



# Social Media Marketing & E-WOM: Efforts To Increase Repurchase Intention Through Strong Brand Trust

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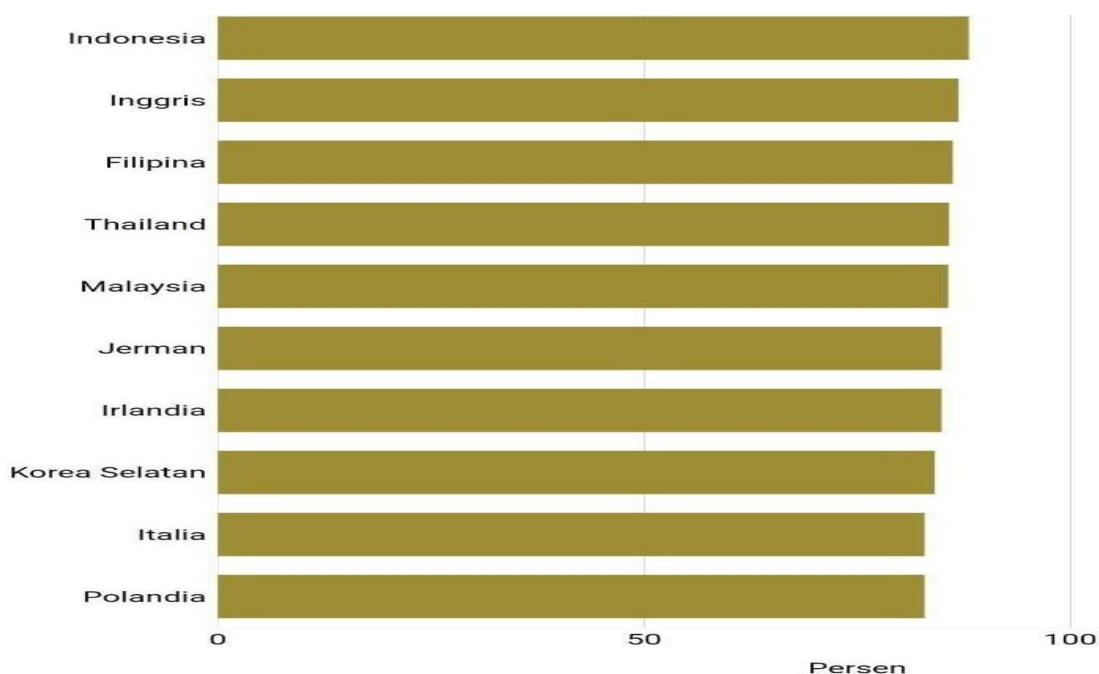
## ABSTRACT

The rapid development of technology has led to the increasing growth of the internet. This rapid internet growth has impacted the advancement of online commerce. In today's era of globalization, online shopping services are the most effective way for people to shop. Generation Z is a generation that largely uses digital platforms like Shopee. Based on initial observations conducted by the researcher, the study indicates a high level of consumption and repurchase behavior among Generation Z through the e-commerce application Shopee. Repurchase intention can be considered one of the important factors in consumer purchasing, as consumers make a second purchase, and so on, having already developed both emotional and functional attachment. The research population is Generation Z in Malang City who have purchased products on Shopee, with a sample of 150 respondents. The sampling technique used is simple random sampling. Data collection was carried out by distributing questionnaires directly and through Google Forms to selected respondents who had made purchases on Shopee. Data analysis was performed using the SmartPLS analysis tool. The results of this study conclude that first, Shopee consumer repurchase intention in Malang City is directly influenced by Social media marketing and brand trust, but not by the E-WOM variable. Second, the brand trust variable is directly influenced by Social media marketing and E-WOM. Third, the brand trust variable partially mediates the influence of Social media marketing on repurchase intention, but fully mediates the influence of E-WOM on repurchase intention of Shopee consumers in Malang City.

## INTRODUCTION

The rapid development of technology has led to the increasing growth of the internet. The internet is capable of transmitting various types of information, but it has also created human realities and a new world, namely a materialistic reality created within virtual life that impacts real life. The internet is currently influencing various aspects of life, one of which is communication media and information systems. The rapid development of the internet has led to the advancement of online commerce. In today's era of globalization, online shopping services are the most effective way for people to shop. Shopping convenience can increase consumer spending patterns or repurchase rates, and Indonesia is the highest user of e-commerce in the world (Andrea, 2021), as shown in the following image.

**Figure 1. E-commerce users worldwide**



Generation Z is a generation that largely uses digital platforms like Shopee because they were born in the midst of an advanced technological era (Head of Research KIC, 2021). Millennials and Generation Z are the highest contributors to e-commerce transactions in Indonesia, accounting for 85 percent, but Generation Z makes up the majority of that percentage (Lavinda, 2023). Repurchase intention is a consumer loyalty behavior that reflects the strength of the psychological and emotional connection between consumers and a brand. Repurchase intention can be considered one of the important factors in consumer purchasing, as consumers make a second purchase, and so on, having already developed both emotional and functional attachment. Repurchase intention is the intention of consumers who have completed their first purchase to buy again (Bernarto et.al., 2024).

The use of social media is one of the factors that influences repurchase interest and has been proven to play a role in marketing strategies (Asyhari et.al., 2022). Research conducted by (Jalil et.al. 2021) and (Fikriah, 2024) shows that social media marketing has a positive impact on repurchase intention. However, different findings were presented in research (Leksono, 2021), which stated that social media marketing does not have a positive influence on repurchase intention.

Research (Haudi et. al., 2022) reveals that increased product visibility on social media can increase the frequency of discussions related to that product. This condition can encourage

word-of-mouth promotion. Word of mouth (WOM) emphasizes the experience of consumption. Word of mouth has now transformed into electronic word of mouth (e-WOM) with the development of technology, which is a form of marketing communication through social media that allows consumers to obtain information about a product (Sandhu, 2021) and (Kotler, 2021). The presence of social media expands product choices for consumers, but often makes it difficult for them to make decisions due to the limited information presented. Buyers tend to look for reviews from previous customers to ensure their decision. E-WOM now plays a crucial role in building consumer interest in making purchases (Rachbini et.al., 2021). Research (Rachbini et.al., 2021) and (Jaya, 2021) shows that e-WOM has a significant influence on repurchase intention. Different results were found in the study by (Jalil et al. 2021), which stated that e-WOM did not have a significant impact on repurchase intention. This difference in findings indicates a research gap in previous studies.

Social media plays a significant role in engaging consumers personally and strengthening the relationship between brands and customers. As a means of interaction, social media also serves to build trust, which is a crucial element in forming brand trust. Social media platforms allow individuals to connect and interact with other users within them (Hanaysha, 2022). One psychological concept that has captured the attention of researchers in the field of marketing is trust. The level of trust a brand has with its customers is an important factor (Dewi, 2023). Some studies, such as those by (Rizky, 2023) and (Wijaya et.al., 2023), show that social media marketing has a significant influence on brand trust. Different results were found in the study by (Permataningrum, 2024), which concluded that social media marketing does not have a significant impact on brand trust.

Electronic word-of-mouth plays a role in building interactions that can strengthen brand trust (Fathorrahman et.al., 2023). Positive information obtained through electronic word-of-mouth has the potential to increase consumer trust in a brand (Taurusia et.al., 2023). Consumer perceptions of a product can be influenced by the information they receive (Marziqah, 2023). The opinions of others can be a factor that instills confidence in the purchasing decision-making process, while the popularity of a brand can also encourage someone to make a purchase (Siddiqui et.al., 2021). Some previous studies by (Gunawan, 2022) and (Noviandini, 2021) found that electronic word of mouth has a significant influence on brand trust. Research conducted by (Majeed et.al, 2023) showed different results, where electronic word of mouth did not have a significant impact on brand trust. One way to build brand trust in the current era of digitalization is by using social media platforms (Hanaysha, 2022). An attractive and unique social media design can make consumers interested in buying. Product marketing through social media still has a weakness, which is the lack of trust in the product (Permataningrum, 2024). This makes electronic word-of-mouth necessary as a way to increase consumer trust in the products offered (Matu, 2023).

Brand trust is defined as consumers' willingness to rely on a brand to fulfill its stated promises. Growing brand trust among target market consumers will make it easier for companies to convey their desired marketing messages and create a positive impression of their brand in consumers' minds (Hanaysha, 2022). Brand trust is consumers' willingness to trust a brand with all its risks and is considered important. Brand trust has implications for developing and maintaining trust in a brand, as it is a key characteristic of successful long-term relationships (Fathorrahman, 2020) and (Philip, 2023). It also influences repurchase intention (Buntoro, 2023), (Pangestu, 2024), and (Praptiningsih, 2023). Perceived risk associated with a brand decreases when consumers have greater trust in a brand (Bae, 2023) and (Philip, 2023).

The explanation of the research gap previously outlined indicates that the relationship between social media marketing and e-WOM on repurchase intention still yields inconsistent findings. Based on this, this study is conducted by integrating brand trust as a mediating variable in the relationship between social media marketing and e-WOM on repurchase intention.

## LITERATURE REVIEW

### Social Media Marketing

Social media is a series of actions to transform, share, trade, and create ideas through virtual networks connected to other people (Alam et al., 2023). According to Tuten & Solomon (2018), social media marketing is a term used to describe online advertising that utilizes the cultural context of social communities such as the internet, social sharing sites, social news sites, and social networks. Meanwhile, Kotler et al. (2023) state that the goals of social media marketing are to engage prospects (customers) by generating products, enhancing image, and increasing awareness. The presence of technology makes it easier for businesses and companies to interact with potential customers through social media and websites (Adawiyah & Boer, 2023).

### Electronic Word of Mouth (E-WOM)

Electronic word of mouth is positive or negative statements made by potential, current, and former customers about a product or company through the internet (Kotler et al., 2021). Electronic word of mouth is social communication on the internet where web users send and receive product-related information online (Priansa, 2017). The dynamism and continuity of the information exchange process are characteristics of electronic word of mouth.

### Brand Trust

According to Haudi et al. (2022), brand trust is consumers' perception of reliability based on experience or more with transactions or interactions characterized by high expectations of product performance and satisfaction. Meanwhile, Delgado et al. in Fathorrahman et al. (2020) state that brand trust is a reliable expectation of reliability and its ability to meet customer expectations. Consumers anticipate benefits from a brand, therefore Tjjiptono (2019) describes brand trust as consumers' willingness to rely on a brand in risky situations. Consumer trust will be built when vendors deliver service quality that matches their promises.

### Repurchase Intention

Buyers have the likelihood of purchasing the same goods in the future. when making a purchase. Repurchase intention is the buyer's desire to engage with the seller in the future, where the purchase can occur physically (Thi et al., 2022). According to Tjjiptono (2019), loyalty indicates a psychological attachment to a specific product (brand) and is therefore different from repurchase interest. Repeated purchases of the same product brand are a characteristic of repurchase behavior. The desire to buy an item that has been purchased before is called repurchase interest.

## METHODS

This research is quantitative research using the survey method. Quantitative research is generally conducted on randomly selected samples, allowing the conclusions of the research to be generalized to the population from which the sample was drawn [18]. The population in this study is Generation Z in Malang City who make repeat purchases on the Shopee e-commerce platform. The sampling technique used in this study is Simple Random Sampling, where samples are taken randomly without considering the strata within the population. Data collection was carried out by distributing questionnaires directly to respondents and through Google Forms to reach the predetermined target respondents until a sample of 150 respondents was obtained.

The research variables used in this study are social media marketing (X1) and e-WOM (X2) as independent variables, repurchase intention (Y) as the dependent variable, and brand trust (Z) as the mediating variable. The indicators for the above variables are detailed in Table 1 below.

Table	1.	Research	Variable	Indicators
<b>Variabel</b>				<b>Indikator Variabel</b>
Social Media Marketing (X1) mengacu dari (Sutisna, 2023)				<i>Online Communities (X1.1)</i> <i>Interaction (X1.2)</i> <i>Sharing of Content (X1.3)</i> <i>Accessibility (X1.4)</i> <i>Credibility (X1.5)</i>
Electronic Word of Mouth (X2) mengacu dari ( Priansa, 2017)				<i>Intensity (X2.1)</i> <i>Valence of Opinion (X2.2)</i> <i>Content (X2.3)</i>
Brand Trust (Z) mengacu dari (Tran et.al, 2022)				<i>Reliability (Z1)</i> <i>Intentionality (Z2)</i>
Repurchase Intention (Y) mengacu dari (Hasan, 2018)				<i>Minat transaksional (Y1)</i> <i>Minat Referensial (Y2)</i> <i>Minat Preferensial (Y3)</i> <i>Minat Eksploratif (Y.4)</i>

The instrument was tested for validity and reliability, and then analyzed using path analysis with Partial Least Squares-based Structural Equation Modeling (PLS-SEM) using the Smart PLS 3.0 program.

## RESULTS

Respondent Profile Based on the results of distributing the questionnaire to respondents, 150 questionnaires were fully completed. The characteristics of the respondents in this study are shown in Table 2 below.

**Table 2: Characteristics of Research Respondents**

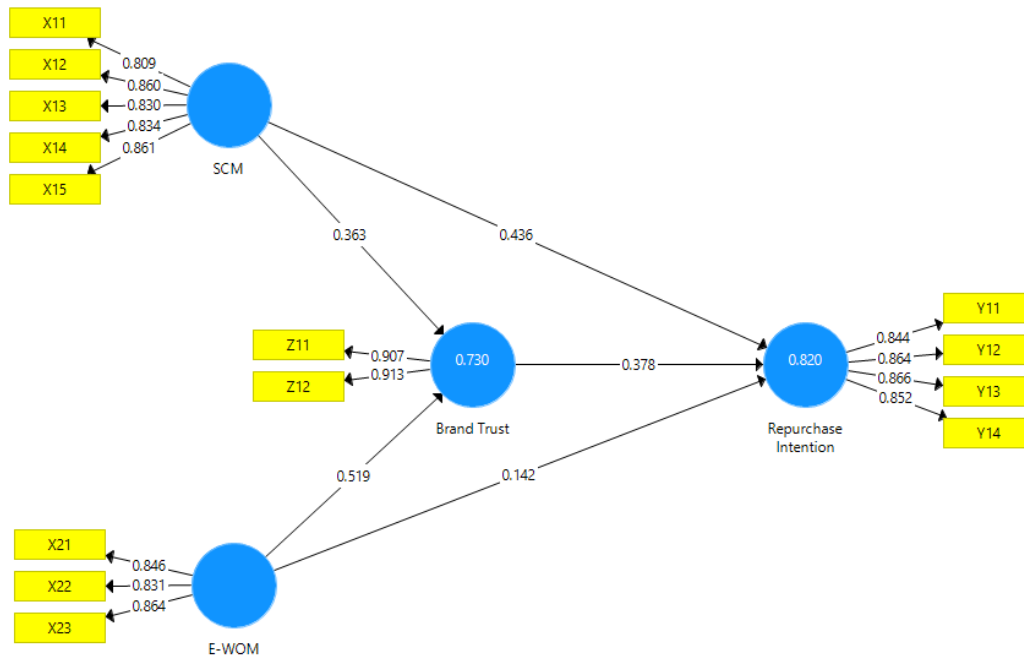
Respondents Characteristics	Amount	Percentage
<b>Gender</b>		
Female	70	46,7
Male	80	53,3
<b>Total</b>	<b>150</b>	<b>100</b>
<b>Age</b>		
17-20	24	16
21-30	85	56,7
31-40	21	14
41-50	8	5,3
51-60	12	8
<b>Total</b>	<b>150</b>	<b>100</b>
<b>Job</b>		
Private Employee	30	20
Student	87	58
Entrepreneur	22	14,7
Teacher or Lecture	6	4
Housewife	5	3,3
<b>Total</b>	<b>150</b>	<b>100</b>

Source: Processed data (2025)

**Outer Model Measurement**

This validity relates to the proportion of shared variance where the items from the indicators on a specific construct must converge (Hair et al., 2019). Each item measuring a latent construct is considered valid if it has a minimum loading factor value of 0.70 (Garson, 2016). The numbers on the line between the manifest construct and the latent construct (numbers not in parentheses) in Figure 1 prove that each item (manifest construct) is capable of measuring the latent construct (valid) because it has a loading factor value greater than 0.70.

**Figure 2. Results of the Outer Model**



Source: Processed data (2025)

If validity is reviewed based on the Average Variance Extracted (AVE) value, which must be greater than 0,5; As seen in Table 3, the research instruments measuring each latent construct are valid. Meanwhile, a research instrument can be said to be reliable if it achieves a Cronbach's Alpha value greater than 0,6 and a required Composite Reliability (CR) value greater than 0.8, as shown in Table 4. Based on the data in Table 3 and Table 4, it is known that the Cronbach's Alpha and CR values for each latent construct have met the critical values, indicating that this research instrument is reliable.

**Table 3. Average Variance Extracted**

	Average Variance Extracted (AVE)
<b>Brand Trust</b>	<b>0,827</b>
<b>E-WOM</b>	<b>0,718</b>
<b>Repurchase Intention</b>	<b>0,734</b>
<b>SCM</b>	<b>0,704</b>

Source: Processed data (2025)

**Table 4. Reliability Test**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
<b>Brand Trust_</b>	<b>0,792</b>	<b>0,906</b>
<b>E-WOM</b>	<b>0,803</b>	<b>0,884</b>
<b>Repurchase Intention</b>	<b>0,879</b>	<b>0,917</b>
<b>SCM</b>	<b>0,895</b>	<b>0,922</b>

Source: Processed data (2025)

**Inner Model Measurement**

Depicting the strength of the relationships between components and substantive theory is the basis of the structural model. The function of the R-squared value as a test of model fit. Ghozali & Latan (2020) classify a model as strong if it is 0.75, moderate if it is 0.50, and weak if it is 0.25. The results in Table 5 show that the r-squared value for Y is 0.816 and for Z is 0.727. This indicates that E-WOM and social media marketing can influence repurchase intention by 81.6%, and brand trust by 72.7%.

**Table 5. R-Square Test**

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Brand Trust</b>	0,730	0,727
<b>Repurchase Intention</b>	0,820	0,816

Source: Processed data (2025)

The quality of the model is determined by f-square testing. Ghozali (2018) classifies the values of latent variables at the structural level as weak (0.02), moderate (0.15), and strong (0.35). Table 6 shows that the effect of SCM (social media marketing) on repurchase intention is moderate, with a value of 0.226. SCM (Social media marketing) has a moderate effect on brand trust, with a value of 0.116. E-WOM has a moderate effect on brand trust, with a value of 0.239. Brand trust has a moderate effect on repurchase intention, with a value of 0.213. The only small effect is from E-WOM to repurchase intention, with a value of 0.022.

**Table 6. F-Square Test**

	<b>Value</b>
<b>Brand Trust → Repurchase Intention</b>	<b>0,213</b>
<b>E-WOM → Repurchase Intention</b>	0,022
<b>E-WOM → Brand Trust</b>	<b>0,239</b>
<b>SCM → Repurchase Intention</b>	<b>0,226</b>
<b>SCM → Brand Trust</b>	0,116

Source: Processed data (2025)

Meanwhile, the strength of the influence between variables can be determined by the parameter coefficients and the statistical T significance values, as shown in the bootstrapping approach in Table 7. Based on the results in Table 76, the correlation values for all variables are positive. The SCM variable with a value of 0.436 plays a more significant role than the E-WOM variable in directly influencing Repurchase Intention. Meanwhile, the Brand Trust variable functions as a mediator in the relationship between SCM and E-WOM toward Repurchase Intention with a value of 0.378.

**Table 7. Path Coefficient Value**

	Original Sample (O)
<b>Brand Trust -&gt; Repurchase Intention</b>	0,378
<b>E-WOM -&gt; Brand Trust</b>	0,519
<b>E-WOM -&gt; Repurchase Intention</b>	0,142
<b>SCM -&gt; Brand Trust</b>	0,363
<b>SCM -&gt; Repurchase Intention</b>	0,436

Source: Processed data (2025)

**Direct Effect Test**

The research hypothesis was tested using the t-test, where a t-statistic value greater than the t-table value with a p-value less than 0.05 indicates that the influence of the exogenous latent construct on the endogenous construct is significant. Here are the degrees of freedom for 150 samples:  $df = 150 - 4 - 1 = 145$ , with a t-table value of 1.655. The direction of the influence of exogenous latent constructs on endogenous constructs is determined by the path coefficient values (Original Sample (O)), whether positive or negative. The p-value results in Figure 1 are located on the line between the latent constructs in parentheses, while the values not in parentheses are the path coefficient values. Detailed results of the hypothesis testing can be seen in Table 8.

**Table 8. Hypothesis Test Values**

	T Statistics ( O/STDEV )	P Values
<b>Brand Trust_ -&gt; Repurchase Intention</b>	5,463	0,00 0
<b>E-WOM -&gt; Brand Trust_</b>	6,912	0,00 0
<b>E-WOM -&gt; Repurchase Intention</b>	1,882	0,06 0
<b>SCM -&gt; Brand Trust_</b>	4,840	0,00 0
<b>SCM -&gt; Repurchase Intention</b>	6,296	0,00 0

Source: Processed data (2025)

The results of the hypothesis test show that the effect of SCM (social media marketing) on repurchase intention yields a t-statistic value of 6.296 ( $> 1.655$ ) and a p-value of 0.000 ( $< 0.05$ ). These results indicate that H1 is accepted, meaning that repurchase intention is positively and significantly influenced by social media marketing. Meanwhile, the effect of E-WOM on repurchase intention yields a t-statistic value of 1.882 ( $< 1.655$ ) and a p-value of 0.060 ( $> 0.05$ ). These results indicate that H2 is rejected, meaning that repurchase intention is not positively and significantly influenced by E-WOM. Meanwhile, the influence of brand trust on repurchase intention yielded a t-statistic value of 5.463 ( $> 1.655$ ) and a p-value of 0.000 ( $< 0.05$ ). These results indicate that H3 is accepted, meaning that repurchase intention is positively and significantly influenced by brand trust. As for the influence of SCM (social media marketing) on brand trust, the t-statistic value is 4.840 ( $> 1.655$ ) and the p-value is 0.000 ( $< 0.05$ ). These results indicate that H4 is accepted, where brand trust is positively and significantly influenced by social media marketing. The influence of E-WOM on brand trust yields a t-statistic value of 4.840 ( $> 1.655$ ) and

a p-value of 0.000 (< 0.05). These results indicate that H5 is accepted, where brand trust is positively and significantly influenced by E-WOM.

**Test for mediation effect**

Mediation was tested using a combination of path coefficient approach with PLS-SEM technique. The findings of the mediation test are presented in the bootstrapping test for specific indirect effects. A p-value less than 0.05 and a t-statistic greater than the t-table value indicate that the intervening variable can be a mediator. The results of the mediation test are as shown in Table 9 below.

**Table 9. Mediation Test**

	T Statistics ( O/STDEV )	P Values
<b>E-WOM -&gt; Brand Trust_ -&gt; Repurchase Intention</b>	4,340	<b>0,000</b>
<b>SCM -&gt; Brand Trust_ -&gt; Repurchase Intention</b>	3,639	<b>0,000</b>

Source: Processed data (2025)

The results of the hypothesis test show that the influence of SCM (social media marketing) on repurchase intention can be mediated by brand trust with a t-statistic value of 3.639 (> 1.655) and a p-value of 0.000 (< 0.05). These results indicate that H6 is accepted, with brand trust acting as a partial mediator. The influence of E-WOM on repurchase intention can be mediated by brand trust with a t-statistic value of 4.340 (> 1.655) and a p-value of 0.000 (< 0.05). These results indicate that H7 is accepted, with brand trust acting as a full mediator.

**DISCUSSION**

**The Impact of Social Media Marketing on Repurchase Intention**

The social media marketing variable directly influences repurchase intention among Shopee consumers in Malang City. This is because social media allows companies to build stronger relationships with customers, increase brand loyalty, and foster ongoing interaction. This result is consistent with previous studies. Savitri et al. (2022) stated that product marketing through social media can expand marketing reach. This is certainly beneficial for Shopee's marketing channels. The use of social media can determine consumers' repurchase intention (Asyhari et al., 2022). Companies need to create consumer loyalty. The repost feature on social media can be utilized by companies to reshare consumer experiences (Sutisna et al., 2023). This result is consistent with the research of Jalil et al. (2021), Wijaya et al. (2023), Fikriah & Mahendra (2024), and Rizky et al. (2023), which states that social media marketing has a positive influence on repurchase intention. However, this result is not in line with the research by Leksono & Prasetyaningtyas (2021), which concluded that social media marketing does not have a positive effect on repurchase intention.

**The Impact of E-WOM on Repurchase Intention**

The E-WOM variable does not directly affect repurchase intention among Shopee consumers in Malang City. This depends heavily on the credibility and quality of the E-WOM itself, as well as the type of product being sold, which are determining factors in how much influence it has on repurchase intention. Consumers tend to trust reviews or recommendations from sources considered credible, such as experts or leading influencers. If e-WOM comes from unclear or perceived as non-credible sources, its influence on repurchase intention will be very minimal. Theoretically, positive e-WOM is expected to encourage consumers to repurchase a product or service. However, several factors can hinder this direct influence, including the

uncontrolled nature of e-WOM, the volatility of e-WOM, product and industry differences, and stronger personal experiences.

This result aligns with the research by Majeed et al. (2023), which states that both positive and negative e-WOM do not affect repurchase intention. However, this differs from the research by Rachbini et al. (2021), Istri & Raka (2021), Berliana & Nurlinda (2022), and Gunawan & Wayan (2022), which concluded that e-WOM has a significant positive effect on repurchase intention.

### **The Impact of Brand Trust on Repurchase Intention**

The brand trust variable directly influences repurchase intention among Shopee consumers in Malang City. Consumers have positive beliefs, expectations, and trust in the Shopee brand. Consumers are confident that products sold on Shopee are satisfying and that the payment system is secure. Consumer trust in the Shopee brand can increase repurchase interest. Providing maximum quality service to customers by the company can make the Shopee brand a top priority.

When consumers have high trust in a brand, they will feel safer and more comfortable making repeat purchases. Trust reduces the perceived risk for consumers. They are confident that the brand will deliver consistent quality and good after-sales service. This will result in stronger and more sustainable repurchase intentions. Brand popularity can drive someone to make a purchase, while competitiveness can be strengthened by a strong brand image. A good brand image will improve consumer perception, which in turn influences the intention to buy a product (Riyanto & Nasir, 2023).

This result is consistent with the research of Istri & Raka (2021), Berliana & Nurlinda (2022), Fikriah & Mahendra (2024), Wijaya et al. (2023), Sutanto & Kussudyarsana (2024), Gunawan & Wayan (2022), and Rizky et al. (2023), which states that brand trust influences repurchase intention. However, this result differs from the research of Aprilia & Andarini (2023), which concluded that brand trust has a significant negative effect on repurchase intention.

### **The Impact of Social Media Marketing on Brand Trust**

The social media marketing variable directly influences brand trust among Shopee consumers in Malang City. Brand trust is significantly influenced by the crucial role of social media accessibility. An important factor in building trust lies in the company's speed of response to user interactions and the brand's availability on social media. Reliability and care for consumer needs are evident in a responsive brand. This result is consistent with the study by Shandy et al. (2023), which concluded that good social media interaction can increase brand trust from the aspect of positive perception. This result is in line with the research by Fikriah & Mahendra (2024), Wijaya et al. (2023), Rizky et al. (2023), and Ellitan et al. (2022), which concluded that there is a significant influence of social media marketing on brand trust. However, this result is not in line with the research by Permataningrum & Vania (2024), which concluded that social media marketing does not affect brand trust.

### **The Impact of E-WOM on Brand Trust**

The E-WOM variable directly influences brand trust among Shopee consumers in Malang City. Positive e-WOM, such as good product reviews, convincing testimonials, or recommendations from trusted influencers, can provide social validation for a brand. When consumers read consistent positive reviews from various sources, they tend to perceive the brand as reliable and of high quality. This will gradually build and strengthen their trust in the brand. This result is consistent with the research of Istri & Raka (2021), Gunawan & Wayan (2022), Noviani & Yasa (2021), Gunawan & Pertiwi (2022), and Berliana & Nurlinda (2022), which concluded that Electronic Word of Mouth has a significant positive effect on brand trust. However, this differs from the study by Majeed et al. (2023), which states that both positive and negative e-WOM do not affect repurchase intention.

### **The Impact of Social Media Marketing on Repurchase Intention Through Brand Trust**

The brand trust variable mediates the influence of social media marketing on repurchase intention among Shopee consumers in Malang City. The use of social media platforms significantly increases consumer trust in brands, and this trust, in turn, strengthens their intention to repurchase. Trust has a positive and significant influence on repurchase intention. Brand trust can also mediate the positive impact of influencer marketing and content marketing on online purchase intention. In the online context, trust is much more needed compared to face-to-face interaction. Trust is the digital currency built through consistent and transparent social media marketing interactions. In an online environment with less face-to-face interaction, trust becomes even more crucial. Effective social media marketing builds this trust, which then becomes the foundation for strong repurchase intent. This implies that Social Media Marketing, through consistent and transparent communication, acts as a trust-building mechanism. This trust reduces the perceived risk in online transactions and fosters a sense of reliability. Therefore, Social Media Marketing strategies must prioritize authenticity, responsiveness, and clear communication to build and maintain this crucial trust, as it directly supports the willingness to repurchase.

Social media is capable of building brand trust (Sutisna et al., 2023). The intention to repurchase can be indirectly influenced by brand trust formed through social media. The existence of repurchase intention is a positive thing for Shopee to increase sales. This result is consistent with the research by Fikriah & Mahendra (2024), Wijaya et al. (2023), and Rizky et al. (2023), which concluded that brand trust mediates the influence of social media marketing on repurchase intention.

### **The Impact of E-WOM on Repurchase Intention Through Brand Trust**

The brand trust variable mediates the influence of E-WOM on repurchase intention among Shopee consumers in Malang City. Positive e-WOM can increase consumer trust in a product or brand. Products that meet consumer expectations impact repurchase intention because it is highly influenced by consumer satisfaction with the product. It is this trust that ultimately encourages consumers to repurchase. Conversely, if E-WOM fails to build trust, repurchase intention will not be significantly affected. E-WOM is the buyer's view of a brand and an essential concept for proving a company's reputation. E-WOM can influence repurchase intention, which is the consumer's tendency to buy products from the same company (Ningrum et al., 2021).

This research aligns with the studies by Istri & Raka (2021) and Gunawan & Wayan (2022), which state that brand trust acts as a mediator between the influence of electronic word-of-mouth on repurchase intention. However, this differs from the research by Berliana & Nurlinda (2022), who found that trust positively influences repurchase interest.

## **CONCLUSION**

The results of this study conclude that first, Shopee consumer repurchase intention in Malang City is directly influenced by Social media marketing and brand trust, but not by the E-WOM variable. Second, the brand trust variable is directly influenced by Social media marketing and E-WOM. Third, the brand trust variable partially mediates the influence of Social media marketing on repurchase intention, but fully mediates the influence of E-WOM on repurchase intention of Shopee consumers in Malang City.

## **LIMITATION**

The limitations of this study are the heterogeneous population and its distribution across several relatively large areas in Malang, which could lead to non-inclusion in the sample. Similarly, the answer options and the complexity of the questionnaire sentences could lead to

different interpretations by each respondent. This can cause respondents to fill out the questionnaire hastily, with less focus, without thoroughly reading the questionnaire statements, and to provide answers that do not reflect their actual actions regarding those statements, potentially leading to data bias.

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