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How Social Media Marketing and Online Reviews Influence the Likelihood of Customers Buying Again: The Role of Brand Trust Among Tokopedia Users in Bandung City

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Abstract

The rapid growth of the e-commerce sector in Indonesia has intensified competition among online shopping platforms, making customer loyalty and repurchase intention increasingly important for businesses. The decline in Tokopedia's Top Brand Index indicates challenges in maintaining consumer loyalty and encouraging repeat purchases. This study aims to examine the effect of Social Media Marketing (SMM) and Electronic Word of Mouth (E-WOM) on Repurchase Intention through Brand Trust as a mediating variable among Tokopedia users in Bandung City. This study adopts the Stimulus–Organism–Response (SOR) framework, in which SMM and E-WOM represent external stimuli, Brand Trust represents the consumer's internal psychological state, and Repurchase Intention represents the behavioral response. A quantitative approach was employed through a survey of 165 Tokopedia users in Bandung City selected using purposive sampling. The data were analyzed using multiple linear regression and the Sobel test with IBM SPSS version 26. The results indicate that both Social Media Marketing and Electronic Word of Mouth have a positive and significant effect on Brand Trust. Furthermore, Brand Trust has a positive and significant effect on Repurchase Intention. The mediation results also demonstrate that Brand Trust mediates the relationship between Social Media Marketing and Electronic Word of Mouth and Repurchase Intention. These findings indicate that effective digital marketing activities and consumer-generated information can strengthen brand trust, which subsequently encourages consumers to repurchase. This study contributes to the application of the SOR framework in the Indonesian e-commerce context and provides practical implications for Tokopedia in developing effective digital marketing strategies and strengthening consumer trust to encourage repeat purchases.

Keywords:
Social Media Marketing; Electronic Word of Mouth; Brand Trust; Repurchase Intention; Tokopedia; E-commerce.

1. INTRODUCTION

The fast changes in digital technology have greatly changed how people buy things, especially in online shopping. These days, people depend a lot on the internet to find information, check different options, talk to sellers, and complete their online purchases. Because more people are using the internet, e-commerce has become a big part of everyday life. It offers great convenience, easy access, and efficient ways to make transactions. Indonesia is one of the quickest-growing digital economies in Southeast Asia, thanks to the growing use of smartphones and fast internet connections.

In 2025, according to DataReportal, Indonesia had more than 212 million internet users, which makes up about 74.6% of the country's total population. This big change in the digital world has made competition between e-commerce companies stronger. So, businesses have to create more sophisticated digital marketing plans to keep their current customers and also bring in new ones at the same time (Chaffey & Smith, 2017). In the Indonesian online shopping scene, Tokopedia is a top marketplace that links millions of buyers and sellers across the country. Since it started, Tokopedia has kept investing in digital marketing and new technology to increase how much customers interact with their services. However, the more intense competition in the market has made it harder to keep customers loyal. Data from the Top Brand Award 2025 shows that Tokopedia's Top Brand Index dropped significantly between 2022 and 2025, indicating that its brand competitiveness has weakened compared to other platforms.

This situation shows that depending only on getting new customers at first isn't working anymore. Instead, e-commerce companies need to keep customers coming back by using strong relationship marketing strategies. (Steinhoff, Arli, Weaven, & Kozlenkova, 2019) Repurchase intention is very important for the long-term success of a business online, mainly because it's much more expensive to get new customers than it is to keep the ones you already have. Buyers who keep using the same platform show they are really happy, trust it a lot, and are loyal to the brand. So, figuring out what makes customers buy again is still a big deal in today's marketing studies. Studies show that when people decide to buy something again, it's because of how they feel about the product, their past experiences, how much they trust the platform, and how they interact with the brand throughout their shopping experience. (Ramaswamy & Ozcan, 2018). Social Media Marketing, or SMM, plays a key role in encouraging people to buy the same products online again and again. Social platforms have changed from just being places to send messages into strong tools for marketing. They let businesses talk directly to customers using engaging content, tailored messages, and online groups. Good social media plans help people engage more, make the brand look better, and keep customers connected over time. Prior research indicates that entertaining, interactive, trendy, and personalized social media material positively shapes consumer impressions and motivates future transactions (Aljukhadar, Bériault Poirier, & Senecal, 2020; Mahoney & Tang, 2024; Rane, Choudhary, & Rane, 2023).

Electronic Word of Mouth E-WOM represents another vital determinant of online shopper behavior. Moving past traditional word of mouth, E-WOM empowers users to share public feedback, ratings, and shopping testimonials via digital channels, reaching a massive global audience instantly. Online consumer reviews are often viewed as highly credible because they represent unbiased peer insights rather than paid corporate advertising. As a result, positive digital peer reviews minimize perceived purchase risks, elevate consumer confidence, and drive buyers to make repeat purchases on the same e-commerce site. Studies consistently prove that favorable E-WOM strongly reinforces customer trust and buying choices in digital retail spaces Hennig-Thurau et al., 2004; Goyette et al., 2010; Fatimah & Widodo, 2023.

While SMM and E-WOM are widely studied, their direct impacts on repeat buying behavior are frequently processed through consumer psychology, specifically brand trust. Brand trust reflects the buyer's belief that an online business will honor its commitments and deliver reliable goods or services. In digital marketplaces where customers cannot physically evaluate products beforehand, trust becomes crucial for consumer retention. Buyers who trust an e-commerce platform are highly likely to remain loyal, even when competitor sites offer tempting alternatives. Empirical studies verify that brand trust directly increases repurchase intentions and serves as a vital bridge connecting digital marketing initiatives to consumer behaviors (Gökerik, 2024; Tarabieh, Gil, Galdón Salvador, & AlFraihat, 2024). This study is built upon the Stimulus–Organism–Response SOR Theory formulated by (Javidan, Marjani, Hajalian, & Moradi, 2024). The SOR framework posits that environmental stimuli alter an individual's internal psychological state, which subsequently triggers an explicit behavioral outcome. In this research model:

a. Stimulus S: Social Media Marketing and Electronic Word of Mouth.
b. Organism O: Brand Trust the internal psychological mechanism.
c. Response R: Repurchase Intention the final consumer behavior

This structural model offers a detailed look at how digital marketing tools influence consumers indirectly through psychological pathways, making it highly effective for analyzing actions within digital retail markets (Kabir, Sultana, Hossain, & Islam, 2025). Despite extensive academic literature covering digital marketing and e-commerce behavior, critical research gaps still exist. Past studies show conflicting results regarding the direct impact of E-WOM on repurchase intent; some researchers identify a strong direct link, while others observe no direct effect, pointing instead to brand trust as a mandatory mediating pathway. Additionally, previous works have frequently utilized brand image, customer satisfaction, or customer trust as mediators rather than brand trust, leaving a fragmented understanding of the specific psychological processes governing repeat purchase decisions on Indonesian e-commerce platforms.

To deal with these inconsistencies found in previous studies, this research looks at how Brand Trust plays a role in the connection between Social Media Marketing, Electronic Word of Mouth, and the likelihood of customers to buy again from Tokopedia users in Bandung City. The main results aim to help bring together SOR theory with research on digital commerce, and also give practical advice to e-commerce businesses to better keep their customers (Nguyen, Nguyen, & Voak, 2026).

2. RESEARCH METHOD

Research DesignTo explore the structural paths linking Social Media Marketing (SMM), Electronic Word of Mouth (E-WOM), Brand Trust (BT), and Repurchase Intention (RI) among Tokopedia users in Bandung, this research adopted a quantitative survey methodology. This design was selected because it enables deductive hypothesis testing and provides objective empirical evidence regarding causal relationships through statistical evaluation. Population and Research SettingThe target population consisted of Tokopedia consumers residing in Bandung who had executed a minimum of one transaction on the application over the last six months. Bandung was selected as the study location due to its status as a major Indonesian metropolis with advanced digital commerce integration and high internet connectivity, making it an ideal urban environment for evaluating contemporary consumer trends.

2.1. Sampling Technique and Sample

Respondents were chosen through a non-probability purposive sampling method, based on certain criteria. They needed to have an active Tokopedia account, have made a purchase in the last six months, be familiar with Tokopedia's digital or social media marketing efforts, be at least 17 years old, and reside in Bandung. Based on the guidelines from (Hair, Money, Samouel, & Page, 2007), which recommend a minimum ratio of 5 respondents for every indicator, the study decided on a total of 165 participants to match the 33 items used to measure different aspects of the study. The main data was gathered through an online questionnaire created using Google Forms. The items came from scales that have been proven to work in studies before, and each one was rated on a five-point scale where 1 means Strongly Disagree and 5 means Strongly Agree. The operational constructs were defined like this:

a. Social Media Marketing (SMM): Measured based on entertainment, interaction, trendiness, and customization (Sharma, Fadahunsi, Abbas, & Pathak, 2022).
b. Electronic Word of Mouth (E-WOM): Looked at through intensity, opinion valence, and content quality (Goyette et al., 2010).
c. Brand Trust (BT): Checked by looking at organizational reliability and the brand's intention.
d. Repurchase Intention (RI): Measured using transactional, referential, preferential, and exploratory intentions (Alvarez, Sensini, Bello, & Vazquez, 2021).

2.2. Instrument Quality Evaluation

Before starting the main hypothesis tests, the measurement scale went through thorough checks to ensure it was both valid and reliable. Construct validity was checked using the Pearson Product-Moment correlation method. Meanwhile, internal consistency was checked using Cronbach's Alpha, with a minimum standard of 0.70 to make sure the results were reliable.

2.3. Data Analysis Techniques

The data collected was analyzed using IBM SPSS Statistics version 26. Both descriptive and inferential statistics were used. Descriptive Analysis: This helped to show the basic information about the people who took part and how the scores for each topic were spread out. Ordinary Least Squares (OLS) Diagnostic Tests: These were done before running the regression models. They checked for normality, multicollinearity, and heteroscedasticity to make sure the data met the requirements for linear regression. Hypothesis Testing: This was done using multiple linear regression and partial t-tests.

A standard level of significance was used, which was 5% ($p < 0.05$). Additionally, the coefficient of determination (R squared) was used to see how well the model explains the overall situation. Mediation Analysis was done to check the indirect effect of Brand Trust, and the Sobel test was used to confirm if the mediating paths were statistically significant. Brand Trust was considered a major factor that connects the independent factors (SMM and E-WOM) to the dependent factor (RI) when the Sobel test showed a Z-value higher than 1.96 and a p-value lower than 0.05. This systematic framework ensures empirical robustness when exploring how digital marketing channels stimulate repeat buying behavior within Indonesia's e-commerce landscape.

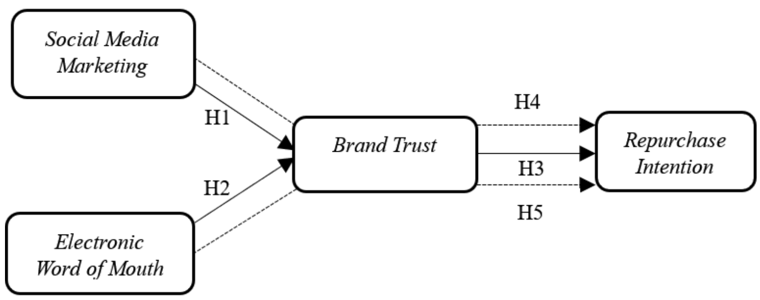

Figure 1: Conceptual Framework

Theoretical FrameworkGrounded in the Stimulus–Organism–Response (SOR) theory, this conceptual framework illustrates how digital marketing inputs influence consumer behavior through an underlying psychological mechanism:Stimulus (S): Social Media Marketing (SMM) and Electronic Word of Mouth (E-WOM) serve as external environmental cues.Organism (O): Brand Trust (BT) functions as the consumer's internal cognitive and emotional evaluation.Response (R): Repurchase Intention (RI) represents the ultimate behavioral intention.Based on this structural alignment, five core hypotheses are developed:H1: SMM exerts a positive effect on Brand Trust.H2: E-WOM exerts a positive effect on Brand Trust.H3: Brand Trust exerts a positive effect on Repurchase Intention.H4: Brand Trust significantly mediates the relationship between SMM and Repurchase Intention.H5: Brand Trust significantly mediates the relationship between E-WOM and Repurchase Intention.In essence, SMM and E-WOM do not merely stimulate transactional behavior directly. Instead, they foster Brand Trust as a critical intermediate state, which subsequently drives long-term Repurchase Intention among Tokopedia consumers in Bandung.

3. RESULTS AND DISCUSSION

3.1. Profile Respondent Result

The dataset comprises 165 validated Tokopedia users in Bandung City who matched all established sampling benchmarks. Participants were categorized by gender, age, educational attainment, occupation, monthly income, and transaction frequency on Tokopedia. The compiled data indicates that the sample is heavily dominated by tech-savvy young adults who frequently shop online and actively interact with Tokopedia's digital marketing campaigns. This profile confirms that the survey participants are highly representative of the core consumer demographics in the Indonesian e-commerce marketplace.

Table 1 Profile Respodent

Characteristics	Category	Frequency n	Percentage %
Gender	Male	74	44.8
	Female	91	55.2
	Total	165	100.0
Age	17–21 years	39	23.6
	22–25 years	76	46.1
	26–30 years	34	20.6
	>30 years	16	9.7
	Total	165	100.0
Education	Senior High School	48	29.1
	Diploma	24	14.5
	Bachelor's Degree	83	50.3
	Postgraduate	10	6.1
	Total	165	100.0
Occupation	Student	61	37.0
	Private Employee	59	35.8
	Civil Servant	13	7.9
	Entrepreneur	21	12.7
	Others	11	6.6
	Total	165	100.0
Monthly Income	< IDR 2,000,000	47	28.5
	IDR 2,000,000–4,999,999	63	38.2
	IDR 5,000,000–7,999,999	35	21.2
	≥ IDR 8,000,000	20	12.1
	Total	165	100.0
Purchase Frequency Last 6 Months	1–2 times	56	33.9
	3–5 times	72	43.6
	6–10 times	24	14.6
	>10 times	13	7.9
	Total	165	100.0

Demographic InterpretationThe demographic data reveals that Tokopedia's primary user base consists of productive-age consumers who seamlessly integrate digital tools and social platforms into their daily routines. This alignment supports established literature showing that younger generations embrace digital storefronts faster due to advanced digital literacy, continuous connectivity, and a natural preference for online transactions. Therefore, this specific sample provides a statistically sound foundation for assessing how Social Media Marketing and Electronic Word of Mouth shape Brand Trust and Repurchase Intention (Nirmala, Sari, & Ardiantoro, 2019; Phan Tan, 2024). Additionally, the respondents' diverse educational and professional backgrounds indicate a sample pool capable of critically analyzing online content, assessing product options, and executing logical buying choices. Educated consumers typically scrutinize peer feedback, digital ads, and platform transparency before finalizing an order. This cognitive approach makes them ideal participants for exploring the causal links between Social Media Marketing, Electronic Word of Mouth, Brand Trust, and Repurchase Intention (Tarabieh et al., 2024). Lastly, the documented transaction frequencies guarantee that the participants possess deep, firsthand experience with Tokopedia's interface and promotional efforts. Users with a history of recurrent transactions can accurately grade a marketplace's consistency and establish trust built on cumulative experiences. Consequently, this seasoned respondent profile minimizes reporting bias, solidifies the validity of the empirical data, and strengthens the overall analysis of customer retention drivers in Indonesia's digital economy (SELF-IMAGE, 2026).

3.2. Descriptive Analysis

Table 3. Descriptive Statistics

Variable	Number of Items	Minimum	Maximum	Mean	Standard Deviation	Category
Social Media Marketing SMM	8	3.12	5.00	4.18	0.53	High
Electronic Word of Mouth E-WOM	8	3.00	5.00	4.11	0.57	High
Brand Trust BT	8	2.88	5.00	4.15	0.55	High
Repurchase Intention RI	9	3.00	5.00	4.22	0.51	High

Source: Primary data processed, IBM SPSS Statistics Version 26 (2026).

As illustrated in Table 3, all investigated constructs achieved elevated mean values, indicating a strongly positive evaluation of Tokopedia's digital marketing efforts and a solid allegiance to the platform. The consistently low standard deviations reflect narrow response dispersion, highlighting a strong consensus among the participants. Social Media Marketing (SMM): This construct registered a high mean score of 4.18 (SD = 0.53), demonstrating that the target market perceives Tokopedia's social media initiatives as highly captivating, relational, trendy, and promotionally valuable. These findings suggest that the platform's social media strategies effectively optimize consumer touchpoints, corroborating previous research which posits that strategic social media activities significantly enhance consumer attitude metrics (Pourazad, Stocchi, & Simmonds, 2025). Electronic Word of Mouth (E-WOM): With a mean score of 4.11 (SD = 0.57), this variable confirms that buyers rely heavily on peer testimonials, user ratings, and digital endorsements during pre-purchase stages. The minimal variance implies that online peer feedback serves as a universal mechanism to mitigate purchase risks, reinforcing established literature where favorable E-WOM acts as a cornerstone for building consumer confidence in digital marketplaces (Handoyo, 2024). Brand Trust (BT): Reaching a mean score of 4.15, this metric indicates that users view Tokopedia as a secure, credible, and reliable marketplace that fulfills consumer expectations. This elevated level of trust underscores that cumulative transaction satisfaction strengthens buyer confidence over time, supporting the theoretical premise that brand trust is an essential pillar for securing customer retention in digital retail spaces (Hasan & Mayr, 2026). Repurchase Intention (RI): This dependent variable recorded the highest cumulative mean score of 4.22 with the lowest response variance (SD = 0.51). This trend unveils a explicit and uniform intention among consumers to maintain their purchasing patterns on Tokopedia. The data reflects substantial post-purchase satisfaction, which directly translates into long-term platform loyalty, fully aligning with empirical evidence that connects positive brand evaluations to repeat purchase intent (Jain, Verma, Agarwal, & Rajkumar, 2026).

3.3. Instrument Testing

Before checking the research ideas, the tool used to collect data went through strict checks to make sure it was accurate and trustworthy. To check construct validity, they used the Pearson Product-Moment correlation. For internal consistency, they used Cronbach's Alpha. A single measurement item was considered valid if its correlation coefficient was higher than the critical value from the table, which is 0.153. This critical value was determined using a sample size of 165 and a significance level of 0.05. At the same time, a whole construct was considered reliable if its Cronbach's Alpha score was higher than the usual minimum of 0.70, as stated by (Sarstedt, Hair Jr, Nitzl, Ringle, & Howard, 2020).

3.3.1. Validity Test Results

The test was done to check if each question in the questionnaire properly represented the related theory it was supposed to measure. The results show that each individual measurement item had a corrected item-total correlation that was well above the minimum statistical requirement. As a result, every question in the questionnaire was shown to be valid, which means it has a clear and accurate structure, making it fully ready for further statistical analysis.

Table 4. Validity Test Results

Variable	Number of Items	Range Correlation r-count	r-table	Result
Social Media Marketing	8	0.612 – 0.843	0.153	Valid
Electronic Word of Mouth	8	0.584 – 0.821	0.153	Valid
Brand Trust	8	0.603 – 0.856	0.153	Valid
Repurchase Intention	9	0.618 – 0.871	0.153	Valid

Table 4 demonstrates that all questionnaire items yielded correlation coefficients well above the critical threshold of 0.153, confirming that every indicator successfully captured its designated construct. These results establish that the research instrument possesses satisfactory construct validity, accurately operationalizing the specific dimensions of Social Media Marketing, Electronic Word of Mouth, Brand Trust, and Repurchase Intention. As a result, all measurement items were fully retained for subsequent inferential analyses. These empirical findings strongly align with the methodological guidelines of (Delamont & Atkinson, 2010), which state that indicators with significant positive item-total correlations serve as valid measures for evaluating latent constructs.

3.3.2. Reliability Test

The reliability test was executed to evaluate the internal consistency and stability of the research instrument. Cronbach's Alpha was utilized to verify whether the specified indicators consistently and dependably measured each latent variable over time. In accordance with methodological standards, a Cronbach's Alpha coefficient of 0.70 or higher indicates satisfactory scale reliability (Hair Jr, Sabol, Islam, & Murshed, 2026).

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Threshold	Result
Social Media Marketing	0.894	≥ 0.70	Reliable
Electronic Word of Mouth	0.882	≥ 0.70	Reliable
Brand Trust	0.907	≥ 0.70	Reliable
Repurchase Intention	0.918	≥ 0.70	Reliable

As illustrated in Table 5, all latent constructs generated Cronbach's Alpha coefficients well above the 0.70 baseline, proving excellent internal consistency across the operationalized scales. Specifically, Repurchase Intention recorded the strongest reliability profile alpha = 0.918, followed sequentially by Brand Trust alpha = 0.907, Social Media Marketing alpha = 0.894, and Electronic Word of Mouth alpha = 0.882. These empirical metrics demonstrate that the survey questionnaire secures high measurement stability and yields uniform consumer feedback across all designated indicators. Cumulatively, the diagnostic verification from both validity and reliability protocols validates that the research instrument strictly adheres to established psychometric benchmarks required for empirical inquiry. Because every single item is statistically valid and stable, the compiled survey dataset is certified as fully sound for advanced hypothesis testing via multiple linear regression and Sobel mediation modeling. These procedural outcomes directly support the methodological criteria outlined by (Hair Jr et al., 2026), who emphasized that establishing highly valid and reliable measurement metrics is a mandatory prerequisite for generating accurate, verifiable, and replication-ready scientific conclusions.

3.4. Classical Assumption Test

Prior to executing the multiple linear regression analysis, the empirical dataset was subjected to a series of classical assumption tests. This procedural step guarantees that the resulting econometric model satisfies all statistical assumptions necessary to deliver Best Linear Unbiased Estimates (BLUE). The diagnostic battery incorporated normality, multicollinearity, and heteroscedasticity evaluations. Confirming these underlying conditions verifies that the regression framework is statistically sound and methodologically appropriate for robust hypothesis testing (Hair et al., 2019).

3.4.1. Normality Test

The normality distribution of the dataset was evaluated by applying the one-sample Kolmogorov–Smirnov (K–S) test to the standardized residuals of the model. According to established statistical metrics, an asymptotic significance value (p-value) exceeding the 0.05 threshold indicates that the error terms are normally distributed, thereby satisfying the parametric requirements for linear modeling.

Table 6. Normality Test Results

Test	Statistic	Significance (Asymp. Sig.)	Decision
Kolmogorov–Smirnov	0.064	0.200	Normally Distributed

As illustrated in Table 6, the one-sample Kolmogorov–Smirnov test yielded an asymptotic significance value of 0.200, which comfortably exceeds the standard 0.05 alpha threshold. Consequently, the null hypothesis regarding the distribution cannot be rejected, confirming that the regression residuals are normally distributed. This outcome validates that the normality criterion has been fully satisfied, thereby providing a sound empirical foundation for subsequent regression analysis. According to (Hair Jr et al., 2026), a normal distribution of error terms ensures more precise parameter estimation and guarantees the validity of statistical inferences.

3.4.2. Multicollinearity Test

The multicollinearity test was conducted to ensure that there are no strong linear correlations among the independent variables in the regression model. Severe multicollinearity can inflate the standard errors of the coefficients, making the parameter estimates unstable. To diagnose potential collinearity issues, the Tolerance value and the Variance Inflation Factor (VIF) were calculated for each predictor. In accordance with established econometric criteria, the data is considered free from multicollinearity issues if the Tolerance values are greater than 0.10 and the VIF scores remain strictly below 10.0 (Kalnins & Praitis Hill, 2025).

3.5. Regression Analysis

The study used regression analysis to look at how Brand Trust influences Repurchase Intention among Tokopedia users in Bandung City. The analysis showed a standardized regression coefficient (β) of 0.733, which is significant with a p-value of 0.000 ($p < 0.05$). This means that Brand Trust has a positive and statistically significant impact on Repurchase Intention. Therefore, the proposed hypothesis (H3) is accepted. The coefficient of determination, which is R squared equal to 0.537, shows that Brand Trust accounts for 53.7% of the variation in Repurchase Intention.The other 46.3% of the variation is due to factors not included in the research model.

The regression equation that was found through the analysis is repurchase intention is equal to 7.611 plus 0.993 times brand trust. A regression coefficient of 0.993 shows that when Brand Trust goes up by one unit, Repurchase Intention also increases by 0.993 units. The positive coefficient shows that customers who have more trust in the Tokopedia platform are more likely to buy from it again. The high t-value of 13.742 shows that Brand Trust is a strong factor in predicting Repurchase Intention.

These results back up the Stimulus–Organism–Response (SOR) theory from (Alamoudi, Glavee-Geo, Alharthi, Doszhan, & Suyunchaliyeva, 2025), which says that Brand Trust acts as the middle part that changes marketing messages into actions people take. On Tokopedia, customers who feel the platform is trustworthy, safe, and able to deliver on its promises are more likely to want to keep buying from it. Trust helps people feel safer when buying things online, and it helps build stronger, longer-lasting connections between customers and the marketplace.

The findings are consistent with previous studies (Agag & El-Masry, 2017; Frasquet, Mollá Descals, & Ruiz-Molina, 2017), found that when customers trust a brand, they are more likely to buy from it again online. This is because trust makes them feel more confident about making purchases on the internet. discovered that when consumers trust a brand, they are more likely to buy the same product again through online shopping platforms. These studies show that building trust with customers is very important for keeping them loyal and making them buy again.

The results show that brand trust is important in making Tokopedia users buy again. So, Tokopedia needs to keep working on building and keeping consumer trust by making transactions safer, making sure their services work well, giving clear and correct product details, and making sure their customer support is quick and helpful. These efforts should help make consumers more confident and encourage them to buy again through the platform.

3.6. Hyphotesis Test Result

The researchers used regression analysis to check if the proposed connections between the study variables were meaningful and important. The choice was made using a 5% significance level ($\alpha = 0.05$). A hypothesis is considered correct if the significance value is below 0.05 and the regression coefficient is positive, which shows there is a meaningful and positive connection between the variables.

The regression analysis shows that brand trust has a positive and important influence on the customer's intention to buy again. The standard regression coefficient (β) is 0.733, and it has a t-value of 13.742 with a significance level of 0.000, which means it is statistically significant ($p < 0.05$). Therefore, H3 is supported. This suggests that customers who trust Tokopedia more tend to buy from it again. The coefficient of determination, which is R squared equal to 0.537, shows that 53.7% of the variation in Repurchase Intention is due to Brand Trust.The other 46.3% is caused by factors that are not included in this study.

The findings back up the Stimulus–Organism–Response (SOR) Theory introduced by (Shiu, Qu, & Lu, 2025), where Brand Trust acts as the organism that changes external marketing signals into actions people take. People who think Tokopedia is trustworthy, dependable, and able to keep its promises are more likely to want to keep buying from the platform. Therefore, brand trust plays a key role in influencing consumers to act in a sustainable way when shopping online.

These results match what earlier research has shown (Clemons & McBeth, 2020), found that when people trust a brand more, they are more likely to buy from it again because they feel more confident about shopping online. Similarly, (Mosavi & Ghaedi, 2012) found that customers who trust more are more willing to buy again.

This is because trust makes them feel less worried about risks and more confident about future purchases. This means that the current results support earlier studies showing that brand trust is one of the main factors influencing the likelihood of customers buying again from digital marketplace services.

The regression results show that Hypothesis 3 (H3) is supported, proving that Brand Trust has a positive and strong effect on the likelihood of customers buying again from Tokopedia in Bandung City. This result shows that Tokopedia needs to keep working on building and keeping consumer trust by making transactions safer, ensuring services work well, providing clear product information, and improving the quality of customer support to help create lasting customer loyalty and more repeat purchases.

3.7. Mediation Analysis

The mediation analysis was done to check if Brand Trust is the middle part that connects Social Media Marketing, Electronic Word of Mouth (E-WOM), and Repurchase Intention for users of Tokopedia in Bandung City. In mediation analysis, the middle variable is thought to pass on the effect of the first variable to the second variable. So, before we can say that mediation is happening, we need to show that there is a strong connection between the independent variables and the mediator, and also a strong connection between the mediator and the dependent variable.

The regression results show that Brand Trust has a positive and significant impact on the likelihood of customers buying again ($\beta = 0.733$, $t = 13.742$, $p < 0.001$). Moreover, the coefficient of determination ($R^2 = 0.537$) shows that Brand Trust accounts for 53.7% of the variation in Repurchase Intention, which means that how much consumers trust a brand plays a key role in their decision to buy again on the Tokopedia platform.

These findings match the Stimulus–Organism–Response (SOR) framework, where Brand Trust acts as the organism that turns outside marketing signals into actions people take. When people trust a marketplace more, they feel less worried about buying from it, which makes them more likely to keep using that marketplace for their future purchases. This result shows that trust is a key psychological factor that influences how people make purchases online.

The uploaded statistical output is missing the regression results for Social Media Marketing affecting Brand Trust, Electronic Word of Mouth affecting Brand Trust, and the indirect-effect analysis like Sobel test, bootstrapping, or using the PROCESS Macro. So, even though the strong influence of Brand Trust on Repurchase Intention shows that Brand Trust plays a mediating role in theory, we can't confirm that this mediation actually happens using just the results we have. More information about mediation is needed to find out if Brand Trust plays a significant role in connecting Social Media Marketing and Electronic Word of Mouth with Repurchase Intention.

So, based on the evidence we have, Brand Trust might act as a possible mediating factor. However, to properly accept H4 and H5, we need to do an indirect effect analysis and check if it's statistically significant. These steps aren't shown in the SPSS output that was uploaded.

4. CONCLUSION

This paper examines how Social Media Marketing (SMM) and Electronic Word of Mouth (E-WOM) influence the repurchase intentions of Tokopedia users in Bandung, Indonesia, with particular emphasis on the mediating role of brand trust. The statistical analysis reveals that both digital marketing efforts have a positive and significant effect on brand trust, which subsequently increases users' intentions to make repeat purchases. Importantly, brand trust serves as an effective mediator, connecting social media marketing and online recommendations with repurchase intention. These findings highlight that building consumer trust is an important mechanism for transforming digital marketing activities into sustainable customer retention. Consequently, this research contributes to the e-commerce literature by demonstrating the relationship between digital marketing stimuli, trust formation, and repurchase intention within the Indonesian context. From a practical perspective, the findings suggest that Tokopedia should strengthen its social media campaigns, encourage positive online reviews, ensure transaction security, and maintain transparent and responsive communication to strengthen customer trust and encourage repeat purchases.

Nevertheless, this study has several limitations. First, the research focuses only on Tokopedia users in Bandung City, which limits the generalizability of the findings to consumers in other regions and e-commerce platforms. Future research should expand the geographical scope by examining consumers from different cities or regions in Indonesia and comparing users across multiple e-commerce platforms. Second, this study uses a limited set of variables, focusing primarily on Social Media Marketing, Electronic Word of Mouth, brand trust, and repurchase intention. Future studies could incorporate additional variables, such as customer experience, perceived value, brand image, customer satisfaction, or perceived security, to provide a more comprehensive understanding of the factors influencing repurchase intention. Third, the use of a cross-sectional research design limits the ability to observe changes in consumer perceptions and behavior over time and restricts stronger causal interpretations. Therefore, future research is encouraged to employ longitudinal data to examine how social media marketing, E-WOM, brand trust, and repurchase intention develop and interact over time, thereby providing stronger evidence regarding causal relationships. Ultimately, this study confirms that brand trust is a pivotal asset that strengthens the effectiveness of digital marketing activities, making trust development a core strategic priority for e-commerce firms seeking to retain customers and maintain a sustainable competitive advantage.

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This study investigates the mechanisms through which social media marketing and electronic word-of-mouth (E-WOM) affect the repeat purchase decisions of Bandung-based Tokopedia consumers, focusing particularly on the intermediary role of brand trust. Empirical evidence indicates that digital marketing initiatives and online peer feedback both exert a strong, positive influence on consumer trust, which subsequently drives future buying intentions. Notably, brand trust functions as a vital bridge that connects promotional activities and digital recommendations to continuous purchasing behavior. These findings reveal that establishing strong consumer confidence is the essential bridge needed to translate digital marketing campaigns into long-term retention. As a result, this paper adds valuable insights to online commerce research by confirming the structural connections between digital strategies, trust acquisition, and customer loyalty. From a managerial perspective, the evidence suggests that Tokopedia needs to optimize its social media initiatives, stimulate favorable online discussions, ensure secure payment environments, and uphold open communication channels to cultivate enduring user loyalty. However, the study is constrained by its narrow focus on one specific city and a single platform, alongside its use of a cross-sectional timeline, which restricts the external validity of the outcomes. Future academic works should expand these boundaries by evaluating diverse e-commerce sites across multiple locations with larger demographic distributions. Incorporating additional variables such as perceived value, brand image, or user experience would also offer a more comprehensive holistic view. In essence, the research highlights brand trust as a core strategic tool that maximizes marketing returns, making trust enhancement a vital objective for digital platforms pursuing sustainable market leadership.

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