

## Promotion Program and Repurchase Intention : The Mediation Role of Customer Trust in The IM3 Salatiga Outlet

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### ABSTRACT

This research aims to analyze the influence of sales promotions on repurchase intentions at the IM3 Salatiga outlet, taking into account trust. The population in this research is the IM3 Outlet in the Salatiga area with a sample of 109 respondents, who will later be analyzed using the Structural Equation Model - Partial Least Squares (SEM-PLS) method. The analysis results show that sales promotions have a significant positive influence on repurchase intentions, both directly and through increasing customer trust in IM3 products. These findings indicate that effective promotional communications can build customer trust, which in turn increases the likelihood of customers to repurchase the product. In this research, it is important for telecommunications companies such as IM3 to optimize promotional strategies to maintain and increase customer loyalty amidst intense market competition. Thus, this research contributes to understanding the factors that influence consumers' repurchase intentions, as well as their relevance in the context of marketing and strategic management.

**Keywords:** Customer Trust, Promotion, Repurchase Intention, SOR.

## **INTRODUCTION**

Technological developments increase competition in the business world, especially in the mobile operator sector which offers various products such as the internet. The internet is the easiest way to fulfill our needs for the desired information (Wahyudiyono, 2019). In Salatiga, the diversity of operators gives consumers many choices. IM3 promotes its products through face-to-face sales, direct visits to customers, distribution to shops and agencies, as well as cashback and bundle programs.

The number of Telkomsel, Indosat and XL Axiata customers is recorded in the 2023 financial report. Telkomsel is superior in reach with a score of 8.9 points according to the Open Signal report, followed by Indosat & Tri 4.9 points and XL Axiata 4.6 points (Bestari, 2024 ). Internet users are often confused about choosing an operator, especially in remote areas. The need for better internet access opens up opportunities for service providers such as Indosat (IM3) to provide the right solution.

Sales of IM3 products in Salatiga decreased from August to September due to a lack of customer purchase intention due to competition between providers. To overcome this, promotion through new, effective programs is needed. If successful, customers will tend to repurchase IM3 products. Repurchase intention occurs when a customer buys a product for the second time or more, driven by the customer's experience with the product and service (Mahendrayanti & Wardana, 2021).

This research aims to assess the impact of promotions on repurchase intentions with customer trust as a mediating variable. The research results are expected to provide insight into the extent to which customer trust mediates the relationship between promotions and repurchase intentions. Research by (Rendy Irwanto & Tjipto Subroto) found that promotions have a partial positive influence on repurchase intentions. (Umair Manzoor et al. 2020) confirmed the mediating significance of customer trust on consumer purchase intentions, while (Trivedi & Yadav, 2020) stated that the mediating role of trust has a significant impact on repurchase intentions, indicating the importance of customer trust in linking promotions with repurchase intentions.

This research involved 109 IM3 Salatiga outlets which were calculated using the Slovin Formula with a confidence level of 95% and a margin of error of 5%. Data was collected through questionnaires and analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS). This research provides an important contribution to companies in improving marketing strategies through the promotion of new programs to increase competitiveness, increase customer trust, and increase repurchase intentions, so that sales increase. Apart from that, this research also adds to academic literature in the fields of marketing, sales and management. Based on the background in this research, a research formulation was made, namely how does customer trust influence mediating promotions on repurchase intentions at the IM3 Salatiga outlet ?

## **LITERATURE REVIEW**

### **Theoretical basis**

Theory is a series of concepts and definitions arranged systematically to explain variables in research. (Sugiyono, 2019). The theoretical basis of this research includes SOR theory, promotion, repurchase intention, and customer trust.

### **SOR theory**

The Stimulus Organism Response (SOR) model shows that communication is a process where a stimulus influences the response of the organism that receives it, namely an action response (Abidin, 2022). In this research, promotion is the stimulus, customer trust is the organism, and repurchase intention is the response. Effective promotions can increase customer trust, which then encourages repeat purchases.

### **Promotion**

Promotion aims to communicate product advantages and convince customers to buy (Kotler & Armstrong, 2019). Promotion dimensions include advertising, personal selling, sales promotions, and direct marketing (Putri & Yosepha, 2023). Promotion indicators include ease of obtaining information, frequency of promotions, promotion trends, and clarity of promotional messages (Aprilia et al., 2021). Research on promotions has been carried out and is linked to purchase intentions, such as research conducted by (Irwanto & Tjipto, nd) which suggests that there is a partial positive influence of promotions related to the intention to repurchase. (Adelia, 2018) also demonstrated that there is a positive and significant influence on the desire to repurchase. Likewise (Prakasa Restuputra & Rahanatha, 2020) shows that sales promotions have a significant positive effect on repurchase intentions. It can be concluded that we can draw a hypothesis:

**"Promotions have a positive and significant effect on repurchase intentions."**

### **Repurchase Intention**

Repurchase intention is a customer's desire to buy a product or service again after the initial purchase (Hutami et al., 2020). The dimensions of repurchase intention include transactional intention, referential intention, and preferential intention (Hasan, 2018). Indicators include the desire to repurchase, loyalty to the provider, and reduced information search before repurchasing (Tong & Subagio, 2020).

### **Customer trust**

Customer trust is consumer confidence in a product or service (Nurbani et al., 2019). The dimensions of customer trust consist of trusting belief and trusting intention (Pratama et al., 2022). Indicators include guaranteed consumer satisfaction, trust in services, and the provider's ability to handle problems (Tong & Subagio, 2020). Research on customer trust has been carried out and is linked to repurchase intentions, such as research conducted by (Wijayanto et al., 2018) which states that promotions have a significant impact on trust. (Edyansyah, 2018) also stated the findings that promotions have a positive and significant impact on the level of trust. From this statement, we can make a hypothesis:

**"Customer trust has a positive and significant effect on repurchase intention"**

Apart from that, in this research, customer trust is assumed to be a link between promotions and repurchase intentions. This has been done by (Dwiartini et al., 2022) supporting the claim that trust can mediate the relationship between purchase intention variables. Other research mentioned by (Wijayanto et al., 2018) also shows that trust plays a role as a mediator, but in the context of promotional influences. Thus, trust plays a central role in mediating the relationship between various variables, both in the context of purchase intention and promotional influence. From this evidence, we can conclude the hypothesis:

**"Customer Trust Mediates the Relationship Between Promotions and Repurchase Intention".**

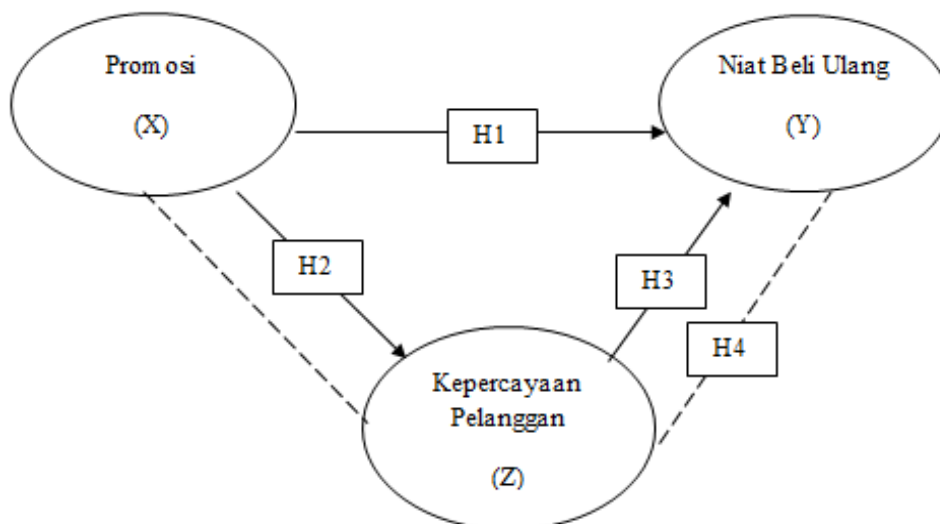


Figure 1. Research Rationale Framework

Source: developed in previous research (Manzoor et al., 2020)

## RESEARCH METHODS

This type of research is quantitative research. The population in this research is IM3 outlets in the Salatiga area. The sampling technique uses probability sampling. It is a sampling method that provides an equal opportunity for each element of the population to be selected as part of the sample on a Likert scale of 1 to 5. Because the population is only 109, all samples were taken to become research samples (Sugiyono, 2019).

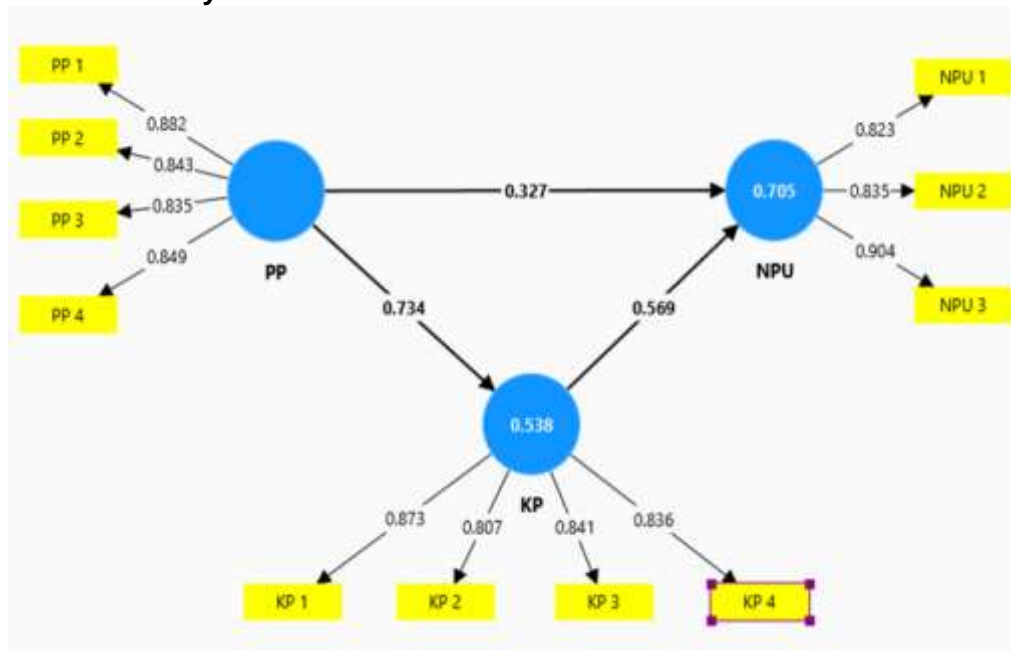
The Likert scale is used to evaluate individual or group attitudes, opinions and perceptions of social phenomena. The data used are primary data and questionnaires. Primary data was obtained directly from respondents through an interview process or filling out questionnaires at outlets in Salatiga.

This research data was analyzed using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) model by looking at the results of the Inner and Outer Model. SEM-PLS is used to analyze relationships between variables, analyze small amounts of research data and analyze reflective construct variables.

## RESEARCH RESULT

To assist in quantitative analysis, there are 3 descriptions of respondents based on age, gender and based on monthly income. General description of IM3 provider service respondents based on age, there are 58 respondents with a percentage of 17 to 25 years, 37 respondents with a percentage of 26 to 34 years, and 14 respondents with a percentage of 34 years and above. For respondents based on gender, there were 59 male respondents and 50 female respondents. Meanwhile, respondents based on monthly income in the income category of 1 – 3 million/month amounted to 54 people (49.5%), earning 4 – 6 million/month amounted to 37 people (33.9%), while income was more than 6 million/month totaling 18 people (16.5%).

**Data Reliability Test**



**Figure 2. Data processing results**

Based on the picture above, it can be seen that the PP1, NPU3, and KP1 indicators have the highest factor loading values. As for all indicators, they already have a factor loading value of > 0.70 .

**Reliability Test**

Reliability tests are carried out to show the accuracy, consistency and validity of measurement tools in all aspects of construct measurement (Ghozali, 2021). Measuring reliability in SemPLS using SmartPLS can be done with Composite reliability which has a value of 0.60-0.70 and using Cronbach's alpha which has a value of >0.60.

**Table 1. Construct Reliability and AVE**

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extrated (AVE)	Information
Customer Trust	0.863	0.900	0.905	0.705	Reliable
Repurchase Intention	0.818	0.862	0.890	0.730	Reliable
Promotion	0.874	0.874	0.914	0.726	Reliable

Source: Data processing results and SmartPLS

Based on Construct Reliability and AVE, it shows that the variables promotion, repurchase intention, and customer trust meet the reliability requirements as indicated by the Cronbach's alpha coefficient and composite reliability must be greater than 0.70.

**Table 2. Construct Reliability and Validity**

Variable	Cronbach's Alpha	Composite Reliability	Information
Promotion	0.874	0.914	Reliable
Repurchase Intention	0.818	0.890	Reliable
Customer trust	0.863	0.905	Reliable

Source: Data processing results and SmartPLS

Based on Construct Reliability and Validity, it shows that each variable, including promotion, repurchase intention and customer trust, is considered reliable because it has a Cronbach's alpha and composite reliability value of > 0.70.

**Inner Model Analysis**

**R-Square (R<sup>2</sup>)**

Based on Construct Reliability and AVE, it shows that the variables promotion, repurchase intention, and customer trust meet the reliability requirements as indicated by the Cronbach's alpha coefficient and composite reliability must be greater than 0.70.

**Table 3. R-Square results**

	<b>R-Square</b>	<b>R-Square adjusted</b>
<b>Repurchase Intention</b>	0.705	0.699
<b>Customer trust</b>	0.538	0.534

Source: Data processed by SmartPLS

Based on the table above, the R<sup>2</sup> value of the latent variable Repurchase Intention is 0.705. This shows that factors related to promotional variables and customer trust account for 69.9 % of the variance in repurchase intention, and 30.1% of the other part is caused by variable factors that were not included in the consideration of this research. Therefore, the R-Square value for the repurchase intention variable is considered significant.

The R<sup>2</sup> value for the customer trust variable as a mediating variable is 0.538. This shows that factors related to promotion variables account for 53.4 % and the remaining 46.6% is explained by other variables. Thus, the coefficient of determination ( R-Square ) on the customer trust variable is in the strong or high category (Ghozali, 2021).

**Path Coefficient**

(Hair et al., 2019) states that the path coefficient indicates the assumed relationship between different constructs, with values varying from -1 to +1 on a standard scale. This path coefficient calculation examines the T-statistics and p-value resulting from calculations using SmartPLS. A path coefficient that has a T-statistic value of or greater than 1.96 , or has a p-value of or less than 0.05, is considered to have sufficient statistical significance (Haryono, 2017).

**Table 4. Path Coefficient Results**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T statistics ((O/STDEV)</b>	<b>P Value</b>
<b>Promotion Repurchase Intention</b>	0.327	0.283	0.166	1.977	0.048
<b>Promotion Customer Trust</b>	0.734	0.744	0.060	12.288	0.000
<b>Customer Trust Repurchase Intention</b>	0.0569	0.614	0.144	3.950	0.000

Source: Data processed by SmartPLS

Based on the results of the Inner Path Coefficients Model, it is known that the promotional variable has an influence on the intention to repurchase with a T statistical value of 1.977, which indicates that the T-statistic value exceeds the threshold of 1.96. This indicates that promotions have a positive and significant impact on intention to repurchase. The

influence of the promotion variable on customer trust has a T-statistic value of 12.288, indicating that promotion has a positive and significant impact on customer trust, because it exceeds the threshold of 1.96 which is commonly used in statistical analysis. The influence of the customer trust variable on repurchase intention has a T-statistic value of 3.950, which shows a statistically significant T-statistic value with a number greater than 1.96 . This shows that the level of customer trust has a positive and significant impact on the intention to repurchase.

### Test the Direct Effect Hypothesis

Hypothesis analysis is carried out by evaluating and comparing the p-value with the significance level for the path coefficient between alpha variables of 0.005 or T-statistic > 1.96. The aim is to test the four hypotheses of this research.

**Table 5. Hypothesis Test Based on Path Coefficient**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P Value
<b>Promotion Repurchase Intention</b>	0.327	0.283	0.166	1.977	0.048
<b>Promotion Customer Trust</b>	0.734	0.744	0.060	12.288	0.000
<b>Customer Trust Repurchase Intention</b>	0.0569	0.614	0.144	3.950	0.000

Source: Data processed by SmartPLS

The basis for decision making is based on the T-statistic value with a significance level of 0.05, as explained by (Haryono, 2017).

1. Null hypothesis (Ho) is accepted if the T-statistic value is less than 1.96 , which indicates the absence of valid evidence. Conversely, Ho is rejected if the T statistical value is equal to or exceeds 1.96 , indicating a significant influence.
2. When the p-value exceeds 0.05 , the null hypothesis (Ho) is accepted as having no significant impact, whereas if the p-value is less than or equal to 0.05, the null hypothesis (Ho) is rejected because it indicates a significant effect.

**Table 6 . Direct Effect Hypothesis Test Results**

Hypothesis	Std Coefficient Value	T- statistics	P-Value	Information
<b>H1 Promotion Repurchase Intention</b>	0.327	1.977	0.048	Accepted
<b>H2 Promotion Customer Trust</b>	0.734	12.288	0.000	Accepted
<b>H3 Customer Trust Repurchase Intention</b>	0.0569	3.950	0.000	Accepted

Source: Data processed by SmartPLS

Conclusion :

1. The influence of Promotion on Repurchase Intention. This is due to the fact that the calculated t value exceeds the t table value (1.977 > 1.96 ) or the p-value is less than 0.05 (0.48 < 0.05), causing the alternative hypothesis (Ha) to be accepted while the zero (Ho) is rejected.

**“A positive coefficient shows a positive impact. The better the promotion, the more influence the repurchase intention will occur.”**

- The influence of promotions on customer trust. This is due to the fact that the t-table value is 12.288, which exceeds the critical value of 1.96, or the p value is less than 0.05 ( $0.000 < 0.05$ ), so the alternative hypothesis ( $H_a$ ) can be accepted and the null hypothesis ( $H_o$ ) rejected.

**“A positive coefficient shows a positive impact. The better the promotion, the greater the customer's self-confidence.”**

- Customer trust has a significant effect on intention to repurchase. This is supported by the calculated value in the t-table ( $3.950 > 1.96$ ) or a p value that is smaller than 0.05 ( $0.000 < 0.05$ ), so that the alternative hypothesis ( $H_a$ ) can be accepted while the null hypothesis ( $H_o$ ) must be rejected.

**“A positive coefficient indicates a positive impact. The more customer trust increases, the more repeat purchase intentions will occur.”**

#### Indirect Influence (Intervening/Mediation)

**Table 7. Full Indirect and Total Effect Test Results**

##### Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ( O/STDEV )	P Value
<b>Promotion Customer Trust Repurchase Intention</b>	0.418	0.462	0.136	3.079	0.002

Source: Data processed by SmartPLS.

##### Total Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ( O/STDEV )	P Value
<b>Promotion Repurchase Intention</b>	0.327	0.283	0.166	1,977	0.048
<b>Promotion Customer Trust</b>	0.734	0.744	0.060	12,288	0,000
<b>Customer Trust Repurchase Intention</b>	0.0569	0.614	0.144	3,950	0,000

Source: Data processed by SmartPLS.

#### Conclusion :

The test results show that there is an influence of promotion on the intention to repurchase based on customer trust, with a significant p-value ( $0.002 < 0.05$ ). Therefore, the alternative hypothesis ( $H_a$ ) is declared accepted while the null hypothesis ( $H_o$ ) cannot be accepted.

**“A positive coefficient shows a positive impact. The better the Promotion, the more Repurchase Intentions will occur, supported by Customer Trust.”**



**Table 8. Direct Effect Hypothesis Test Results**

	Hypothesis	Std Coefficien t Value	T- statistics	p- Value	Information
<b>H4</b>	<b>Promotion Customer Trust Repurchase Intention</b>	0.418	3,079	0.002	Mediate

Source: Data processed by SmartPLS 4.1.0.3.

## **DISCUSSION**

### **The Effect of Promotion on Repurchase Intention**

Based on the results of data processing, promotions will influence the emergence of repurchase intentions. This indicates rejection of the null hypothesis ( $H_0$ ) and acceptance of the alternative hypothesis ( $H_a$ ) because the calculated t value is greater than the value listed in the table ( $1.977 > 1.96$ ), or the p value is lower than 0.05 ( $0.48 < 0.05$ ). The coefficient value is closely correlated with positive influence, meaning that when promotions are carried out well and effectively, it will increase consumers' intention to repurchase IM3 products in Salatiga.

When a company succeeds in making customers satisfied and believe in the promotions offered, customers will intend to buy the product again. However, if promotions do not meet expectations, customers will feel doubtful. These results are based on previous research conducted (Irwanto & Subroto, 2022) which stated that there was a partial positive influence from promotions on repurchase intentions.

### **The Effect of Promotions on Customer Trust**

Based on the results of data processing, promotions influence customer trust. The null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted because the calculated t value exceeds the critical value of the table ( $12.288 > 1.96$ ) or the p-value is lower than 0.05 ( $0.000 < 0.05$ ). The coefficient value is closely correlated with positive influence because when promotions are carried out effectively and optimally, this will increase customer confidence in the product.

Promotion is a crucial factor in strengthening customer trust. When promotions are delivered effectively and attractively, this creates a positive impression on customers so that they feel confident and confident in the product being offered. These results are consistent with previous research conducted by (Wijayanto et al., 2018) which shows that promotions have a significant influence on the level of trust.

### **The Influence of Customer Trust on Repurchase Intention**

Based on the results of data processing, Customer Trust influences Repurchase Intention. This proves that the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted because the calculated t value (3.950) exceeds the t table value (1.96), and the p-value (0.000) is smaller than the 0.05 significance level. The correlation coefficient value is closely related to positive influence because when the information provided to customers is promising and convincing, this will increase the possibility of customers to repurchase the product.

Customer trust in service providers is very important. If customers believe that the products offered are superior to products from other providers, they will continue to intend to repurchase the product. These results are consistent with previous studies conducted by (Umair Manzoor et al., 2020) showing that customer trust has a significant influence on consumer purchase intentions.

### **Trust in Mediating Promotions with Repurchase Intention**

Based on the results of data processing, customer trust mediates the relationship between promotions and repurchase intentions. These findings indicate rejection of the null hypothesis ( $H_0$ ) and acceptance of the alternative hypothesis ( $H_a$ ). This conclusion is based on indirect effect testing which shows a p-value of less than 0.05 ( $0.002 < 0.05$ ). The coefficient value shows a close correlation with positive influence; The better the promotion is carried out, the greater the customer's sense of trust, which in turn increases the intention to repurchase.

Trust can link promotions to repurchase intentions. The more frequently promotions are carried out, the more customer confidence increases, which ultimately encourages them to make repeat purchases. These results are in accordance with the findings of previous research conducted by (Umair Manzoor et al., 2020) which confirms the mediating significance of customer trust on consumer purchase intentions, as well as research and research (Trivedi & Yadav, 2020) which states the mediating role of trust. Customers have a significant influence on repurchase intentions.

### **CONCLUSION**

This research involved 109 respondents taken from the IM3 Outlet in Salatiga. The aim of this research is to clarify how customer trust as a mediating variable influences promotions and repurchase intentions. Repeat. Based on the results of data analysis testing using SmartPLS 4.1.0.3 as previously explained, it can be concluded, namely;

The results of hypothesis testing show that the promotional variable has a significant positive impact on repurchase intentions at the IM3 Salatiga Outlet. This indicates that when a company succeeds in making customers happy and confident in the promotions offered, customers tend to be motivated to repurchase the product.

The results of the hypothesis test show that the promotion variable has a significant positive influence on customer trust in the IM3 Salatiga Outlet. This shows that if a promotion is communicated well and interestingly, it will give a positive impression to customers, so that they will have more confidence in the product being offered.

The results of hypothesis testing show that the customer trust variable has a significant positive influence on the desire to repurchase at IM3 Outlet. This shows that customers have confidence in the products offered.

The results of hypothesis testing show that the promotional variable has a significant positive effect on repurchase intentions through customer trust as a mediating variable at the IM3 Salatiga Outlet. The more intensive the advertising communication is, the more trust it will create in customers, so that they will have the intention to repurchase the product being offered

### **LIMITATIONS**

During the process of conducting this research, several limitations were possible influence research results, including:

1. Researchers' time, distance, finances, energy and search capacity are limited.
2. This research only took samples in Salatiga and only for the IM3 Outlet and not for other providers.
3. This research has not yet reached perfection, therefore we hope that future research can surpass previous research.

### **DECLARATION OF CONFLICTING INTERESTS**

The author declares that there is no conflict of interest regarding the publication of the research entitled "PROMOTION PROGRAM AND REPURCHASE INTENTION: THE MEDIATION ROLE OF CUSTOMER TRUST IN THE IM3 SALATIGA OUTLET". This research was conducted independently without any financial or personal relationships that could influence the work.

The findings and conclusions presented in this research are solely those of the author and were not influenced by any external party. All sources of support for this research have been duly acknowledged. The author confirms that there are no interests, financial or otherwise, that could be deemed to have influenced the research presented in this manuscript.

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