

The Influence of Social Media Marketing and Brand Trust on Repurchase Interest with Customer Satisfaction As An Intervening Variable

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Abstract. This study aims to explore the interest in repurchase interest. The object of this study was done in Muara Café and Space. The research hypothesis that there was a positive influence of social media marketing, brand trust and customer satisfaction on the Muara Café and Space's customer repurchase interest. Social media marketing is hypothesized mostly from the increasing interaction that occurs on social media used by Muara Café and Space. This type of research was quantitative exploratory research, with 120 respondents. The analysis tool used was SEM-PLS that able to measure the complex causality between the variables. The results of this study showed that social media marketing had a positive and significant effect directly on repurchase interest. As well as the brand trust had a positive and significant influence on repurchase interest through customer satisfaction as an intervening variable. Based on the results of this study, it could be concluded that social media marketing and brand trust were able to increase repurchase interest in Muara Cafes and Space.

Keywords: Digital Marketing, Social Media, Customer, Online Purchase.

Introduction

The café business run well in Indonesia. Consumers who have a lot of choices tend to move if they are dissatisfied. Muara Café and Space in Bandarlampung is an innovative example that combines the concept of a café, co-working space, and community space. Providing a variety of supporting facilities such as fast Wi-Fi and meeting rooms, this café offers flexibility that meets the productivity and creativity needs of its users. This café also collaborates with the local community and the company PT. Nutrifood Indonesia, highlights its uniqueness in its business model. In this digital age, social media especially Instagram, plays a crucial role in marketing strategies. With 191.4 million active users in Indonesia, social media influences the behavior of consumers who now prefer online shopping and interacting through digital platforms.

Instagram provides a competitive advantage for entrepreneurs in marketing products and attracting consumers' attention. Changes in consumer behavior and social media presence affect the marketing strategy of the café business, including Muara Café and Space.

However, in Muara Café and Space, the number of visitors increases but do not repurchase at the estuary. Regarding on this fact, authors conducted a study for measure the level of influence of consumers who were interested in repurchasing at the estuary café and space. The collaboration with PT. Nutrifood Indonesia or the Nutrihub Lampung branding also includes several employment agreements such as providing free internet access to consumers who come to Nutrihub Lampung to just do their homework or work from the café. Therefore, many visitors did not repurchase at the estuary of the café. Several factors would be measured starting from social media marketing, brand trust, customer satisfaction and also repurchase interest.

According to Kotler (2016), repurchase interest is the behavior of individuals who are motivated to exchange their money to enjoy goods that have been experienced by individuals. Meanwhile, the concept of repurchase interest according to Belopa (2015) is the main factor that affects a person's interest in making repurchases, namely psychological, personal, and social. Repurchase interest is an important indicator in measuring customer loyalty and can be a guide for companies to maintain and improve relationships with existing customers.

According to Ferdinand (2014), the behavior of buyers tends to buy products, the tendency of people to refer products to others, the behavior of a person who has the main preference for the product, and the distribution of information to support the good properties of the product.

Ferdinand in Bahar & Sjahrudin (2015) said that the indicators that can be identified in repurchase interest are:

1. Transactional interest, which is a person's tendency to repurchase products that he has consumed. Referential interest is a person's tendency to refer to products that have been purchased, so that they are also bought by others, with references to their consumption experience;
2. Preferential interest, which is an interest that describes the behavior of a person who always has a primary preference for the product that has been consumed.
3. Exploratory interest, which describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive qualities of the product he subscribes to.

Social media is an online platform where people with similar interests support each other by sharing, commenting, and providing support (Weber, 2007). The indicators of social media marketing are entertainment, interaction, trendiness, customization, and advertisement. According to Santoso, Baihaqi & Persada (2017), social media marketing is a form of marketing that is used to create awareness, recognition, remembrance, and action against a brand, product, business, individual, or group, either directly or indirectly, by using tools from the social web such as blogging, microblogging, and social networks. Social media can also encourage the growth of business opportunities for businessmen by collaborating with other entrepreneurs as an effort to improve human resources because social media facilitates these efforts (Murdiani, T., et. al., 2022). The social media marketing variables in this study are measured by referring to the indicators that have been determined by Oktriyanto, et al. (2021). These indicators include:

1. Entertainment: Reflects the extent to which social media marketing provides an attractive entertainment aspect to consumers.
2. Interaction: Measures the level of interaction and engagement of consumers with content promoted through social media.
3. Trendiness: Describes the extent to which marketing through social media follows the latest trends and developments in the industry or market.
4. Customization: Reflects the degree of customization of marketing content to the individual preferences and needs of consumers
5. Advertisement: Measures the effectiveness of ads distributed through social media as part of a marketing strategy.

Brand trust is defined as consumers who trust a product with all its risks because of high expectations or expectations for the brand will provide positive results so that consumers will give a sense of loyalty and trust in a brand (Hidayah & Apriliani, 2019). The brand trust indicators are brand characteristic, company characteristic, consumer brand characteristic. Brand trust is defined as a feeling of security that is generated based on their interactions with a brand and that the brand is trustworthy and accountable (Tong & Subagio, 2020). Trust involves a person's willingness to behave a certain way because of the belief that his partner will give him what he expects (Rodrigues & Rahanatha, 2018).

According to Lau and Lee (1999) in their research journal entitled 'Consumers' Trust in a Brand and Link to Brand Loyalty', there are three indicators that can be used to measure brand trust, namely:

1. Brand characteristics. Brand characteristics play an important role in determining whether a consumer decides to trust them. The characteristics of a brand consist of a good brand reputation which can be realized from advertising and good public relations. However, this can also be seen from the quality and performance of a product. Brand reputation is also manifested from brand predictability which has an impact on consumers' positive expectations of the brand, and brand competence, which is how competent the brand is in meeting customer needs and desires.
2. Company characteristics. The level of customer trust in a brand is also influenced by the attributes of the company. The value of a brand can be influenced by consumer knowledge about the company behind the brand. When a company gains the trust of its consumers, then a product brand that emerges from the company will also gain the trust of consumers. These company characteristics consist of the company's reputation and the integrity of the company.

3. Consumer Characteristics. Brand attributes can have an impact on customer trust in the brand. These traits consist of brand experience, likes, satisfaction, and brand impact from other consumers (word of mouth), as well as similarities between consumers' self-concept and brand image.

The Customer satisfaction is a level at which the estimated performance of a product is in accordance with the expectations of the buyer (Kotler and Keller, 2013: 150). The customer satisfaction indicators used in the study, as pointed out by Kotler and Keller (2016: 120) as:

1. Experience: This refers to the experience or activity that a customer has experienced or performed with the product or service they are using. Customer satisfaction can arise as a result of the positive experiences they have had interacting with a company or brand.
2. Customer Expectations: Customer expectations include the extent to which their expectations of a particular product or service match the actual performance they receive from the company. If the performance of a product or service meets or even exceeds customer expectations, then this can contribute positively to customer satisfaction.
3. Needs: This indicator refers to the suitability between the customer's needs or needs with the products or services offered by the company. When a product or service effectively meets customer needs, then customers tend to feel satisfied.

Methods

This study underlined the impact of the variables Social Media Marketing (X_1), Brand Trust (X_2), Customer Satisfaction (Z) and Repeat Purchase Interest (Y) and done by statistical analysis in order to answer questions or test research hypotheses clearly.

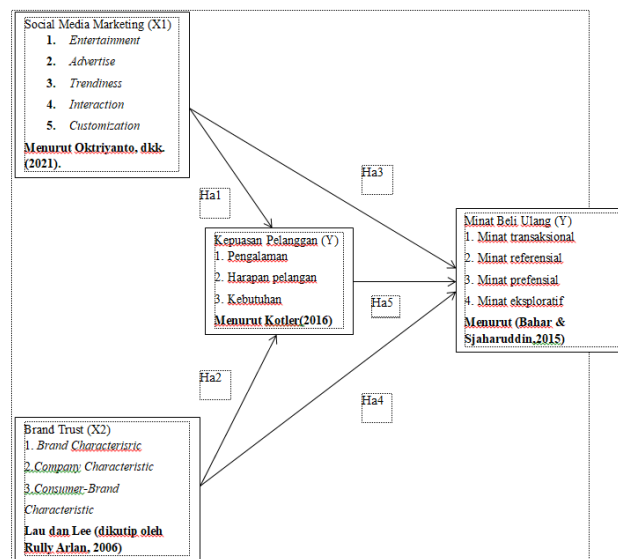


Figure 1. Conceptual Framework Model

This framework describes the relationship between independent variables (social media marketing, brand trust, and customer satisfaction) and dependent variable (repurchase interest) through the intervening variable namely customer satisfaction. The research hypothesis includes:

- Ha1: Social media marketing has a significant impact on customer satisfaction
- Ha2: Brand trust has a significant impact on customer satisfaction.
- Ha3: Customer satisfaction has a significant impact on repurchase interest
- Ha4: Social media marketing has a significant impact on repurchase interest
- Ha5: Brand trust has a significant impact on repurchase interest
- Ha6: A significant relationship between social media marketing, customer satisfaction and repurchase interest
- Ha7: A significant relationship between brand trust, customer satisfaction and repurchase interest.

In this study, used a non-probability sampling or accidental sampling technique, in which the respondents can be randomly encountered when meeting with the researcher but selected which respondents meet the

characteristics of the researcher. In addition to accidental sampling, the purpose sampling technique is also the determination of samples based on certain considerations, namely people who are suitable as data sources through the criteria of the sample being studied (Sugiyono, 2001).

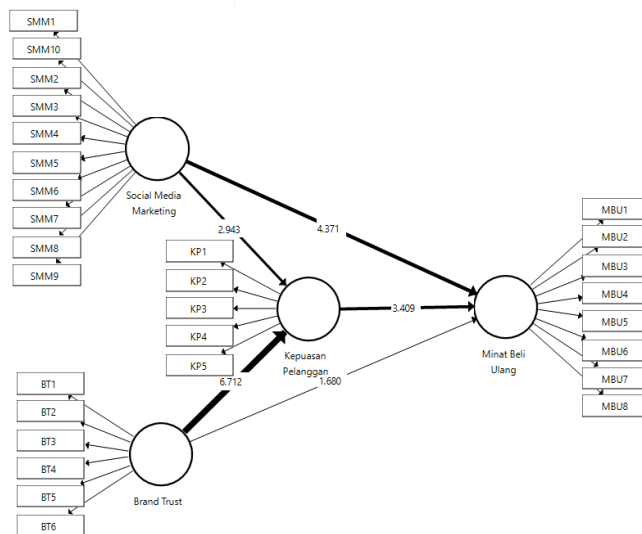
The respondent criteria are: (1) minimum age of 17-50 years for either male or female, (2) respondents know Muara Café and Space products, (3) respondents own and are users of Instagram social media, (4) respondents who have made transactions online or offline. The researcher used the formula of G-Power to get the number of respondent samples with the effect size of 0.15, the alpha probability of the 705 and the 0.95 and the number of predictors of 3 cells to produce a minimum sample of 119 respondents.

Supriyati (2021) stated that the data analysis was carried out using the Partial Linear Square (PLS) version 3.2.9 can be done for this research namely with an intervening variable.

Result and Discussion

Figure 2. Structural models

Based on the above image, the brand trust greater impact on customer compared to the social variable with customer In order to affect the repurchase interest, the the social media marketing than the brand trust with a the social media marketing brand trust to affect the repurchase interest in the variable customer repurchase interest of 3,309. Therefore, it can be increase of repurchase interest, customer satisfaction must be increased through social media marketing which is built through intelligence through social. In this study, it was found that the social media marketing variable (X_1) had a positive and significant effect directly on repurchase interest (Y), but the brand trust variable (X_2) had a positive and significant influence on repurchase interest (Y) through customer satisfaction (Z) as an intervening variable.



(Inner Model)

structural model variable has a satisfaction media marketing satisfaction of 6,712. variable of results obtained by variable is more number of 4,371. So, variable better than variable of third half of the satisfaction and

concluded that to

Hipotesis	Path	Sampelas li (O)	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (O/STDEV)	Nilai P (P values)	Hasil
Ha1	Social Media Marketing -> Kepuasan Pelanggan	0.2982	0.3010	0.1013	2.9433	0.0034	Signifikan
Ha2	Brand Trust -> Kepuasan Pelanggan	0.6450	0.6389	0.0961	6.7115	0.0000	Signifikan
Ha3	Kepuasan Pelanggan -> Minat Beli Ulang	0.4009	0.3889	0.1176	3.4085	0.0007	Signifikan
Ha4	Social Media Marketing -> Minat Beli Ulang	0.3561	0.3591	0.0815	4.3714	0.0000	Signifikan
Ha5	Brand Trust -> Minat Beli Ulang	0.1894	0.1968	0.1127	1.6799	0.0936	Tidak Signifikan
Ha6	Social Media Marketing -> Kepuasan Pelanggan -> Minat Beli Ulang	0.1195	0.1189	0.0468	2.5552	0.0109	Signifikan

Ha7	Brand Trust -> Kepuasan Pelanggan -> Minat Beli Ulang	0.2586	0.2548	0.0831	3.1123	0.0020	Signifikan
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Figure 3. Hypothesis Test Results

Based on the table, the t-calculated value for the influence of social media marketing on customer satisfaction, shows significant results. The t-table value (1.656), which is 2,943 with a significance level of 0.298 (Sig < 0.05) or 0.034. However, it can be concluded that the influence of social media marketing on customer satisfaction has an influence. Therefore, according to the research hypothesis, social media marketing has a significant effect on customer satisfaction. In this result, the H₁ was accepted.

Based on the table, the t-calculated value for the influence of brand trust on customer satisfaction, shows significant results. The value of the t-table (1.656), which is 6.711 with a significance level of 0.645 (Sig < 0.05) or 0.000. However, the influence of brand trust on customer satisfaction has an influence. In accordance with the research hypothesis, brand trust has a positive and significant influence on customer satisfaction. And in this result, the H₂ was accepted.

Based on table, the t-calculated value for the effect of customer satisfaction on Repeat Purchase Interest, shows significant results. The t-table value (1.656), which is 3.408 with a significance level of 0.400 (Sig < 0.05) or 0.007. So it can be concluded that the influence of Customer Satisfaction on Repurchase Interest has an influence. So according to the research hypothesis, Customer Satisfaction has a positive and significant influence on Repurchase Interest. And in this result, the H₃ accepted

Based on table, the t-calculated value for the influence of Social Media Marketing on Repeat Purchase Interest, shows significant results. The t-table value (1.656), which is 4.371 with a significance level of 0.356 (Sig < 0.05) or 0.000. So it can be concluded that the influence of Social Media Marketing on Repurchase Interest has an influence. So according to the research hypothesis, Social Media Marketing has a positive and significant influence on Repurchase Interest and H₄ was accepted

Based on table, the t-calculated value for the influence of Brand Trust on Repeat Interest, shows a significant result. The t-table value (1.656), which is 1.679 with a significance level of 0.189 (Sig < 0.05) or 0.0936. So it can be concluded that the influence of Brand Trust on Repurchase Interest has no effect. Therefore, it is not in accordance with the research hypothesis that Brand Trust does not have a positive and significant influence on Repeat Buying Interest, so H₅ was rejected.

Based on the table, the t-calculated value for the influence of Social Media Marketing on Repurchase Interest through Customer Satisfaction as an intervening variable, shows significant results. The t-table value (1.656), which is 1.679 with a significance level of 0.189 (Sig < 0.05) or 0.0936. So, it can be concluded that the influence of Social Media Marketing on Repurchase Interest has an influence. Therefore, in accordance with the research hypothesis, Social Media Marketing has a positive and significant influence on Repeat Purchase Interest through Customer Satisfaction as an intervening variable. H₆ accepted

Based on table, the t-calculated value for the influence of Brand Trust on Repeat Purchase Interest through Customer Satisfaction as an intervening variable, shows significant results. The t-table value (1.656), which is 1.679 with a significance level of 0.189 (Sig < 0.05) or 0.0936. So, it can be concluded that the influence of Brand Trust on Repurchase Interest has an influence. Therefore, in accordance with the research hypothesis, Brand Trust has a positive and significant influence on Repeat Purchase Interest through Customer Satisfaction as an intervening variable and H₇ was accepted.

Conclusion

Based on the main data obtained, it can be concluded that the majority of Muara Café and Space consumers are men and women with an average age of 17 - 25 years, mainly from Lampung. Most of them are students and active users of social media. This study aims to find out the influence of Social Media Marketing and Brand Trust through customer satisfaction to increase repurchase interest in the estuary of cafes and spaces.

In this study, it was found that the social media marketing variable (X1) had a positive and significant effect directly on repurchase interest (Y), but the brand trust variable (X2) had a positive and significant influence on repurchase interest (Y) through customer satisfaction (Z) as an intervening variable. Main conclusions of the study may be presented in a short conclusions section, which may stand alone or form a subsection of a discussion or results and discussion section.

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