

# Factors Influencing Repurchase Intention on Trendiness Products Nowadays

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**Abstract**—The influence of social media on consumer behavior is increasingly significant in the digital era. The purpose of this study was to determine the effect of social media marketing activities on Miniso brand repurchase intentions in Batam City. Method: Quantitative research using Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis was conducted on 385 respondents. Results: The findings indicate that social media marketing activities have a significant positive effect on brand relationships, trust, and loyalty, which then increase repurchase intentions. Conclusion of the research is social media marketing activities are an important strategy to increase customer loyalty and repurchase intentions for trendy products.

**Keywords:** Social Media Marketing Activities; Self-Brand Connections; Brand Equity; Brand Trust; Brand Loyalty

## 1. INTRODUCTION

Social media has become a crucial element in contemporary marketing strategies due to its ability to provide direct, real-time interaction between companies and consumers (Hoang, Chau, & Tan, 2023). Social media advertising has been shown to be 55% more effective than traditional methods (Gupta & Duggal, 2021) In Indonesia, over 91.9% of large companies use social media as their primary marketing tool (Susanti, 2019). This underscores the importance of social media as an irreplaceable marketing platform in influencing consumer behavior.

Social media marketing activities (SMMA) encompass marketing strategies managed through social media channels to influence consumer purchasing behavior (Guo et al., 2023) SMMA facilitate consumer engagement with brands at various stages of the purchasing process (Chung, Al-Khaled, & Dickens, 2022) . Previous research highlights the crucial role of online brand communities built through social media in enhancing customer-brand interactions (F. Khan, Mehmood, & Talat, 2022). However, the relationship between the use of brand communities on social media and brand equity remains understudied (Guo et al., 2023).

Although SMMA contributes to consumer purchase intention and loyalty, the mechanisms by which consumers' brand relationships and brand trust are formed through SMMA remain unclear (Ebrahim, 2020). Furthermore, negative perceptions of brands like Miniso and Oh Some in some circles create ambiguity that requires further study (Banerji & Singh, 2024; F. Khan et al., 2022). Research on repurchase intention for trendy products within the context of product innovation and consumer engagement is also considered limited, especially in the Indonesian market (Edy Yulianto Putra & Tasya, 2023; McKinsey, 2022).

The first gap is seen in the relationship between SMMA and brand equity, which has been inconsistent across studies. (Ebrahim, 2020; Haudi et al., 2022) show that SMMA has a positive influence on brand equity, but Guo et al. (2023) found that the relationship between online communities, consumer engagement, and brand equity still depends on the industry context and target audience characteristics. In trend-focused retail categories like Miniso and Oh Some, which rely heavily on global trends and visual aesthetics, empirical research on the influence of SMMA on brand equity is still limited, particularly in the Indonesian market.

The second gap arises in the mechanism by which SMMA shapes brand trust. Various studies (Banerji & Singh, 2024; Ebrahim, 2020) confirm that SMMA has the potential to strengthen consumer trust through transparency, interactivity, and consistent visual content. However, the detailed mechanisms of how SMMA elements such as influencer collaboration, FOMO marketing, and aesthetic content shape consumer trust remain largely unexplored, particularly for brands like Miniso and Oh Some, which are often perceived as retailers of cute yet affordable products, potentially leading to varying perceptions of quality.

The third research gap relates to the role of Self-Brand Connection (SBC) as a mediator of the relationship between SMMA and brand loyalty. Algharabat. (2019) stated that SMMA can enhance consumer self-expression, thereby strengthening SBC. However, research by (Ali, Suveatwatanakul, Nanu, Ali, & Terrah, 2024) and (Panigyrakis, Panopoulos, & Koronaki, 2019) emphasized that research on SBC is still limited to the fashion or luxury lifestyle industry. While Miniso and Oh Some products, synonymous with modern lifestyles, aesthetic design, and visual trends, have strong potential to create emotional connections with consumers, they have yet to be widely studied empirically.

The fourth gap relates to how SMMA influences repurchase intention through consumer loyalty. Several studies (Laparojkit & Suttipun, 2022; Macheka, Quaye, & Ligaraba, 2024) have shown that brand loyalty is an important predictor of repurchase intention. However, the retail context of trendy products, which have a fast-changing product cycle, has not been comprehensively studied. In such markets, visual appeal, intensive digital interaction, and online community involvement play a significant role in consumers' decisions to repurchase, making this research even more relevant.

This research focuses on Miniso and Oh Some in Batam, lifestyle retail brands characterized by Gen Z and millennial consumers who tend to be responsive to trends, visual branding, and social media content. Their aesthetic, unique, and affordable products create a unique appeal that is strongly influenced by the dynamics of trends and digital marketing strategies. However, consumer ambiguity regarding quality, brand value, and trust in brands remains common, necessitating a more in-depth study of how SMMA influences their loyalty and repurchase intention.

Based on these gaps, this study aims to analyze the influence of Social Media Marketing Activities on Self-Brand Connection, Brand Equity, and Brand Trust, as well as examine the role of Brand Loyalty as a key mediator in building Repurchase Intention. This study also offers a more comprehensive empirical model that can explain the mechanism of the influence of SMMA in the context of trendy product consumers in Indonesia. Thus, this study is expected to provide theoretical contributions as well as practical implications for trendy product retail companies in formulating more effective digital marketing strategies.

This research provides important contributions in three main aspects: theoretical, practical, and methodological. From a theoretical perspective, this research broadens the understanding of the relationship between Social Media Marketing Activities and the formation of consumer loyalty by incorporating Self-Brand Connection, Brand Equity, and Brand Trust variables simultaneously into one comprehensive model. This approach enriches the Relationship Marketing and Brand Equity literature by providing empirical evidence on how SMMA can form emotional bonds, perceived value, and trust, which ultimately increase loyalty and repurchase intention (Purwianti, 2019). This research also contributes to expanding the integration of consumer behavior theory in the context of trend product retail, which has not been widely studied before.

This study aims to analyze the influence of social media marketing activities on repurchase intention for trendy products through the mediators of consumer brand relationships and brand loyalty for Miniso and Oh Some brands in Batam City. This study will explore the mechanisms by which product innovation plays a role in maintaining consumer engagement and influencing repurchase decisions. The results are expected to provide practical insights for more effective marketing strategies in the trendy lifestyle retail industry.

## 2. RESEARCH METHODS

### 2.1 Research Design

This research adopts a quantitative approach with a survey research design aimed at analyzing the influence of Social Media Marketing Activities (SMMA) on consumers repurchase intentions for trendy products, particularly Miniso and Oh Some in Batam City. The quantitative design was chosen because it allows for statistical testing of relationships among variables and the generalization of findings to a broader population (Sugiyono, 2018). Data were collected using a structured questionnaire distributed online. Respondents provided their perceptions using a five-point Likert scale, ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). The study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the relationships among constructs, as this method is suitable for testing complex models and assessing both direct and indirect effects (Hair & Alamer, 2022).

### 2.2 Population

The population in this research comprised all consumers who had purchased Miniso and Oh Some products in Batam City within the last six months. This population was selected because Miniso and Oh Some represent lifestyle-oriented and trend-driven brands that rely heavily on social media marketing. The population scope ensures that respondents have sufficient experience and familiarity with the brand, thus allowing valid measurement of constructs such as brand trust, brand equity, self-brand connection, brand loyalty, and repurchase intention.

### 2.3 Sampling

The research employed a probability random sampling technique to ensure that every individual in the population had an equal opportunity to be selected as a respondent. The sample size was determined using the Slovin formula with a margin of error of 5%, resulting in a sample of 385 respondents. This sample size is statistically representative for quantitative research and appropriate for Structural Equation Modeling analysis, which typically requires at least 10 observations per indicator (Hair & Alamer, 2022). Respondents were selected based on the following criteria:

- They had purchased Miniso or Oh Some products in Batam City within the last six months.
- They were active social media users (e.g., Instagram, TikTok, or Facebook).
- They were at least 17 years old and able to fill out an online questionnaire independently.

### 2.4 Data Collection

Primary data were collected using a self-administered online questionnaire distributed via social media platforms and online communities. The questionnaire consisted of demographic questions and construct-based items measuring:

- Social Media Marketing Activities (SMMA) – indicators adapted from (Banerji & Singh, 2024; Ebrahim, 2020),
- Self-Brand Connection (SBC) – indicators adapted from (Algharabat, 2019)
- Brand Equity (BE) – indicators adapted from (F. Khan et al., 2022)
- Brand Trust (BT) – indicators from (Haudi et al., 2022)

- e. Brand Loyalty (BL) – indicators from (Ali et al., 2024), and
- f. Repurchase Intention (RI) – indicators from (Laparojkit & Suttipun, 2022).

All instruments were validated for content validity through expert review before distribution. Data collection took place between January and March 2025, and all responses were screened for completeness and accuracy prior to statistical analysis. A total of 385 valid responses were used for further analysis.

**2.5 Data Analysis**

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the software SmartPLS 4.0. This technique was chosen because it is capable of analyzing both reflective and formative constructs, handling multicollinearity, and assessing mediating effects simultaneously (Hair & Alamer, 2022). The analysis process included several stages:

- a. Outer Model Evaluation (Measurement Model)
  - 1. Convergent Validity: assessed using outer loading (>0.6) and Average Variance Extracted (AVE > 0.5).
  - 2. Discriminant Validity: tested using the Heterotrait-Monotrait Ratio (HTMT < 0.90).
  - 3. Reliability: evaluated through Composite Reliability (CR > 0.7) and Cronbach’s Alpha (>0.7).
- b. Inner Model Evaluation (Structural Model)
  - 1. Assessed through R-Square Adjusted values to measure the explanatory power of endogenous variables.
  - 2. Path Coefficient, t-statistics, and p-values were obtained through bootstrapping (5000 resamples) to test the significance of hypotheses at  $\alpha = 0.05$ .
- c. Hypothesis Testing
 

Ten hypotheses were tested to examine both direct and indirect relationships between variables such as SMMA, SBC, BE, BT, BL, and RI.

The analytical results demonstrated that all constructs met the requirements for validity and reliability. Furthermore, the structural model provided a high explanatory power for brand loyalty ( $R^2$  Adjusted = 0.621), indicating that the model effectively captures the determinants of repurchase intention.

**3. RESULTS AND DISCUSSION**

**3.1 Respondent Characteristics**

**Table 1.** Respondent Demographics

Characteristics	Type	n	Percentage
Gender	Man	129	33.51%
	Woman	256	66.49%
Gender	12-19 years	115	29.87%
	20-30 years	209	54.29%
	31-40 years	52	13.51%
	41-50 years	9	2.34%
Last education	Junior high school/equivalent	15	3.90%
	High school/vocational school/equivalent	207	53.77%
	Bachelor's degree/equivalent	148	38.44%
	S2	15	3.90%
	-	1	0.26%
	Work	1	0.26%
Work	Not yet	1	0.26%
	Housewife	21	5.45%
	Private sector employee	121	31.43%
	Students	163	42.34%
	Businessman	27	7.01%
	Doesn't work	5	1.30%
	Self-employed	45	11.69%
How often do you shop at Oh Some / Miniso?	1-2 times a month	155	40.26%
	Once every 3 months	94	24.42%
	3-4 times a month	103	26.75%
	Once a week	25	6.49%
Expenses when shopping at Oh Some / Miniso	Every day	8	2.08%
	Above Rp. 300,000	62	16.10%
	Under Rp. 100,000	86	22.34%
What factors influence when shopping at Oh Some / Miniso	Rp100,000-Rp300,000	237	61.56%
	Many interesting and unique products	82	21.30%
	Beautiful and spacious shop design	37	9.61%



Characteristics	Type	n	Percentage
	Beautiful and spacious shop design, Many interesting and unique products	29	7.53%
	Beautiful and spacious shop design, guaranteed product quality	23	5.97%
	Beautiful and spacious shop design, Guaranteed product quality, Lots of products	19	4.94%
	Cheap prices and lots of discounts	32	8.31%
	Low prices and lots of discounts, Lots of interesting and unique products	14	3.64%
	Cheap prices and lots of discounts, beautiful and spacious shop design	16	4.16%
	Cheap prices and lots of discounts, Beautiful and spacious shop design, Lots of	18	4.68%
	Cheap prices and lots of discounts, Beautiful and spacious shop design, Quality	39	10.13%
	Low prices and lots of discounts, guaranteed product quality	16	4.16%
	Cheap prices and lots of discounts, Guaranteed product quality, Lots of products	8	2.08%
	Guaranteed product quality	28	7.27%
	Guaranteed product quality, Many interesting and unique products	24	6.23%

Based on Table 1 regarding the demographics of respondents, it can be explained that the majority of respondents in this study were dominated by women, namely 256 people or 66.49%, while male respondents numbered 129 people or 33.51%. When viewed in terms of age, most respondents were in the 20–30 years age range with a total of 209 people (54.29%), followed by the 12–19 years age group with 115 people (29.87%), then 31–40 years with 52 people (13.51%), and only a small portion aged 41–50 years, namely 9 people (2.34%). In terms of the last education, most respondents came from high school/vocational school or equivalent level, namely 207 people (53.77%), followed by bachelor's degree graduates as many as 148 people (38.44%), while junior high school/equivalent and master's degree graduates each only 15 people (3.90%).

In terms of occupation, the majority of respondents were students or college students totaling 163 people (42.34%), followed by private employees totaling 121 people (31.43%), self-employed 45 people (11.69%), entrepreneurs 27 people (7.01%), housewives 21 people (5.45%), and there was a small portion of respondents who were unemployed, namely 5 people (1.30%). There was invalid input data in the occupation category with blank or irrelevant entries totaling 3 people (0.26% each).

The frequency of shopping at Oh Some/Miniso shows that most respondents shop 1–2 times a month with a total of 155 people (40.26%), followed by respondents who shop 3–4 times a month as many as 103 people (26.75%), and 94 respondents (24.42%) shop once every three months. Only a small portion shop once a week (25 people or 6.49%) and every day (8 people or 2.08%).

Regarding the amount of spending when shopping at Oh Some/Miniso, the majority of respondents (237 people or 61.56%) spent funds in the range of IDR 100,000 to IDR 300,000, while 86 respondents (22.34%) spent less than IDR 100,000, and 62 people (16.10%) spent more than IDR 300,000.

Factors influencing shopping decisions at Oh Some/Miniso are quite varied, with “many interesting and unique products” dominating at 21.30% (82 people). The next factor is a combination of “low prices and many discounts, beautiful and spacious store design, and guaranteed product quality” at 10.13% (39 people). In addition, “beautiful and spacious store design” as a single factor was chosen by 9.61% of respondents (37 people), while other factors appeared in various combinations of store design, price, product quality, and product variety with smaller percentages. This indicates that the main attraction of Oh Some/Miniso lies in the diversity of unique products, store design that supports a comfortable shopping experience, and an affordable pricing strategy with many promotions.

### 3.2 Reliability and Validity Test

The table below shows the results of using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to test the research model. This study revealed that each indicator had an external loading of more than 0.6, thus demonstrating strong indicator validity (Hair & Alamer, 2022). Using average variance extracted (AVE), all values higher than 0.5 were checked according to the suggestions (Hair & Alamer, 2022). Composite Reliability (CR) and Cronbach Alpha indicate the dependability of the model; all values in both measures are more than 0.7, thus indicating strong internal consistency (Hair & Alamer, 2022). Furthermore, the Adjusted R Square reveals that the Brand Loyalty variable has the highest value (0.621), thus indicating a high level of model explanation for this variable. Therefore, the research model examined in

this table is suitable for use in future findings because it meets the validity and dependability requirements recommended in the literature.

**Table 2.** Outer Model Test, Validity, Reliability, and Determination Coefficient

Variable Name	Outer Loading	Average Variance Extracted	Composite Reliability	Cronbach Alpha	R Square Adjusted
Brand Equity		0.685	0.772	0.770	0.362
Brand Loyalty		0.763	0.897	0.896	0.621
Brand Trust		0.688	0.862	0.849	0.495
Repurchase Intention		0.693	0.882	0.852	0.462
Self-Brand Connection		0.687	0.913	0.909	0.468
Social Media Marketing Activities		0.565	0.848	0.846	
BE1 <- Brand Equity	0.820				
BE2 <- Brand Equity	0.847				
BE3 <- Brand Equity	0.815				
BL1 <- Brand Loyalty	0.896				
BL2 <- Brand Loyalty	0.874				
BL3 <- Brand Loyalty	0.853				
BL4 <- Brand Loyalty	0.869				
BT1 <- Brand Trust	0.872				
BT2 <- Brand Trust	0.822				
BT3 <- Brand Trust	0.852				
BT4 <- Brand Trust	0.769				
RI1 <- Repurchase Intention	0.718				
RI2 <- Repurchase Intention	0.836				
RI3 <- Repurchase Intention	0.920				
RI4 <- Repurchase Intention	0.844				
SBC1 <- Self-Brand Connection	0.843				
SBC2 <- Self-Brand Connection	0.803				
SBC3 <- Self-Brand Connection	0.797				
SBC4 <- Self-Brand Connection	0.838				
SBC5 <- Self-Brand Connection	0.850				
SBC6 <- Self-Brand Connection	0.841				
SMMA1 <- Social Media Marketing Activities	0.719				
SMMA2 <- Social Media Marketing Activities	0.762				
SMMA3 <- Social Media Marketing Activities	0.790				
SMMA4 <- Social Media Marketing Activities	0.784				
SMMA5 <- Social Media Marketing Activities	0.749				
SMMA6 <- Social Media Marketing Activities	0.701				

**3.3 Discriminant Validity- HTMT**

**Table 3.** HTMT Testing

	Heterotrait-monotrait ratio (HTMT)
<i>Brand Loyalty &lt;-&gt; Brand Equity</i>	0,884
<i>Brand Trust &lt;-&gt; Brand Equity</i>	0,612
<i>Brand Trust &lt;-&gt; Brand Loyalty</i>	0,674
<i>Repurchase Intention &lt;-&gt; Brand Equity</i>	0,733
<i>Repurchase Intention &lt;-&gt; Brand Loyalty</i>	0,761

	<i>Heterotrait-monotrait ratio (HTMT)</i>
<i>Repurchase Intention &lt;-&gt; Brand Trust</i>	0,639
<i>Self-Brand Connection &lt;-&gt; Brand Equity</i>	0,802
<i>Self-Brand Connection &lt;-&gt; Brand Loyalty</i>	0,753
<i>Self-Brand Connection &lt;-&gt; Brand Trust</i>	0,819
<i>Self-Brand Connection &lt;-&gt; Repurchase Intention</i>	0,815
<i>Social Media Marketing Activities &lt;-&gt; Brand Equity</i>	0,730
<i>Social Media Marketing Activities &lt;-&gt; Brand Loyalty</i>	0,842
<i>Social Media Marketing Activities &lt;-&gt; Brand Trust</i>	0,811
<i>Social Media Marketing Activities &lt;-&gt; Repurchase Intention</i>	0,832
<i>Social Media Marketing Activities &lt;-&gt; Self-Brand Connection</i>	0,764

The findings of the discriminant validity test applied using the Heterotrait-Monotrait Ratio (HTMT) approach are shown below. The degree to which multiple constructs in the research model are identifiable with each other is measured using HTMT. (Hair & Alamer, 2022) claimed that an HTMT score less than 0.90 indicates high discriminant validity for the concept. Except for the relationship between Brand Loyalty and Brand Equity (0.884), which is close to the upper limit but still acceptable, based on the table all HTMT values are below the 0.90 threshold. Social Media Marketing Activities --> Brand Loyalty (0.842) has the highest HTMT score; Brand Trust --> Brand Equity (0.62) has the lowest value indicating strong discriminant validity. Therefore, these findings indicate how precisely the components of the study model may differ from each other.

### 3.4 Hypothesis Testing

Table 4 presents an analysis of the p-values, t-statistics, and sample means (path coefficients), confirming that all hypotheses (H1-H10) are statistically significant. The p-values are consistently below 0.05, and the t-statistics exceed the critical value of 1.96, providing robust evidence for the hypothesized relationships. For instance, the relationship between Social Media Marketing Activities and Brand Trust (H3) shows a sample mean of 0.706 with a t-statistic of 19.018, indicating a substantial positive result. Similarly, the path from Brand Equity to Brand Loyalty (H5) yields a sample mean of 0.495 and a p-value of 0.000, supporting a significant positive influence. The results also confirm the mediating roles within the model, such as the path from Social Media Marketing Activities through Brand Equity and Brand Loyalty to Repurchase Intention (H9), which shows a significant positive result with a t-statistic of 6.523. Overall, the data demonstrates that social media marketing activities, brand trust, brand equity, and self-brand connection play critical roles in shaping brand loyalty and repurchase intentions. Further detailed discussion regarding these findings is provided in the subsequent discussion section.

**Table 4.** Hypothesis testing

XY	Sample mean	t-statistic	p-value	Conclusion	Information
Social Media Marketing Activities -> Self-Brand Connection	0.686	19,968	0,000	Significant Positive	H1 Accepted
Social Media Marketing Activities -> Brand Equity	0.603	14,329	0,000	Significant Positive	H2 Accepted
Social Media Marketing Activities -> Brand Trust	0.706	19,018	0,000	Significant Positive	H3 Accepted
Self-Brand Connection -> Brand Loyalty	0.212	2,406	0.016	Significant Positive	H4 Accepted
Brand Equity -> Brand Loyalty	0.495	8,469	0,000	Significant Positive	H5 Accepted
Brand Trust -> Brand Loyalty	0.193	3,394	0.001	Significant Positive	H6 Accepted
Brand Loyalty -> Repurchase Intention	0.682	17,407	0,000	Significant Positive	H7 Accepted
Social Media Marketing Activities -> Self-Brand Connection -> Brand Loyalty -> Repurchase Intention	0.101	2,124	0.034	Significant Positive	H8 Accepted
Social Media Marketing Activities -> Brand Equity -> Brand Loyalty -> Repurchase Intention	0.204	6,523	0,000	Significant Positive	H9 Accepted
Social Media Marketing Activities -> Brand Trust -> Brand Loyalty -> Repurchase Intention	0.093	3,330	0.001	Significant Positive	H10 Accepted

### 3.5 Discussion

#### 3.5.1 The Influence of Social Media Marketing Activities on Self-Brand Connection

Based on the output, it is interpreted that the p-value score is  $0.000 < 0.05$ , meaning that Social Media Marketing Activities are able to have a significant positive influence on Self-Brand Connection. Therefore, hypothesis 1 is accepted. The results of this study are in line with research (Algharabat, 2019; Ali et al., 2024; Bismo, Prabowo, Heriyati, & Abdinagoro, 2023; Panigyrakis et al., 2019; Van & Fah, 2022) interprets that social media marketing activities can significantly positively influence self-brand connection. This means that social media can create interactive engagement, facilitate self-expression, and strengthen a sense of community (Purwianti et al., 2023). Leveraging the FOMO phenomenon, collaborating with influencers, and selecting visually appealing materials for customers can help businesses enhance the emotional connection consumers have with trending items. Products ultimately represent customer identities, which helps build closer and more lasting engagement with brands (Bismo et al., 2023).

#### 3.5.2 The Influence of Social Media Marketing Activities on Brand Equity

Based on the output, it is interpreted that the p-value score is  $0.000 < 0.05$ , meaning that Social Media Marketing Activities are able to have a significant positive influence on Brand Equity. Therefore, hypothesis 2 is accepted. The results of this study are in line with research (Ali et al., 2024; Ebrahim, 2020; Haudi et al., 2022; S. K. Khan, 2022) interprets that Social Media Marketing Activities are able to significantly positively influence Brand Equity. This means that social media channels can help create strong emotional bonds between customers and the companies they deal with, provide very fast exposure to a wide audience, and generate high levels of engagement. Brands have the opportunity to increase consumer awareness, build trust, and ultimately loyalty among their target markets by using marketing techniques that leverage the ideas of virality, exclusivity, striking visual aesthetics, and collaborative relationships with influencers across sectors. This approach helps increase brand equity, thereby increasing the brand's value in the opinion of customers, especially in a dynamic environment characterized by popular goods (Ali et al., 2024).

#### 3.5.3 The Influence of Social Media Marketing Activities on Brand Trust

Based on the output, it is interpreted that the p-value score is  $0.000 < 0.05$ , meaning that Social Media Marketing Activities are able to have a significant positive influence on Brand Trust. Therefore, hypothesis 3 is accepted. The results of this study are in line with research (Ali et al., 2024; Banerji & Singh, 2024; Ebrahim, 2020; Haudi et al., 2022; Van & Fah, 2022) interprets that social media marketing activities can significantly positively influence brand trust. This means that social media marketing operations provide a dedicated forum where companies can interact directly with customers, characterized by a level of openness and responsiveness often absent from more conventional marketing methods. Effective strategies, which can include using visually appealing materials, collaborating with influencers, and leveraging social validation, enable companies to build a strong foundation of trust among their consumers. Popular products in the market, in particular, rely on building this trust, as customers are much more willing to try a product when they see that the brand has established a reputable presence in the digital arena. Essentially, perceived brand reliability online is quite important in determining customer behaviour and decision-making processes in the online environment (Banerji & Singh, 2024).

#### 3.5.4 The Influence of Self-Brand Connection on Brand Loyalty

Based on the output, it is interpreted that the p-value score is  $0.016 < 0.05$ , meaning that Self-Brand Connection is able to have a significant positive influence on Brand Loyalty. Therefore, hypothesis 4 is accepted. The results of this study are in line with research (Ali et al., 2024; Haudi et al., 2022; Kruger, 2019; Loh, Gaur, & Sharma, 2021) interprets that Self-Brand Connection can have a significant positive effect on Brand Loyalty. This means that the emotional and personal connection generated from brand interactions significantly complicates customers' ability to separate themselves from a particular brand or product. When customers believe that the brand they support aligns with their own beliefs and goals, this alignment creates a strong sense of loyalty that sometimes goes beyond devotion based solely on the quality of the product itself (Lady, Meilani, Cuandra, & Na, 2024). Self-Brand Connection is a phenomenon that helps strengthen this emotional connection and create a deep connection, thus integrating the brand into the consumer's identity structure and generating loyalty that is quite difficult to replace, even in the face of changing market trends. Consequently, the complex interplay between personal identity and brand loyalty emphasizes the key influence of emotional bonds on customer behaviour and brand loyalty over time (Ali et al., 2024).

#### 3.5.5 The Influence of Brand Equity on Brand Loyalty

Based on the output, it is interpreted that the p-value score is  $0.000 < 0.05$ , meaning that Brand Equity is able to have a significant positive influence on Brand Loyalty. Therefore, hypothesis 5 is accepted. The results of this study are in line with research (Ali et al., 2024; Chavadi, Sirothiya, Menon, & M R, 2023; Ebrahim, 2020; F. Khan et al., 2022; Mohammad, 2019) who interprets that Brand Equity is able to significantly positively influence Brand Loyalty. This means that referred to as Brand Equity, the higher the degree of brand equity, the more likely customers are to show unwavering loyalty to a particular brand, a phenomenon known as Brand Loyalty. Essentially stemming from a favorable customer view, a strong relationship, an innate feeling of loyalty, and the trust consumers have in the brand, brand

equity—that is, the extra value a brand adds to a product or service—can be explained. Strong brand equity lays a solid foundation that helps build more brand loyalty because customers see the company not only as reliable and valuable but also in line with their own natural demands and values. High brand equity makes customers more likely to remain loyal, especially because they believe the brand consistently delivers experiences that meet their expectations, provide a strong sense of security, and guarantee long-term enjoyment in their contact with it. Therefore, it is clear that the loyalty a brand generates among its customer base is directly proportional to the strength of its equity; one element reinforces the other cyclically. Ultimately, this complex relationship emphasizes the need to maintain high Brand Equity to drive sustained Brand Loyalty, which is necessary for the success and expansion of any brand in a competitive marketplace (Chavadi et al., 2023).

### **3.5.6 The Influence of Brand Trust on Brand Loyalty**

Based on the output, it is interpreted that the p-value score is  $0.001 < 0.05$ , meaning that Brand Trust is able to have a significant positive influence on Brand Loyalty. Therefore, hypothesis 6 is accepted. The results of this study are in line with research (Akgunduz, Nisari, & Sungur, 2023; Ali et al., 2024; Ashiq & Hussain, 2024; Hosny & AbdelAziz, 2024; Laparojkit & Suttipun, 2022) who interprets that Brand Trust can have a significant positive influence on Brand Loyalty. This means that consumer loyalty to a brand increases in line with their level of trust in that brand, namely, their confidence in the brand. Brand trust is determined by consumers' impressions of a brand as reliable, appropriate to their needs, and ethical in their dealings. Higher levels of brand trust provide a strong foundation for brand loyalty because customers feel safe, protected, and comfortable with the brand. Those who have such trust are more likely to maintain their loyalty, support, and even brand advocacy activities. This trust also helps consumers be more tolerant of minor issues, thus fostering loyalty over time (Hosny & AbdelAziz, 2024).

### **3.5.7 The Influence of Brand Loyalty on Repurchase Intention**

Based on the output, it is interpreted that the p-value score is  $0.000 < 0.05$ , meaning that Brand Loyalty is able to have a significant positive influence on Repurchase Intention. Therefore, hypothesis 7 is accepted. The results of this study are in line with research (Chinomona & Maziriri, 2019; Hosny & AbdelAziz, 2024; Laparojkit & Suttipun, 2022; Macheke et al., 2024; Susanti, 2019) interprets that Brand Loyalty can have a significant positive influence on Repurchase Intention. This means that a higher level of customer loyalty towards a brand increases the likelihood of consumers making repeat purchases, i.e., the intention to repurchase. Regardless of the availability of alternative choices in the market, brand loyalty is a customer's dedication to regularly using a particular brand's products or services. Brand loyalty strongly influences repurchase intention because committed consumers demonstrate a high level of trust, comfort, and emotional connection with the brand. Regardless of the existence of competing alternatives in the market, consumers who demonstrate such loyalty usually make regular visits. Strong loyalty ensures that consumers will prefer the brand's products or services in the long term (Macheke et al., 2024).

### **3.5.8 The Influence of Social Media Marketing Activities on Repurchase Intention through Self-Brand Connection and Brand Loyalty**

Based on the output, it is interpreted that the p-value score is  $0.034 < 0.05$ , meaning that Social Media Marketing Activities are able to have a significant positive influence on Repurchase Intention through Self-Brand Connection and Brand Loyalty. Therefore, hypothesis 8 is accepted. The results of this study are in line with research (Haudi et al., 2022; Kruger, 2019; Laparojkit & Suttipun, 2022; Macheke et al., 2024) who interprets that Social Media Marketing Activities are able to significantly positively influence Repurchase Intention through Self-Brand Connection and Brand Loyalty. This means that activities in social media marketing help build strong emotional connections between businesses and customers, thereby increasing brand connectivity and encouraging loyalty that leads to repeat business. Social Media Marketing Activities are able to build strong relationships between companies and customers through relevant content, social validation, and consistent experiences, thus inspiring consumers to continue choosing the brand for their next purchases (Macheke et al., 2024).

### **3.5.9 The Influence of Social Media Marketing Activities on Repurchase Intention through Brand Equity and Brand Loyalty**

Based on the output, it is interpreted that the p-value score is  $0.000 < 0.05$ , meaning that Social Media Marketing Activities are able to have a significant positive influence on Repurchase Intention through Brand Equity and Brand Loyalty. Therefore, Hypothesis 9 is accepted. The results of this study are in line with research (Ali et al., 2024; Ebrahim, 2020; F. Khan et al., 2022; Kruger, 2019) who interprets that Social Media Marketing Activities can significantly positively influence Repurchase Intention through Brand Equity and Brand Loyalty. This means that the use of good Social Media Marketing Activities (SMMA) increases awareness, improves perceived quality, and generates good relationships that support Brand Equity. SMMA also creates tailored and consistent interactions with customers that increase brand loyalty. This combination greatly increases the likelihood of customers returning because they are emotionally and logically connected to a business that reflects strong values. Well-targeted Social Media Marketing Activities (SMMA) can enhance the customer experience to a level of engagement that inspires them to regularly choose the company for their next purchases (Ali et al., 2024).

### 3.5.10 The Influence of Social Media Marketing Activities on Repurchase Intention through Brand Trust and Brand Loyalty

Based on the output, it is interpreted that the p-value score is  $0.001 < 0.05$ , meaning that Social Media Marketing Activities are able to have a significant positive influence on Repurchase Intention through Brand Trust and Brand Loyalty. Therefore, hypothesis 10 is accepted. The results of this study are in line with research (Ali et al., 2024; Banerji & Singh, 2024; Kruger, 2019; Van & Fah, 2022) who interpreted that Social Media Marketing Activities can significantly positively influence Repurchase Intention through Brand Trust and Brand Loyalty. This means that Social Media Marketing Activities (SMMA) create strong and close interactions between companies and customers, thereby increasing their trust and loyalty. Consumers are more likely to repurchase a brand if they have trust and loyalty towards it. Through consistent interactions, educational materials, and rapid engagement, SMMA builds a strong bond between companies and customers, thus increasing their tendency to repurchase items related to the latest trends (Banerji & Singh, 2024).

## 4. CONCLUSION

This study contributes to the understanding of the relationship between social media marketing activities and repurchase intention of trendy products by incorporating variables such as Brand Equity and Self-Brand Connection, strengthened within the context of Relationship Marketing and Brand Equity theory. Although this study uses the basic framework of the Theory of Planned Behavior (TPB), these variables, which are not core to TPB, provide a more comprehensive explanation of the factors that influence consumer loyalty and trust. This approach acknowledges the limitations of TPB in fully explaining consumer behavior and enriches the model with relationship marketing theories that are more relevant to the context of this study. Therefore, the results of this study are more appropriately considered as an interdisciplinary development that integrates TPB with relationship marketing and brand equity theories to provide a deeper understanding. This study also recommends further research to explore more specific theoretical models and variables that are appropriate to the context of consumer behavior of trendy products.

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