) showed that social media and brand trust influence repurchase intention through customer satisfaction. However, another study by Lestari & Iswati (2021) concluded that there was no significant indirect effect of social media on repurchase intention through customer satisfaction. These contrasting findings present a research gap that needs to be addressed through further studies.

Based on this research gap, this study offers novelty by testing these variables simultaneously within a single model and with a specific and contextual object, namely Foodpedia X Kopi Dari Hati Metland Cileungsi. This research also provides practical benefits for business owners in developing more effective marketing strategies, and academic contributions as a reference for similar research. The objectives of this study are: (1) to analyze the effect of social media marketing on customer satisfaction; (2) to analyze the effect of brand trust on customer satisfaction; (3) to analyze the effect of social media marketing on repurchase intention; (4) to analyze the effect of brand trust on repurchase intention; (5) to analyze the effect of customer satisfaction on repurchase intention; (6) to test the indirect effect of social media marketing on repurchase intention through customer satisfaction; and (7) to test the indirect effect of brand trust on repurchase intention through customer satisfaction.

LITERATURE REVIEW

This study is based on two main theories, namely Consumer Behavior Theory and Marketing Mix Theory. According to Kotler & Keller (2016), Consumer Behavior Theory explains that the consumer decision-making process is influenced by various internal and external factors such as cultural, social, personal, and psychological elements. Consumers form perceptions and attitudes based on their interactions and experiences with brands and products, which ultimately influence their decision to repurchase. Understanding consumer behavior is essential in the marketing context, as it helps companies design more accurate strategies to create customer satisfaction and loyalty. Furthermore, the Marketing Mix Theory, as stated by Armstrong et al., (2017), asserts that effective marketing strategies consist of a combination of four main elements: product, price, place, and promotion (4Ps). In the digital era, promotion through social media has become a crucial component of the modern marketing mix. Social media serves not only as a communication channel but also as a medium to build brand trust and establish direct relationships with customers. Effective management of the marketing mix, particularly in the area of promotion, contributes to increased customer satisfaction, which indirectly impacts repurchase intention.

“Repurchase intention is the desire and action of consumers to repurchase a product because of the satisfaction they received in the past” (Kotler & Keller, 2019). According to Kotler & Keller (2019), “the indicators of repurchase intention are (1) transactional interest, (2) referential interest, (3) preferential interest, and (4) exploratory interest”. The factors influencing repurchase intention, according to Ghazali (2017), “are social media marketing, brand trust, relationship quality, and customer satisfaction”.

Priansa (2017) explains that “customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product against the expected performance (results). According to Priansa (2017), the indicators of customer satisfaction are (1) expectations (experience), (2) performance, (3) comparison, (4) experience, and (5) confirmation and disconfirmation”. According to Jaya & Tampubolon (2023), “the factors influencing customer satisfaction are social media marketing and product innovation, while according to Febriani et al. (2022), the factors influencing customer satisfaction are brand trust and brand image”.

According to Kotler & Keller (2016), “social media marketing is a marketing communication activity that uses electronic media to attract consumers in various ways to build awareness and corporate image and increase sales of goods or services”. According to Kotler & Keller (2016), “the indicators of social media marketing are (1) entertainment, (2) interaction, (3) trendiness, and (4) customization”.

According to Tjiptono (2014), “brand trust is the willingness of consumers to trust or rely on a brand in risky situations because of the expectation that the brand in question will deliver positive results. The indicators of brand trust according to Tjiptono (2014) are (1) reliability, (2) honesty, (3) integrity, (4) credibility, and (5) safety”.

The previous research related to this research is, firstly, the research conducted by Astuti & Abdurrahman (2022), which examined how social media marketing and brand trust workers' repurchase intention through customer satisfaction among users of Zoya Muslim fashion in West Jakarta. The total sample consisted of 120 TikTok social media users aged 18–50 years. The findings of this study are that Social Media Marketing and Brand Trust on Customer Satisfaction have a positive effect, Customer Satisfaction with Repurchase Interest has a positive effect, Social Media Marketing and Brand Trust on Repurchase Interest have a positive effect. Social Media Marketing and Brand Trust on Repurchase Interest through Customer Satisfaction have a positive and simultaneous effect.

Relationship Between Social Media Marketing and Customer Satisfaction

The first hypothesis in this study states that social media marketing has an effect on customer satisfaction. This is based on the assumption that promotional activities through social media can increase consumer engagement, provide easily accessible information, and create an emotional connection between customers and the brand. Engaging, interactive, and relevant content will indirectly enhance customers' positive perceptions of service quality, thereby fostering satisfaction. This is in line with the findings of research conducted by Shafiq et al. (2023), Astuti & Abdurrahman (2022), and Asyhari et al. (2022) indicate that social media marketing and customer satisfaction have a favorable and substantial relationship.

H₁ = "Social media marketing has a positive and significant effect on customer satisfaction".

Relationship Between Brand Trust and Customer Satisfaction

The second hypothesis states that brand trust has an effect on customer satisfaction. Consumers tend to feel satisfied with a brand when they believe that the brand can deliver products or services that meet their expectations. This trust is formed from factors such as reliability, integrity, and brand credibility, which are consistently built through communication and positive past experiences. This is in line with the findings of research conducted by Astuti & Abdurrahman (2022), Febriani et al. (2022), and Prianka & Dermawan (2022) also support this. The study's conclusions indicate that brand trust has a favorable and considerable influence on customer satisfaction.

H₂ = "Brand trust has a positive and significant effect on customer satisfaction"

Relationship Between Social Media Marketing and Repurchase Intention

The third hypothesis states that social media marketing influences repurchase intention. In today's digital era, social media functions not only as a communication tool but also as a key instrument in influencing purchasing decisions. When consumers feel engaged with a brand's social media content, they are more likely to form positive perceptions and a desire to repurchase products from that brand in the future. This is in line with the findings of research conducted by Khoirunnisa & Astini (2021), Subawa et al. (2020), and Herawati et al. (2023).

H₃ = "Social media marketing has a positive and significant effect on repurchase intention".

Relationship Between Brand Trust and Repurchase Intention

The fourth hypothesis states that brand trust influences repurchase intention. Strong trust in a brand encourages consumers to remain loyal and make repeat purchases. When a brand is perceived as reliable, honest, and safe, customers feel comfortable continuing to purchase without hesitation about the quality and consistency of the products or services offered. This is in line with the findings of research conducted by Herawati et al. (2023), Subawa et al. (2020), and Khoirunnisa & Astini (2021). The findings indicate that repurchase intention is positively and significantly impacted by brand trust.

H₄ = "Brand trust has a positive and significant effect on repurchase intention".

Relationship Between Customer Satisfaction and Repurchase Intention

The fifth hypothesis states that customer satisfaction has an effect on repurchase intention. Consumers who are satisfied with their experience, whether in terms of product, service, or atmosphere, tend to have a desire to make repeat purchases. Customer satisfaction is one of the key factors that motivates repeat purchasing behavior and fosters customer loyalty toward a brand. This is in line with the findings of research conducted by Ilyas et al. (2020), Mirandi & Rimiayati (2023), and Astuti & Abdurrahman (2022) are cited. Customer satisfaction and repurchase intention are strongly and significantly connected, according to the data.

H₅ = "Customer satisfaction has a positive and significant influence on repurchase intention".

Relationship Between Social Media Marketing, Repurchase Intention and Customer Satisfaction

The sixth hypothesis states that social media marketing affects repurchase intention through customer satisfaction as an intervening variable. This means that effective social media marketing will increase customer

satisfaction, which in turn will encourage their intention to make repeat purchases. This relationship indicates that customer satisfaction serves as an important bridge linking digital marketing strategies to consumer purchasing decisions. This is in line with the findings of research conducted by Az-zahra (2023) and Astuti & Abdurrahman (2012). Through the variable of consumer happiness, research shows that social media marketing significantly and favorably influences repurchase intention.

H₆ = “Social media marketing has a positive and significant influence on repurchase intention through customer satisfaction”.

Relationship Between Brand Trust, Repurchase Intention and Customer Satisfaction

The seventh hypothesis states that brand trust influences repurchase intention through customer satisfaction as an intervening variable. In this case, strong trust in a brand will lead to customer satisfaction, and that satisfaction ultimately becomes a key driving factor influencing consumers to make repeat purchases. This process emphasizes that loyalty is not only built through trust but also through positive experiences felt by the customer. This is in line with the findings of research conducted by Astuti & Abdurrahman (2022) and Shidqi et al. (2022) show a positive and substantial correlation between brand trust and repurchase intention via the customer satisfaction measure.

H₇ = “Brand trust has a positive and significant influence on repurchase intention through customer satisfaction”

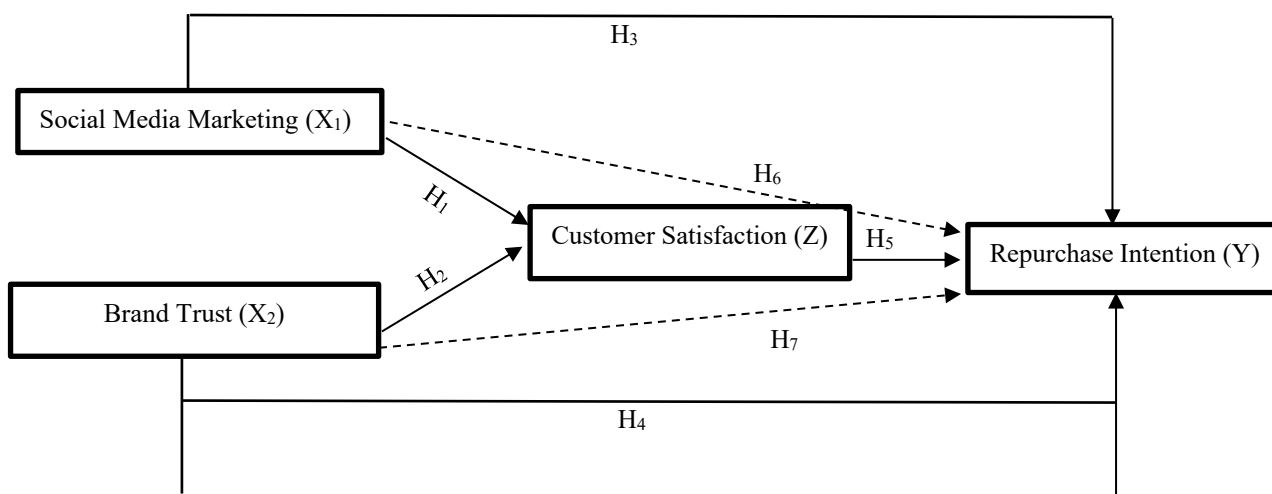


Figure 1.1 Research Model

Explanation:

- ▶ = Indirect Effect
- ▶ = Direct Effect

RESEARCH METHODS

This research is a quantitative study that employs the path analysis method to perform statistical analysis on data collected from respondents. The quantitative research model is based on a positivist approach and is used for population analysis or sampling. In contrast, statistical analysis tools are applied to collect data in order to test the predetermined hypotheses. The method used in this research is both descriptive and verificative. Path analysis is a statistical technique used to determine the magnitude of causal relationships between variables, both direct and indirect effects (Ghozali, 2019).

In this study, the researcher collected both primary and secondary data from consumers of Foodpedia X Kopi Dari Hati. The population examined in this research consisted of all 100 respondents. This study employed a non-probability sampling method using a purposive sampling procedure, in which all individuals in the population were used as the sample (Sugiyono, 2018). Thus, the sample size in this study is equal to the population size. Since

the population size is known, the researcher decided to use the entire population as the subject of the research, resulting in a total of 100 respondents.

This study applies a systematic approach to data collection, using direct information obtained from respondents who are consumers of Foodpedia X Kopi Dari Hati. The subsequent data analysis will be conducted using a Likert scale. The Likert scale ranges from 1 to 5, where scale 1 indicates "strongly disagree" and scale 5 indicates "strongly agree." Data collection in this research was carried out through questionnaires distributed to consumers of Foodpedia X Kopi Dari Hati.

RESULT AND DISCUSSION

Result

Consumer Characteristics

Based on the description of the characteristics of 100 Foodpedia X Kopi Dari Hati Metland Cileungsi consumers who were sampled in the study, the following is a summary of the characteristics of Foodpedia X Kopi Dari Hati Metland Cileungsi consumers, as shown in Table 4.1:

Table 4.1 Summary of Consumer Characteristics of Foodpedia X Kopi Dari Hati Metland Cileungsi

No	Characteristics	Mayority	Presentase (%)
1	Gender	Female	54
2	Age	17-21 years old	42
3	Level of Education	High school	61
4	Level of Employment	Student	37
5	Level of Income	< 1 million	45
6	Frequency of Visits	3-4 times	48

Source: Questionnaire, 2025

Based on Table 1, it can be seen that most consumers of Foodpedia X Kopi Dari Hati Metland Cileungsi are female, aged 17-21 years old, with a high school/vocational school education, students/university students with a monthly income of less than IDR 1,000,000, and a visit frequency of 3-4 times.

Consumer responses to research variables

These are how customers react to social media marketing factors, customer satisfaction, brand trust, and repurchase interest:

1. It is known that the average consumer response value for social media marketing variables is 3,62, which falls into the good category. The highest score is 3,66 for the entertainment indicator statement. Meanwhile, the lowest score is 3,59 for the customization indicator statement.
2. It is known that the average consumer response value for the brand trust variable is 3,77, which falls into the high category. The highest score is 3,80 for the integrity indicator statement. Meanwhile, the lowest score is 3,64 for the reliability indicator statement.
3. It is known that the average consumer response value for the repurchase interest variable is 3,73, which falls into the high category. The highest score is 3,79 for the transactional interest and referential interest indicator statements. Meanwhile, the lowest score is 3,64 for the preferential interest indicator statement.
4. It is known that the average consumer response value for the customer satisfaction variable is 3,67, which falls into the high category. The highest score is 3,80 for the experience indicator statement. Meanwhile, the lowest score is 3,60 for the comparison indicator statement.

Validity Test and Reliability Test

The degree of precision between the data that may be reported by the researcher and the data that occurs in the study object is known as validity. "An instrument is considered valid if it can measure what is intended and accurately reveal data from the variables being studied" (Sugiyono, 2018). Meanwhile, "reliability testing measures the extent to which measurements using the same object will produce the same data" (Sugiyono, 2018). The findings of the reliability and validity tests are as follows:

Table 4.2 Summary of Validity Test Results

No	Variable	Statement Item	Valid Items	Invalid Items	Total Number of Item Use
1	Social Media Marketing (X ₁)	8	8	-	8
2	Brand Trust (X ₂)	11	11	-	11
3	Repurchase Intention (Y)	10	10	-	10
4	Customer Satisfaction (Z)	15	15	-	15
Total		44	44	0	44

Source: Statistical Data Processing Results using SPSS 25, 2025

According to Table 2, the study's questionnaire questions about customer satisfaction, brand trust, repurchase intention, and social media marketing factors are all legitimate. This is demonstrated by the fact that each item's rhitung value is higher than r_{table}. This indicates that each variable's statement components are all legitimate.

Table 4.3 Summary of Reliability Test Results

Variable	Cronbach Alpha	Decision	Explanation
Repurchase Intention (Y)	0,925	0,6	Reliable
Customer Satisfaction (Z)	0,867	0,6	Reliable
Social Media Marketing (X ₁)	0,846	0,6	Reliable
Brand Trust (X ₂)	0,855	0,6	Reliable

Source: Statistical Data Processing Results using SPSS 25, 2025

Table 3 makes it clear that each variable's dependability value is higher than the predetermined threshold of 0.6. The results of the test show that the measuring instruments are valid, and it is concluded that the instruments used to measure the variables of brand trust, social media marketing, customer satisfaction, and repurchase interest have continuously yielded favorable outcomes.

Classical Assumption Test

Normality Test, Multicollinearity Test, and Heteroscedasticity Test

“Normality tests are used to assess the normality of the variables under study, whether the data is normally distributed or not” (Sugiyono, 2018). Meanwhile, “multicollinearity tests aim to test whether the regression model has correlations between independent variables. A good regression model should not have correlations among the independent variables” (Sugiyono, 2018). Furthermore, “the heteroscedasticity test aims to test whether there is unequal variance of residuals between observations in the regression model” (Ghozali, 2019). The outcomes of the tests for heteroscedasticity, multicollinearity, and normality are as follows:

Table 4.4 Summary of Normality Test Results, Multicollinearity Test Results, and Heteroscedasticity Test Result

No	Sub-Structure	Type of Classical Assumption	Requirement	Result	Description
1	First	Normality Test	. Sig. > 0,05 . Bell-shaped curve . Points follow the diagonal line	. Sig. 0,122 . Bell-shaped curve . Points follow the diagonal line	The data is normally distributed because Sig. 0.122 > 0.05, the histogram curve is bell-shaped, and the points on the probability plot follow the diagonal line.
	Second	Normality Test	. Sig. > 0,05 . Bell-shaped curve . Points follow the diagonal line	. Sig. 0,200 . Bell-shaped curve . Points follow the diagonal line	The data is normally distributed because Sig. 0.200 > 0.05, the histogram curve is bell-shaped, and the points on the probability plot follow the diagonal line.

No	Sub-Structure	Type of Classical Assumption	Requirement	Result	Description
2	First	Multicollinearity Test	<i>Tolerance value</i> > 0,05 and <i>VIF</i> ≤ 5	. Social media marketing variable: tolerance 0.805 and VIF 1.242 . Brand trust variable: tolerance 0.805 and VIF 1.242	The study is free from multicollinearity because the social media marketing and brand trust variables have tolerance values > 0.05 and VIF ≤ 5.
	Second	Multicollinearity Test	<i>Tolerance value</i> > 0,05 and <i>VIF</i> ≤ 5	. Social media marketing variable: tolerance 0.745 and VIF 1.343 . Brand trust variable: tolerance 0.734 and VIF 1.363 . Customer satisfaction variable: tolerance 0.759 and VIF 1.318	The study is free from multicollinearity because the social media marketing, brand trust, and customer satisfaction variables have tolerance values > 0.05 and VIF ≤ 5.
3	First	Heteroscedasticity Test	Points are scattered on the scatterplot graph.	Points are scattered on the scatterplot graph.	No heteroscedasticity is present because the points on the scatterplot are randomly dispersed above, below, to the right, and to the left of the zero point on the Z-axis.
	Second	Heteroscedasticity Test	Points are scattered on the scatterplot graph.	Points are scattered on the scatterplot graph.	No heteroscedasticity is present because the points on the scatterplot are randomly dispersed above, below, to the right, and to the left of the zero point on the Y-axis.

Source: Statistical Data Processing Results using SPSS 25, 2025

Based on the table, it shows that the instrument testing in the classical assumption test, the research data meets the normality requirements, there is no multicollinearity, and it is free from heteroscedasticity. This indicates that the regression model used is suitable for further analysis because it has met the basic assumptions in multiple linear regression analysis.

Path Analysis

Path analysis is a type of analysis that assesses the strength of direct and indirect effects as well as causal links between variables. In this path analysis, exogenous factors have a direct or indirect impact on endogenous variables. What distinguishes ordinary regression from regression in path analysis is the existence of more than one regression equation (Ghozali, 2019).

The following is a path analysis that is a combined model of multiple regression and mediation models:

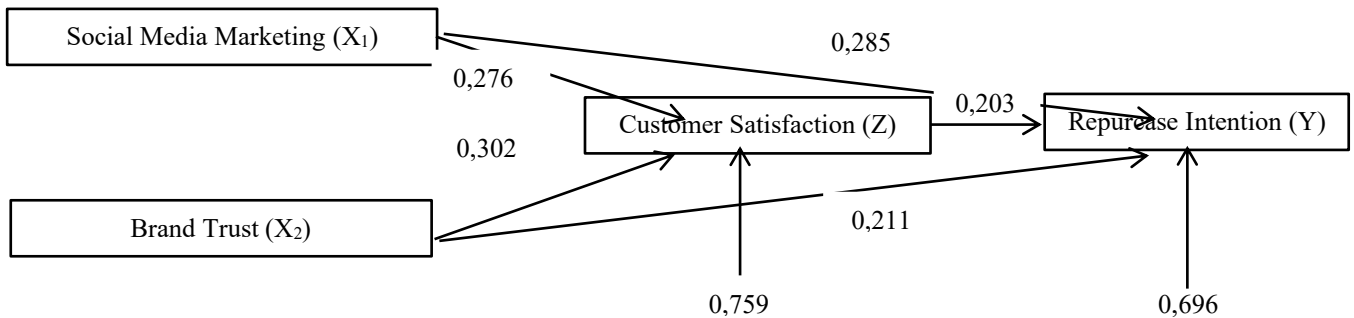


Figure 4.1 Path Analysis Results

Source: Statistical Data Processing Results using SPSS 25, 2025

The following is an overview of the findings from the direct effect, indirect impact, and total effect coefficients:

Table 4.5 Summary of the Results of Direct and Indirect Influence Path Analysis

Variable		Path Analysis		
		Direct	Indirect	Total
Social Media Marketing (X ₁)	Customer Satisfaction (Z)	0,276		
Brand Trust (X ₂)	Customer Satisfaction (Z)	0,302		
Social Media Marketing (X ₁)	Repurchase Intention (Y)	0,285	0,056	0,341
Brand Trust (X ₂)	Repurchase Intention (Y)	0,211	0,061	0,272
Customer Satisfaction (Z)	Repurchase Intention (Y)	0,203		

Source: Statistical Data Processing Results using SPSS 25, 2025

The interpretation of the path analysis results is as follows:

Social media marketing has an impact on consumers' intentions to repurchase, both directly and indirectly through customer satisfaction. The extent of the indirect impact (0.276, or 27.6%) and direct influence (0.285, or 28.5%) make this clear. Customer satisfaction is impacted by social media marketing in a total of 0,341, or 34.1%.

Both directly and indirectly, through consumer happiness, brand trust affects the propensity to repurchase. The amount of the indirect impact, which is 0,302 or 30,2%, and the direct influence, which is 0,211 or 21,1%, make this clear. In the meantime, customer satisfaction has a total impact of 0,272, or 27.2%, on brand trust.

Based on customer satisfaction, the route analysis results show that social media marketing has a greater overall influence on repurchase intention than brand trust. As a result, businesses should make the most of their social media marketing tactics, particularly with regard to interesting, educational, and interactive material. Additionally, prompt replies to comments and communications can increase satisfaction. Positive customer experiences may be reinforced by efficient social media marketing, which raises the possibility that customers will make more purchases from Foodpedia X. Cileungsi Kopi Dari Hati Metland.

Coefficient of Determination (R²)

“R-Square or the coefficient of determination is used to see how the variation in endogenous variable values is influenced by the variation in exogenous variable values” (Sugiyono, 2018). The outcomes of the coefficient of determination test are as follows:

Table 4.6 Coefficient of Determination of the First Equation

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.491 ^a	.241	.226	5.89984	1.232

a. Predictors: (Constant), Brand Trust (X₂), Social Media Marketing (X₁)

b. Dependent Variable: Customer Satisfaction (Z)

Source: Statistical Data Processing Results using SPSS 25, 2025

It is evident from Table 4.6 that the factors of brand trust and social media marketing on customer satisfaction have an R2 (R square) value of 24,1% or 0,241. “This indicates that the percentage contribution of the influence of social media marketing and brand trust on customer satisfaction is 24,1%, while the remaining 75,9% is influenced by other factors. Such as relationship quality, motivation, perception, learning” (Ghozali, 2017) and (Kotler & Armstrong, 2018).

Table 4.7 Coefficient of Determination of the Second Equation

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.551 ^a	.304	.282	5.89984	4.29672	

a. Predictors: (Constant), Brand Trust (X2), Social Media Marketing (X1), Customer Satisfaction (Z)

b. Dependent Variable: Repurchase Intention (Y)

Source: Statistical Data Processing Results using SPSS 25, 2025

R2 (R square) values for social media marketing, brand trust, and customer satisfaction with repurchase intention are 0,304, or 30,4%, as shown in Table 4.7. “This indicates that the percentage contribution of the influence of social media marketing and brand trust on customer satisfaction is 30,4%, while the remaining 69,6% is influenced by other factors not studied in this research, such as product innovation and brand image” (Jaya & Tampubolon, 2023) and (Febriani et al., 2022).

t-Test

To find out how exogenous factors affect endogenous variables either fully or partially, a test called uji-t is used. The impact of each exogenous variable on endogenous variables is ascertained using the t-test (Ghozali, 2019). Here are the findings from the uji-t that was carried out:

Table 4.8 Summary of t-test Results

No	Hypothesis	Statistic Test	Decision	Conclusion
1	Social media marketing has a positive and significant effect on customer satisfaction.	2,805 > 1,654	Ha ₁ Accepted	Positive and significant effect
2	Brand trust has a positive and significant effect on customer satisfaction.	3,036 > 1,654	Ha ₂ Accepted	Positive and significant effect
3	Social media marketing has a positive and significant effect on repurchase intention.	2,884 > 1,654	Ha ₃ Accepted	Positive and significant effect
4	Brand trust has a positive and significant effect on repurchase intention.	2,128 > 1,654	Ha ₄ Accepted	Positive and significant effect
5	Customer satisfaction has a positive and significant effect on repurchase intention.	2,081 > 1,654	Ha ₅ Accepted	Positive and significant effect

Source: Statistical Data Processing Results using SPSS 25, 2025

Brand trust, repurchase interest, customer happiness, and social media marketing are all influenced, both directly and indirectly, according to Table 4.8. The first and second equations' test can be used to ascertain the direct influence.

Sobel Test

According to Sugiyono (2018), “intervening variables are variables that theoretically influence the relationship between independent and dependent variables, making the relationship indirect and impossible to observe and measure. Mediation hypothesis testing can be done using the Sobel test procedure”.

The study's key finding might be summarized in a brief Conclusions section that could stand alone. Instead of restating the findings, it should highlight important discoveries and the study's significance. The Sobel Test Calculator's findings for the significance of mediating the variables of social media marketing and brand trust are as follows:

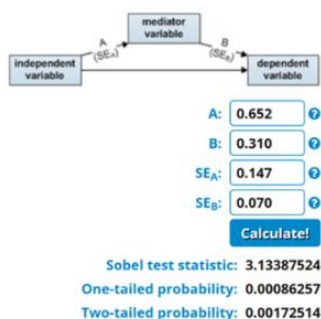


Figure 4.2 Sobel Test Calculator for the Significance of Mediation of Social Media Marketing

Source: Statistical Data Processing Results using SPSS 25, 2025

A Zvalue of 3.13 was obtained from the statistical calculation of the Sobel test above for the social media marketing variable. The results show that social media marketing significantly mediates the relationship between social media marketing and the intention to make repeat purchases, since the calculated Zvalue is greater than the critical Zvalue ($3,13 > 1,96$). Consequently, it might be said that while H_{06} is rejected, H_{a6} is accepted..

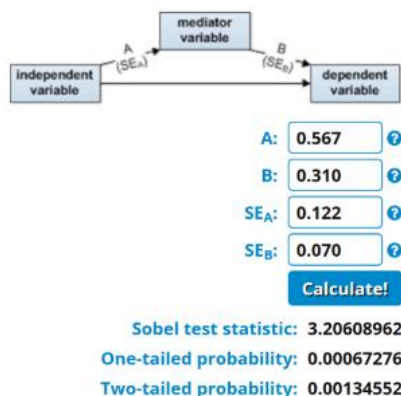


Figure 4.3 Sobel Test Calculator for the Significance of Mediation of Brand Trust

Source: Statistical Data Processing Results using SPSS 25, 2025

The results of the statistical calculation of the Sobel test above obtained a Z_{value} for the brand trust variable of 3,20. Since the calculated Z_{value} is greater than the critical Z_{value} ($3,20 > 1,96$), the results indicate that brand trust significantly mediates the relationship between brand trust and repurchase intention. Therefore, it can be concluded that H_{a7} is accepted and H_{07} is rejected.

Discussion

Partial Hypothesis Testing Results (t-Test)

Social Media Marketing Affects Customer Satisfaction

The results of a test of social media marketing elements on customer satisfaction show that social media marketing has a positive and significant influence on consumer happiness. The results of this study are in line with those of Astuti & Abdurrahman (2022), Shafiq et al. (2023), and Asyhari et al. (2022), who all discovered that social media marketing has a large and positive impact on customer satisfaction.

Brand Trust Influences Customer Satisfaction

When the brand trust variable was tested, the results showed that it had a positive and significant influence on customer satisfaction. Astuti & Abdurrahman (2022), Prianka & Dermawan (2022), and Febriani et al. (2022)

have all shown that brand trust has a favorable and substantial influence on consumer satisfaction, and the results of this study confirm previous findings.

Social Media Marketing Affects Repurchase Intention

After examining the connection between social media marketing and repurchase intention, it was determined that social media marketing had a large and positive impact on repurchase intention. Khoirunnisa & Astini (2021), Subawa et al. (2020), and Herawati et al. (2023) have found a positive and significant correlation between social media marketing and repurchase intention. These results align with previous research findings.

Brand Trust Influences Repurchase Intention

The results of an investigation on the relationship between brand trust and repurchase intention indicate that brand trust significantly and favorably influences repurchase intention. Herawati et al. (2023), Khoirunnisa & Astini (2021), and Subawa et al. (2020) have all demonstrated that brand trust has a considerable and positive impact on repurchase intention, which is consistent with these findings.

Customer Satisfaction Influences Repurchase Intention

Customer satisfaction has a positive and considerable influence on brand repurchase intention, according to the results of a test that compared the two variables. The results of the study align with previous studies by Ilyas et al. (2020), Astuti & Abdurrahman (2022), and Mirandi & Rimiayati (2023) that showed a positive and robust correlation between customer satisfaction and the intention to repurchase.

Results of Mediation Hypothesis Testing with Sobel Test

Social Media Marketing Influences Repurchase Interest Through Customer Satisfaction

The results of the Sobel test on the social media marketing variable show that customer satisfaction might mitigate the link between social media marketing and repurchase desire. The results of the study are consistent with research by Az-zahra (2023) and Astuti & Abdurrahman (2022), which discovered a significant and favorable relationship between social media marketing and the intention to repurchase through the customer satisfaction variable.

Brand Trust Influences Repurchase Intention Through Customer Satisfaction

According to the findings of the Sobel test on the brand trust variable, consumer happiness and brand trust may operate as mediators of repurchase intention. Shidqi et al. (2022) and Astuti & Abdurrahman (2022) revealed a substantial and positive association between brand trust and repurchase intention via the customer satisfaction variable, which is in line with the results of this study.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the findings and hypothesis testing conducted in this study, it can be concluded that social media marketing and brand trust both have a positive and significant effect on customer satisfaction. Furthermore, these two variables also have a positive and significant influence on repurchase intention, both directly and indirectly through customer satisfaction. Customer satisfaction itself plays a crucial role in encouraging customers to make repeat purchases. These results emphasize the importance of effective social media strategies and strong brand trust in enhancing customer satisfaction through repurchase intentions.

Recommendations

In line with these conclusions, several recommendations can be made. The customization indicator in the social media marketing variable received the lowest score, indicating a need for businesses to create more personalized and engaging content for their audiences. In the brand trust variable, dependability had the lowest rating, suggesting that businesses should consistently maintain the quality of their products and services to build trust. The comparison indicator scored lowest in the customer satisfaction variable, highlighting the importance for cafés and restaurants to showcase their uniqueness in order to become the customers' top choice. Regarding

repurchase intention, the lowest score was on the preference interest indicator, implying that management should enhance service quality and offer innovative menu options to sustain customer interest. Future studies are also encouraged to consider additional variables beyond customer satisfaction that may affect repurchase intention, such as relationship quality, motivation, perception, learning, and lifestyle, to obtain a more comprehensive understanding of consumer decision-making behavior.

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