THE EFFECT OF CONTENT MARKETING AND SOCIAL MEDIA INTERACTION ON REPURCHASE INTENTION OF SEA MAKEUP PRODUCTS IN TIKTOK SHOP WITH CONSUMER TRUST AS A MEDIATION VARIABLE (A STUDY ON GENERATION Z IN PALU CITY)

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Abstract
This study aims to analyze the influence of content marketing and social media interactions onrepurchase intentionSEA Makeup products on TikTok Shop with consumer trust as a mediating variable. A quantitative approach was used, using a survey method with 165 Generation Z respondents in Palu City. Data were analyzed usingPartial Least Squares Structural Equation Modeling(PLS-SEM) through the SmartPLS application. The results of the study show thatcontent marketingand social media interactions have a positive influence onrepurchase intention. Consumer trust has been shown to mediate the relationship betweencontent marketingand repurchase intention, but does not mediate the relationship between social media interactions andrepurchase intentionThis research provides theoretical contributions to the development of digital marketing studies as well as practical implications for cosmetic product promotion strategies through...social commerce platform.

Keywords: content marketing; social media interaction; consumer trust; repurchase intention; TikTok Shop

INTRODUCTION
The development of digital technology has transformed people's mindsets, with social media now serving as a means of communication and transactions through the concept of social commerce. TikTok Shop is one of the fastest-growing platforms in Indonesia, featuring short videos, live broadcasts, and seller-buyer interactions, creating an engaging and interactive shopping experience, especially for the younger generation.(Putri et al., 2023). In the business world, a company's success depends not only on its ability to attract new customers but also on its efforts to retain existing customers through repurchase intent (repurchase intention), a key indicator of loyalty. Repurchase intent is important because loyal customers provide long-term benefits and act as positive brand advocates.Fortuna et al., (2025)found that a pleasant shopping experience, whether utilitarian, hedonic, or social, increases trust and encourages repeat purchases. Meanwhile,Ruslim (2024)emphasized that ease of use and transaction security have a significant influence on repurchase intentions by increasing consumer trust. The beauty sector is an industry that is heavily influenced by the development of social commerce, along with the increasing interest in shopping among Generation Z. This generation actively uses social media, especially TikTok, to search for information and purchase products online.Hermawan (2024)explained that the short video format and live streaming features in TikTok Shop attract young users through visual and interactive experiences.Suwandi & Balqiah (2023)emphasized that digital engagement strengthens local cosmetic brand loyalty among Gen Z. Thus, social media is now an important tool in shaping consumption patterns and shopping preferences for beauty products. SEA Makeup is a fast-growing local cosmetics brand in Indonesia, offering quality products at affordable prices and modern packaging favored by Generation Z. Through TikTok Shop, SEA Makeup implements a social commerce strategy featuring creative content, product usage guides, testimonials, and trend-based promotions that strengthen the brand's image and attract the attention of young consumers. Two-way interactions through comments and live streaming help build emotional closeness and consumer trust. For Generation Z in Palu City who are active on TikTok, this strategy is effective in creating relationships with the brand and driving repurchase intentions. The relationship between variables in this study is based on the Stimulus–Organism–Response (S–O–R) model, which explains that every stimulus from the external environment can influence an individual's response through internal psychological processes (organisms).

In the context of this study, content marketing and social media interactions act as stimuli that trigger consumer psychological reactions in the form of consumer trust as an organism, which ultimately results in repurchase intention as a response. According toWidjaja & Augustinah, (2025)An engaging, relevant, and credible content marketing strategy can build brand trust, which influences repeat purchase decisions. In line with this,Salonen et al., (2024)emphasized that active interaction on social media can strengthen the emotional connection between brands and consumers, thereby increasing levels of trust and loyalty.Equity et al., (2023)explains that consumer trust has a significant influence on repurchase intention, because trust fosters confidence in brand credibility and encourages consumers to make repeat purchases.

Thus, the inter-variable relationship in this study confirms that a consistent content-based marketing strategy and effective social media interactions can strengthen consumer trust. This trust then plays a key role in driving repurchase intentions for SEA Makeup products on TikTok Shop, particularly among Generation Z, who actively engage on digital platforms. Based on the description, this study focuses on how content marketing and social media interactions influence the repurchase intention of SEA Makeup products on TikTok Shop, as well as the extent to which consumer trust plays a role as a mediating variable among Generation Z in Palu City. Thus, the purpose of this study is to analyze the influence of content marketing and social media interactions on repurchase intention, as well as to examine the role of consumer trust as a mediating variable in the relationship between content marketing and social media interactions on repurchase intention.

LITERATURE REVIEW
Content Marketing

Content marketing is a communications strategy that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain an audience.du Plessis (2022), this strategy aims to build long-term relationships by providing credible and trustworthy information across various digital channels. Bazi et al., (2023)emphasizes that the effectiveness of content marketing is greatly influenced by a company's ability to adapt the content's format and style to the characteristics of its target audience, ensuring that the message is optimally received. In line with this,Siti Julaeha (2024)emphasizes that the quality and consistency of content are determining factors for the success of a content marketing strategy, because good content can increase positive perceptions and strengthen the emotional connection between consumers and brands. Thus, content marketing has been proven to have an important role in building consumer trust.Prista et al., (2025)states that delivering informative, relevant, and non-misleading content can increase brand credibility in the eyes of consumers. When consumers receive content that is consistent and aligns with their needs and expectations, the perception is formed that the company possesses strong competence and integrity. This aligns with the findingsAnggun et al., (2025), which explains that clarity and transparency of information in digital content contribute significantly to increasing consumer trust in a brand.

Consumer trust influences repurchase intention. Consumers who trust a brand tend to feel more comfortable and confident in the product or service offered, thus encouraging them to make repeat purchases. Saraswati and Respati (2024) emphasized that trust is one of the strongest determinants in increasing consumer commitment to repurchase, as consumers perceive previous purchasing experiences as satisfying and meeting expectations. Therefore, trust is a crucial variable linking content marketing strategies to consumer loyalty. The relationship between content marketing, trust, and repurchase intention is also strengthened by the findingsMelia, (2023), which shows that engaging, educational, and consistent digital content can increase consumer confidence in a brand's quality and credibility. When consumers perceive that the content provides added value and provides a positive experience, they are more likely to build long-term relationships with the brand and are encouraged to make repeat purchases. Thus, content marketing serves not only as an information tool but also as a strategic strategy that plays a direct role in increasing trust and driving consumer repurchase intentions. Bui et al., (2023)adding three dimensions of effectiveness, namely content relevance, visual appeal, and information credibility, which if implemented well can increase trust and repurchase intentions for SEA Makeup products on TikTok Shop.

Variables	Dimensions	Indicator
Content Marketing (X1)	Content relevance	1. Content according to audience needs. 2. Topics according to audience interests. 3. Relevant content information.
	Visual Appeal	1. Clarity of content. 2. Creativity and memory. 3. Attractive visuals.
	Information Credibility	1. Accurate information. 2. Consistency with the facts. 3. The source is reliable.

Table: Operational Variables

Social Media Interaction

Social media interaction is an important element in digital communication because it allows for reciprocal relationships between users. use and platform. According to Onofrei et al., (2022), digital interaction is not just about exchanging messages, but also a social process where users can provide feedback, form perceptions, and build closeness through online activities. In line with this,Su'ada & Yuniawan (2023)explains that social media is participatory because it allows users to actively engage through comments, sharing content, and providing direct feedback, which can then strengthen the emotional connection between consumers and brands. Due to its interactive and real-time nature, social media interactions are a key foundation for building two-way communication in the context of modern digital marketing. In marketing perspective,Kotler et al., (2022:121)emphasizes that social media interactions can be measured through three main dimensions: two-way communication, active participation, and response speed. These three dimensions describe the quality of the relationship between consumers and brands in digital media. Two-way communication ensures that consumers feel heard, active participation can strengthen consumer engagement, while response speed can increase perceptions of brand competence and awareness. When these dimensions are managed consistently, social media interactions not only enhance the user experience but also strengthen the closeness between consumers and brands, as in the case of SEA Makeup on TikTok Shop, which was able to attract the attention of Generation Z through fast and responsive interactions.

Social media interactions also have a direct impact on building consumer trust.Istiqomawati et al., (2022)shows that active social interaction on digital platforms significantly increases user trust in a brand because consumers feel more confident in the company's transparency and credibility. This finding aligns with researchSilvi et al., (2024)which states that social media marketing accompanied by quality interactions can increase consumer trust before they make a purchasing decision. When consumers feel involved and receive a quick and informative response, they perceive the brand as more trustworthy. Furthermore, effective social media interactions have been shown to increase repurchase intention.Dea et al., (2025)found that trust acts as a mediator connecting social media interactions and marketing activities with consumer purchase intentions. This means that the higher the quality of interactions, the greater the likelihood of consumers making a purchase. Furthermore,Wijayanti & Isa, (2025)explained that the interactivity and visual clarity of TikTok content can increase consumer engagement, ultimately significantly increasing product purchase interest. Thus, social media interactions not only build relationships and trust but also drive repeat purchase intentions through more personalized and responsive digital experiences.

Variables	Dimensions	Indicator
Social Media Interaction (X2)	Participation/Engagement	1. Give a like 2. Leave a comment 3. Sharing content
	Social Connectedness	1. Feel part of a community 2. Conversations between consumers 3. Social identity through brands

Table: Operational Variables

Consumer Trust

Consumer trust is a crucial component in the decision-making process, particularly in digital transactions that do not provide consumers with the opportunity to evaluate products directly.Hidayat et al., (2021), consumer trust is the belief that a brand will fulfill its promises and deliver value as expected through positive experiences and transparent communication. This is in line with the viewKotler et al., (2022:207)which explains that trust reflects a consumer's willingness to rely on a brand to meet their needs. In the context of social commerce, such as TikTok Shop, trust is built not only through product quality but also through seller reliability and the overall security of the platform. Farozet al.,(2025), emphasized that in TikTok Shop, consumer trust can be measured through three main dimensions: trust in the product, trust in the seller, and trust in the platform. Trust in the product is formed when consumers assess that the information provided is accurate. Trust in the seller is reflected in professionalism, honesty, and prompt service. Trust in the platform, on the other hand, is fostered through guaranteed transaction security and an effective consumer protection system. The researchPuspita, (2023)strengthen these findings by showing that clarity of information and emotional support from social commerce platforms can increase trust in social commerce sites, which in turn drives purchasing behavior.

In addition, researchDiah & Suma, (2023)shows that e-trust is an important foundation in increasing consumer comfort and confidence when transacting online. Trust in e-commerce is formed through perceptions of the platform's usability, security, and reliability, which ultimately increases repeat purchase intention. Another study conducted byEndra et al., (2017)also explained that seller reputation, payment system security, and transaction guarantees are significant factors shaping consumer trust in the digital environment. Thus, consumer trust is a multidimensional construct involving product, seller, and platform attributes. Consumer trust plays a crucial role as a mediating variable that bridges the influence of content marketing and social media interactions on consumer repeat purchases. Findings by Anggita and Widagda (2025) indicate that trust significantly mediates the relationship between social media marketing activities and repurchase intention, as consumers who trust a brand tend to feel more secure and confident in making purchasing decisions. This is reinforced byMenhard (2025), which found that trust is a strong determinant of loyalty and repurchase intention, as consumers perceive previous experiences as satisfying and aligned with their expectations. Therefore, trust is not only a result of effective digital marketing but also a key driver influencing repurchase intention for SEA Makeup products on TikTok Shop.

Variables	Dimensions	Indicator
Consumer Confidence (Z)	Trust in Products	1. Consistent quality 2. Conformity to claim 3. Feeling safe using the product
	Trust in Sellers	1. Seller's honesty 2. Keeping promises 3. Transaction ethics
	Trust in Sellers	1. Secure transaction system 2. Consumer data confidentiality 3. Platform reputation

Table: Operational Variables

Repurchase Intention

Repurchase intentionRepurchase intention, or repurchase intention, is a consumer's tendency to repurchase a product after a positive previous experience. Repurchase intention is an important indicator of consumer loyalty, particularly in digital transactions that rely on user experience and trust as the primary basis for decision-making.Widiastuti et al., (2022)stated that the quality of the website and e-commerce system significantly influences repurchase intentions through e-trust, which indicates that consumer satisfaction with the platform can strengthen repurchase decisions. Furthermore,Ellitan et al., (2022)emphasized that experiential marketing and service quality can increase consumer satisfaction, so that they are encouraged to purchase the same product on the next occasion. In the context of digital marketingrepurchase intentioninfluenced by a combination of rational and emotional factors, including beliefs, perceived values, and previous experiences.Miran & Suhermin (2023)stated that trust mediates the relationship between e-service quality and repurchase intention, indicating that a safe and convenient digital experience can create an incentive to repurchase. This finding is in line with research,Alvin & Qomariah (2022)This indicates that consumer trust and positive attitudes toward e-commerce platforms significantly influence repurchase intention. Thus, repurchase intention is influenced not only by the platform's functional aspects but also by consumers' feelings of security and confidence.

Next, researchDiah & Suma, (2023)explains that e-trust has an indirect influence on repurchase intention through perceived usefulness. This means that when consumers believe in the usefulness and effectiveness of a platform, this belief encourages them to make repeat transactions. Another study byAlvin & Qomariah, (2022)also found that e-service quality increases repurchase intention through the mediation of e-trust, thus strengthening the role of trust as a key factor in repeat purchase behavior in the digital environment. These findings suggest that trust is a crucial component that encourages consumers to continue choosing platforms or brands that have provided positive experiences. According toFikri et al., (2024)Repurchase intention is measured through three main dimensions: repurchase intention, willingness to recommend, and brand preference. Repurchase intention indicates a consumer's desire to repeat a purchase after a satisfying experience. Recommendation intention reflects the level of satisfaction and loyalty, where consumers feel confident in recommending a product to others. Meanwhile, brand preference reflects a consumer's tendency to stick with the same brand despite numerous alternatives. In the context of SEA Makeup products on TikTok Shop, these three dimensions are highly relevant for assessing consumer loyalty, as positive experiences on the platform and effective digital interactions can strengthen consumers' confidence to continue using the same product. Thus, repurchase intention can be viewed as the end result of positive experiences, trust, and perceived value formed through consumer interactions with brands and digital platforms.

Variables	Dimensions	Indicator
Repurchase intention (Y)	Desire to Buy Back	1. Repurchase intention 2. Previous purchase satisfaction 3. Products as the main choice
	Product/Brand Preferences	1. Prefer over other brands 2. Recommendations to others 3. Brand loyalty
	Behavioral Tendencies	1. Real interest in repurchasing 2. Concrete purchase plan 3. Special budget

Table: Operational Variables

PREVIOUS RESEARCH

1. Previous research on content marketing has shown that content quality plays a significant role in shaping consumer perceptions and trust. Melia (2020) found that engaging, consistent, and educational digital content can increase consumer confidence in a brand and encourage repeat purchases. This finding aligns with Prista et al. (2024), who stated that informative and non-misleading content can strengthen brand credibility in the eyes of consumers. Furthermore, Ulya & Suciningtyas (2025) emphasized that transparency and clarity of

information in digital content contribute to building consumer trust, ultimately increasing engagement and loyalty.

2. Research on social media interactions shows that responsive and participatory digital communication plays a crucial role in building relationships between consumers and brands. Onofrei et al., (2022) explain that digital interactions enable consumers to provide feedback and shape brand perceptions through online social processes. Su'ada & Yuniawan (2023) add that two-way interactions, such as comments, content sharing, and direct responses, increase emotional closeness between consumers and brands. Istiqomawati et al., (2022) and Silvi & Prabandari (2024) also found that active and responsive interactions can increase consumer trust, while Wijayanti & Isa (2024) show that the interactivity and visual clarity of TikTok content can create engagement that impacts repurchase intention.

3. Furthermore, previous research on consumer trust confirms that trust is a key factor influencing repurchase decisions. Hidayat et al. (2021) stated that trust is formed through positive experiences, information transparency, and consistent brand communication.Al-habib (2024)and Saraswati & Respati (2024) found that consumers who trust a brand are more likely to make repeat purchases because they feel safe and confident in the product offered. Research by Miran & Suhermin (2023) shows that trust acts as a mediating variable in the relationship between e-service quality and repurchase intention, while Anggita & Widagda (2025) confirms that positive digital interactions increase trust, which ultimately drives repurchase intention.

4. Research on repurchase intention also shows that repeat purchase behavior is influenced by positive consumer experiences, trust, and digital interactions.Widiastuti et al., (2022)found that the quality of the digital platform influences e-trust, which then increases satisfaction and repurchase intentions.Ellitan et al., (2022)stated that service quality and customer experience have a direct impact on loyalty formation. Furthermore, Wijayanti & Isa (2024) explained that engagement formed through interactive and engaging TikTok content can encourage consumers to make repeat purchases. Overall, previous research shows that content marketing, social media interactions, and consumer trust play a significant role in increasing repurchase intention in the context of digital marketing.

HYPOTHESIS DEVELOPMENT
This hypothetical research is based on theory and previous findings that develop relationships between the variables to be tested. Content marketing and social media interactions are predicted to have a positive effect on repurchase intention because engaging content and two-way communication can strengthen consumer loyalty. Both also influence consumer trust through message consistency, response speed, and brand credibility. Furthermore, consumer trust plays a significant role in driving repurchase intention and acts as a mediating variable that bridges the influence of content marketing and social media interactions on repurchase intention of SEA Makeup products in the TikTok Shop. The following is an explanation of the seven hypotheses in this study:

H1: Content marketing has a positive effect on repurchase intention

Content marketingRelevant, informative, and consistent content can create positive perceptions and added value for consumers. When consumers perceive the content presented as beneficial and helpful in their decision-making, they are more likely to make repeat purchases. Previous research also shows that quality content can increase consumer trust and engagement, ultimately driving repurchase intentions (Melia, 2020; Prista et al., 2024). Therefore, the better the content marketing presented by SEA Makeup on TikTok Shop, the greater the likelihood of consumers making repeat purchases.

H2: Social media interaction has a positive effect on repurchase intention

Active interactions on social media, such as quick replies, two-way communication, and a brand presence in the digital space, can enhance the consumer experience and create emotional connections. When consumers feel cared for and engaged, they are more likely to trust and feel comfortable making repeat purchases. Research by Anggita & Widagda (2025) and Wijayanti & Isa (2024) proves that consumer interactivity and participation on social media can directly increase purchase intention. Therefore, the greater the frequency of SEA Makeup interactions on TikTok Shop, the greater the likelihood of consumers making repeat purchases.

H3: Content marketing has a positive effect on consumer trust

Informative, honest, and credible content can build consumer trust in a brand's integrity and competence. When consumers perceive that the content is realistic, the perceived risk of brand bias is reduced, thus increasing trust. Prista et al. (2024) and Ulya & Suciningtyas (2025) confirmed that accurate and transparent content significantly increases consumer trust. Therefore, SEA Makeup's high-quality content marketing will strengthen consumer trust in the TikTok Shop.

H4: Social media interaction has a positive effect on consumer trust.

Good social media interactions, such as two-way communication, quick responses, and attention to customer feedback, increase consumers' sense of security and confidence in a brand. When consumers feel valued and engaged, they perceive the brand as trustworthy. Research by Istiqomawati et al. (2022) and Silvi & Prabandari (2024) shows that active interactions can increase consumer trust. Therefore, SEA Makeup's responsive and friendly interactions on the TikTok Shop will increase user trust.

H5: Consumer trust has a positive effect on repurchase intention.

Trust is a key psychological factor influencing repurchase decisions. Consumers who trust a brand will feel safe, confident, and face minimal risk when making subsequent transactions. Research by Saraswati & Respati (2024) and Miran & Suhermin (2023) demonstrates that trust is a strong predictor of loyalty and repurchase intention. Therefore, the higher a consumer's level of trust in SEA Makeup, the more likely they are to repurchase the product.

H6: Consumer trust mediates the influence of content marketing on repurchase intention

Content marketingQuality content not only provides informative benefits but also creates a perception of brand trustworthiness. When consumers feel confident in the honesty and quality of the content displayed, they build trust, which then encourages repeat purchases. Anggita & Widagda (2025) demonstrated that trust plays a crucial role in mediating the relationship between digital marketing and repurchase intention. Therefore, effective content marketing will increase repurchase intention through the mechanism of increasing consumer trust.

H7: Consumer trust mediates the influence of social media interaction on repurchase intention

Responsive, friendly, and fast social media interactions make consumers feel valued and cared for, thus building strong trust in the brand. When trust increases, consumers are more confident and have a higher intention to make repeat purchases. Research by Wijayanti & Isa (2024) and Istiqomawati et al., (2022) shows that digital interactivity increases trust, which ultimately drives repurchase intention. Thus, consumer trust acts as a mediator explaining how social media interactions can increase repurchase intention.

Research Hypothesis:
H1: Content marketing has a positive effect on repurchase intention.
H2; Social media interaction has a positive effect on repurchase intention.
H3: Content marketing has a positive effect on consumer trust.
H4:Social media interactions have a positive impact on consumer trust.
H5: Consumer trust has a positive effect on repurchase intention.
H6: Consumer trust mediates the influence of content marketing on repurchase intention.
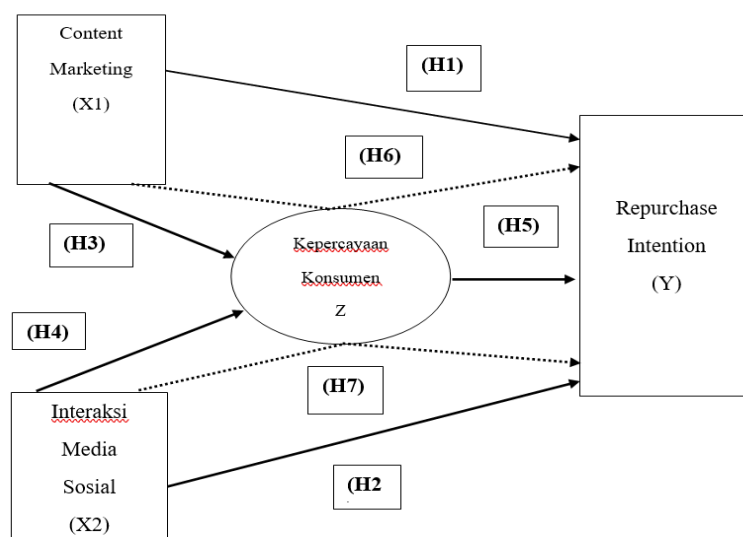H7: Consumer trust mediates the influence of social media interaction on repurchase intention.

Figure 1: Research Model

METHOD

This research uses a quantitative approach with a survey method. According to Sugiyono (2023:16) This quantitative research is based on numerical data collection and statistical analysis to test the established hypotheses. The research subjects were Generation Z in Palu City who had purchased SEA Makeup products through TikTok Shop. The sampling technique used purposive sampling, with respondents aged 18–27 years old and having purchased Sea Makeup products at least once. Data were collected through a questionnaire based on indicators of content marketing variables, social media interaction, consumer trust, and repurchase intention using a Likert scale of 1-5. The sample size was determined by referring to Hair et al., (2021:161) which states that the number of samples can be calculated by multiplying the number of indicators by a minimum of five respondents. Based on this formula, the minimum number of samples required is $5 \times 33 = 165$ respondents. Validity and reliability were tested using the SPSS application, while data analysis used Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS, because this method is capable of comprehensively testing complex models with variable mediation (Hair et al., 2021:356).

RESULTS AND DISCUSSION

This chapter presents the results of data analysis from questionnaires processed using SmartPLS 4 to test the relationship between variables: Content Marketing (X1), Social Media Interaction (X2), Consumer Trust (Z), and Repurchase Intention (Y). The PLS method was chosen because it is capable of analyzing complex models with many indicators and non-normally distributed data. The analysis was carried out through three main stages: measurement model testing (outer model) to assess validity and reliability, structural model testing (inner model) to test the relationship between latent variables, and hypothesis testing (bootstrapping) to see the direct, indirect, and mediating effects of Consumer Trust on Repurchase Intention on the TikTok Shop platform.

Table 3.2 Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Year of Birth	2001-2004	63	38.2
Type of work	Students	78	47.3
Frequency of TikTok Usage	Every day	116	70.3
Frequency of SEA Makeup Product Purchases on TikTok (last 6 months)	Twice	58	35.2
Types of SEA Makeup Products That Are Often Purchased	Silk Cushion	44	26.7

Source: Data processed by researchers, 2025).

All of these results were obtained from the most frequent answers from respondents who completed the research questionnaire. Based on the table, the majority of respondents are Generation Z, born between 2001 and 2004 (38.2%), students (47.3%), and actively use TikTok. A total of 70.3% use TikTok daily, indicating high engagement. In the past six months, 35.2% of respondents have purchased SEA Makeup products twice, particularly Silk Cushion (26.7%), indicating a genuine experience shopping for cosmetics through TikTok Shop.

Table 3.3 Descriptive Analysis

Variables	Number of Items	Minimum Value	Average
Content Marketing (X1)	9	1	4.14
Social Media Interaction (X2)	6	1	4.07
Consumer Confidence (Z)	9	1	4.16
Repurchase Intention (Y)	9	1	4.08

Source: Data processed by researchers, 2025).

Based on the table above, all variables have an average score above 4.00, indicating respondents tend to agree. A minimum score of 1 indicates the lowest possible rating from some respondents. Overall, these results indicate a positive perception, categorizing all four variables as high.

Figure 3.4 Convergent Validity (Outer Loading)
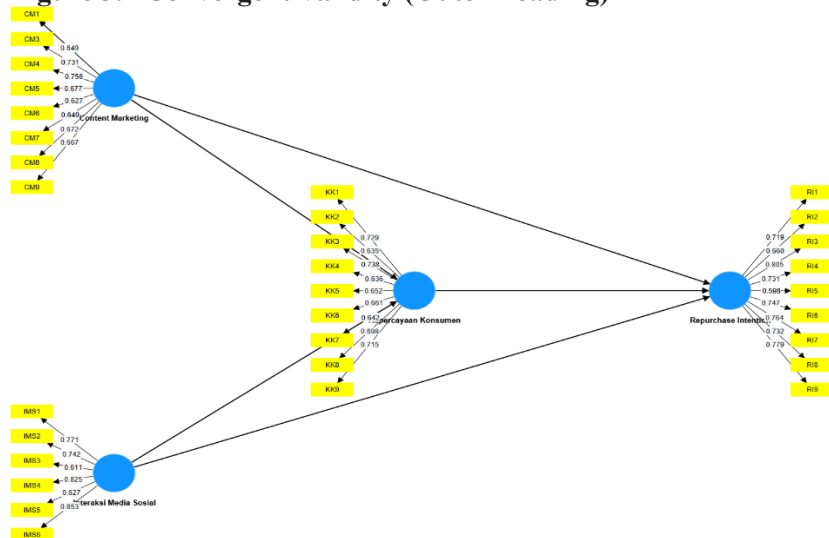
Variables	Indicator	Outer Loading
Content Marketing (X1)	CM1	0.771
	CM2	0.649
	CM3	0.731
	CM4	0.756
	CM5	0.677
	CM6	0.627
	CM7	0.649
	CM8	0.672
	CM9	0.667
Social Media Interaction (X2)	IMS1	0.771
	IMS2	0.742
	IMS3	0.661
	IMS4	0.825
	IMS5	0.627
	IMS6	0.653
Consumer Confidence (Z)	KK1	0.729
	KK2	0.635
	KK3	0.738
	KK4	0.636
	KK5	0.652
	KK6	0.661
	KK7	0.642
	KK8	0.698
	KK9	0.715
Repurchase Intention (Y)	RI1	0.719
	RI2	0.660
	RI3	0.805
	RI4	0.731
	RI5	0.598
	RI6	0.747
	RI7	0.764
	RI8	0.732
	RI9	0.779

Source: Data processed by researchers, 2025).

The convergent validity test results showed that most indicators had outer loading values above 0.7, meeting the validity criteria. Indicators with values between 0.6 and 0.7 were retained due to their theoretical relevance. All constructs met the requirements of CR > 0.7 and AVE > 0.5, thus being declared valid.

Table 3.5 Discriminant Validity

Variables	X1	X2	Z	Y
Content Marketing (X1)	0.690			
Social Media Interaction (X2)	0.811	0.709		
Consumer Confidence (Y)	0.896	0.790	0.680	
Repurchase Intention (Y)	0.865	0.865	0.845	0.729

Source: Data processed by researchers, 2025).

The Fornell–Larcker test results indicate that discriminant validity has not been fully met due to the relatively high correlation between constructs. However, the strong relationships between variables such as content marketing, social media interaction, and consumer trust are still theoretically reasonable. If the HTMT value is <0.90, the model is still considered valid and worthy of testing.

Table 3.6 Reliability Test

Construct/Variable	Cronbach's Alpha	Composite Reliability (ρ_a)	Composite Reliability (ρc)	Average Variance Extracted (AVE)
Content Marketing (X1)	0.862	0.865	0.891	0.477
Social Media Interaction (X2)	0.799	0.810	0.857	0.503
Consumer Confidence (Z)	0.854	0.857	0.885	0.462
Repurchase Intention (Y)	0.888	0.891	0.910	0.531

Source: Data processed by researchers, 2025).

Reliability test results showed that all variables had Cronbach's Alpha > 0.70 and Composite Reliability > 0.80, indicating good internal consistency. Although the AVE for two constructs was slightly below 0.50, the high reliability values indicated that the model remained reliable and valid for further structural analysis.

Table 3.7 Path Coefficient

Relationship between variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Content Marketing→ Consumer Confidence	0.745	0.737	0.086	8,619	0,000
Social Media Interaction → Consumer Trust	0.321	0.323	0.104	3,090	0.002
Content Marketing→ Repurchase Intention	0.186	0.192	0.093	2,000	0.046
Social Media Interaction → Repurchase Intention	0.437	0.435	0.099	4,397	0,000
Consumer Trust → Repurchase Intention	0.212	0.213	0.109	1,946	0.052

Source: Data processed by researchers, 2025).

Based on the test results in the Path Coefficient (Bootstrapping) table, most of the relationships between variables in this study were proven significant, indicated by t-statistics exceeding 1.96 and p-values below 0.05. However, the effect of consumer trust on repurchase intention showed a value that was on the borderline of significance, so the strength of the influence was relatively weaker although still positive. Overall, these results illustrate that the model has a relationship between variables that can be explained well.

Table 3.8 Indirect Effect

Mediation Relationship Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Content Marketing→ Consumer Trust → Repurchase Intention	0.158	0.039	0.077	2,064	0.039
Social Media Interaction → Consumer Trust → Repurchase Intention	0.039	0.045	0.035	1,123	0.262

Source: Data processed by researchers, 2025).

Based on the results in the table above, consumer trust is proven to mediate the relationship between Content Marketing and Repurchase Intention with a significant effect (p-value of 0.039). However, Consumer Trust does not mediate the relationship between Social Media Interaction and Repurchase Intention because the p-value is 0.262 > 0.05. Thus, only Content Marketing has an indirect effect through Consumer Trust.

Discussion

This study provides an empirical overview of the relationship between content marketing, social media interactions, consumer trust, and repurchase intention among SEA Makeup users in TikTok Shop. The analysis results show that most of the relationships between variables are significant and in line with the Stimulus–Organism–Response (S–O–R) theory. In this model, content marketing and social media interactions act as stimuli that influence the organism (consumer trust), which then influences consumer responses in the form of repurchase intention. These findings strengthen the assumption that in the context of social commerce, the quality of digital stimuli plays a significant role in shaping repeat purchase behavior, especially among Generation Z consumers who are highly responsive to content and interactions on social media.

Before testing the relationships between variables, this study ensured the feasibility of the outer model through validity and reliability tests. The results showed that almost all indicators met the convergent validity criteria with high outer loading and composite reliability values. Although two constructs, Content Marketing and Consumer Trust, had AVE values slightly below 0.50, this was still acceptable due to their high composite reliability, which still explained the indicator variance well. This is in line with the theory of Hair et al. (2021), which states that an AVE <0.50 is still suitable for use if the composite reliability is >0.60. Thus, the measurement model is suitable for analyzing relationships between variables.

Content marketinghas been shown to have a positive effect on consumer trust, a finding that aligns with previous theory and research. Theoretically, marketing communication theory explains that credible, honest, and consistent content can build perceptions of brand integrity and competence. This finding is supported by Prista et al., (2024) and Ulya & Suciningtyas (2025), who emphasized that content quality has a strong influence on building trust. This phenomenon is highly relevant to Generation Z's behavior on TikTok Shop, which is known to be highly selective about content and more trusting of brands that display tangible evidence such as tutorials, genuine testimonials, and educational content.

Social media interactions also positively influence consumer trust, indicating that two-way communication mechanisms play a crucial role in building emotional closeness. This is consistent with Social Exchange theory, which states that responsive and mutually beneficial social relationships foster trust. These findings are supported by research by Istiqomawati et al. (2022) and Silvi & Prabandari (2024), which highlights that active interactions create the perception that a brand cares and is trustworthy. In the context of TikTok Shop, quick responses, personalized greetings, and direct interactions during live shopping can strengthen brand-consumer relationships. The research results also show that content marketing has a positive effect on repurchase intention. This finding aligns with Melia (2020) and Wulandari et al., (2023), who stated that relevant and informative content encourages consumers to repurchase. Theoretically, this is explained through a mechanism where quality content increases perceived value and reduces uncertainty, thus encouraging repeat purchase decisions. This phenomenon is evident among SEA Makeup consumers, who tend to repeat purchases after viewing educational content such as before-and-after videos, usage tips, and explanations of product benefits.

Social media interaction has been found to significantly influence repurchase intention, reinforcing the view that digital engagement plays a direct role in shaping consumer decisions. Generation Z consumers value quick responses, friendly interactions, and credibility built through two-way communication. Research by Anggita & Widagda (2025) and Wijayanti & Isa (2024) also found that online interactivity and participation increase purchase intention. On TikTok Shop, comments, live chat, and real-time interactions provide a pleasant shopping experience and motivate consumers to make repeat purchases.

Consumer trust positively influences repurchase intention, supporting the theory that trust is the foundation of long-term relationships between consumers and brands. Trusting consumers feel secure and have a lower perceived risk, making them more likely to make repeat purchases. Research by Saraswati & Respati (2024) and Miran & Suhermin (2023) has confirmed that consumer trust is a strong predictor of loyalty and repurchase intention. In the context of SEA Makeup, trust stems from positive experiences, product quality that meets expectations, and consistent communication through the TikTok Shop. Furthermore, consumer trust has been shown to mediate the relationship between content marketing and repurchase intention. This means that quality content not only provides informative value but also creates brand confidence, which then encourages consumers to repeat purchases. This finding aligns with research by Anggita & Widagda (2025), which shows that trust is a crucial psychological mechanism in digital marketing. For SEA Makeup, this underscores the importance of consistent, authentic, educational content to maintain trust and increase customer loyalty.

The results of the study indicate that the relationship between Consumer Trust and Repurchase Intention is insignificant because the p-value of 0.052 is still above the 0.05 limit. Although the direction of the influence is positive, trust is not yet a dominant factor in determining repurchase decisions. This phenomenon occurs because Gen Z behavior on TikTok Shop is more influenced by interesting content, viral trends, promotions, and impulsive decisions than trust in the brand. Furthermore, inconsistent product usage experiences and the large number of cosmetic alternatives make trust not strong enough to drive repurchase intentions. However, the research results show that consumer trust does not mediate the relationship between social media interactions and repurchase intention. This insignificance can be explained by the typical phenomenon of Generation Z, which prioritizes direct and immediate experiences over the emotional closeness formed through digital interactions. Fast and responsive interactions do increase convenience, but they do not necessarily build deep trust if they are not supported by tangible evidence through content or product quality. This condition also indicates that for Generation Z, digital interactions function more as a driver of quick decisions (impulse or experiential buying) than building trust. Therefore, interactions still have a direct effect on repurchase intention, but not through trust.

The results of the discriminant validity test indicate that several square root mean squared AVE values are lower than the correlations between constructs, particularly for Content Marketing and Social Media Interaction. This suggests that Generation Z consumers' experiences in the digital environment are highly integrated, leading to overlapping boundaries between content, interaction, and trust. This phenomenon may occur because TikTok is a visually interactive platform, where content also serves as a platform for interaction. Therefore, consumers find it difficult to distinguish between pure content and interaction, thus affecting the discriminant validity value. Overall, this study demonstrates that content-based and interaction-based digital strategies play a crucial role in building strong relationships with SEA Makeup consumers on TikTok Shop. Content marketing is the most dominant factor in building trust and driving repurchase intention, while social media interactions serve as a more direct driver of repeat purchase behavior. Trust plays a crucial role as a mediator, although it does not operate across all relationship pathways. These findings underscore the importance of developing authentic, educational content, and meaningful interactions to strengthen Generation Z loyalty in social commerce. Therefore, this study supports the S–O–R theory while providing practical contributions to effective and sustainable digital marketing strategies.

CONCLUSION

Based on the analysis and discussion, it can be concluded that content marketing and social media interactions have a positive effect on repurchase intention for SEA Makeup products on TikTok Shop. Relevant, engaging, and credible content strategies have been shown to increase consumer trust and encourage repeat purchases, while participatory social media interactions strengthen the emotional closeness between consumers and brands. However, consumer trust only mediates the effect of content marketing on repurchase intention, not the relationship with social media interactions, indicating that trust is more easily formed through content consistency than through interaction intensity. Theoretically, this study enriches digital marketing studies by emphasizing the role of trust as a link between content strategy and consumer loyalty. Practically, these results serve as a reference for

cosmetic businesses, particularly SEA Makeup, to manage informative and credible content relevant to the characteristics of Generation Z to increase repeat purchases.

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