

SYSTEMATIC REVIEW OF THE INFLUENCE OF DIGITAL MARKETING, PRODUCT INNOVATION, AND CUSTOMER ENGAGEMENT ON REPURCHASE INTENTION THROUGH BRAND TRUST

Oktaviani Putri Dita¹, Budi Eko Soetjipto², Ludi Wisnu Wardhana³

¹ Universitas Negeri Malang, Malang, Jawa Timur

*Email: oktaviani.putri.2404138@students.um.ac.id

² Universitas Negeri Malang, Malang, Jawa Timur

*Email: budi.eko.fe@um.ac.id

³ Universitas Negeri Malang, Malang, Jawa Timur

*Email: ludi.wishnu.fe@um.ac.id

Received : 01 June 2025

Revised : 15 June 2025

Accepted : 17 July 2025

Published : 28 July 2025

Publish Link : <https://radjapublika.com/index.php/MORFAI/article/view/5058>

Abstract

The digital technology transformation has revolutionized marketing practices, with digital marketing, product innovation, and customer engagement emerging as key determinants in shaping repurchase intention. The mediating role of brand trust in the complex relationships among these variables remains relatively underexplored in the literature. This study aims to examine these relationships through a Systematic Literature Review (SLR) approach, focusing on articles from reputable international journals published between 2019 and 2024. The findings indicate that digital marketing enhances brand awareness, customer experience, and brand trust, all of which collectively contribute to repurchase decisions. Product innovation has been shown to strengthen customer loyalty, though its effectiveness is significantly influenced by the degree of customer involvement in the innovation process. Customer engagement, particularly in digital commerce and social media contexts, plays a central role in driving repurchase intention, with brand trust acting as a mediator that reinforces this relationship. These findings expand the theoretical foundations of the Theory of Planned Behavior (TPB), the Stimulus-Organism-Response (S-O-R) model, and Brand Relationship Theory by emphasizing the importance of the interaction between customer engagement and brand trust in fostering long-term loyalty. From a practical perspective, this study highlights the urgency of adopting data-driven marketing strategies, personalized digital experiences, and innovation that incorporates customer participation. Although limited to secondary data, this research provides relevant contributions to both academia and industry practices. Further studies are recommended to empirically test the causal relationships among variables and assess the influence of demographic and regulatory factors on brand trust formation in the digital marketing era.

Keywords: *Digital Marketing, Customer Engagement, Brand Trust, Repurchase Intention, Systematic Literature Review.*

1. INTRODUCTION

The advancement of digitalization has fundamentally transformed marketing strategies, driving a shift from conventional approaches to digital marketing as the foundation for building long-term customer relationships. In this context, digital marketing not only serves as a promotional channel but also plays a strategic role in shaping loyalty and repurchase intention. On the other hand, product innovation has become key to maintaining competitiveness amid intense market competition. The effectiveness of both strategies heavily depends on customer engagement, which enhances the customer experience, as well as brand trust, which serves as a critical link between marketing stimuli and repurchase decisions. Although the relationship between digital marketing and repurchase intention has been widely studied, findings remain inconclusive. Most prior studies tend to focus on direct relationships without considering brand trust as a mediating variable. Some research suggests that digital marketing can enhance repurchase intention by strengthening customer engagement and brand trust (Syahirah & Kusumawati, 2024), while other studies indicate that its influence is indirect (Chen & Lin, 2020). The role of product innovation in shaping repurchase intention is also still debated. Chen and Lin (2020) argue that innovation is effective when supported by positive customer experiences and appropriate marketing communication. Rather et al. (2022) emphasize that without

SYSTEMATIC REVIEW OF THE INFLUENCE OF DIGITAL MARKETING, PRODUCT INNOVATION, AND CUSTOMER ENGAGEMENT ON REPURCHASE INTENTION THROUGH BRAND TRUST

Oktaviani Putri Dita et al

engagement, innovation tends to fail in fostering loyalty. Furthermore, while customer engagement is often positioned as a crucial element in digital marketing, Verhoef et al. (2021) caution that high customer engagement does not guarantee repurchase unless accompanied by brand trust and a satisfactory shopping experience. In this regard, brand trust holds a central position. Several studies demonstrate its direct influence on repurchase intention (Dwivedi et al., 2021), while others position brand trust as a mediator in the relationship between digital marketing, product innovation, customer engagement, and repurchase intention (Lemon & Verhoef, 2019). This context highlights the need for deeper exploration of the strategic role of brand trust in strengthening customer engagement and fostering long-term loyalty.

Despite extensive literature on this subject, several gaps remain evident. Hollebeek et al. (2021) show that customer engagement in digital contexts can increase repurchase intention but do not examine in detail the contribution of brand trust in this process. Zhang and Hon (2022) highlight the impact of product innovation on loyalty but have yet to explore how the synergy between innovation and digital marketing shapes brand trust. Additionally, Verhoef et al.'s (2021) study emphasizes the contribution of digital marketing to repurchase intention but remains limited to specific sectors, restricting cross-industry validity. Based on this background, this study aims to address theoretical gaps through a Systematic Literature Review (SLR) of the relationship between digital marketing, product innovation, and customer engagement on repurchase intention, with brand trust as a mediating variable. The PRISMA framework is employed to systematically map academic findings and current research trends in digital marketing.

Specifically, this study addresses three key questions: 1) how do digital marketing, product innovation, and customer engagement directly and indirectly influence repurchase intention?; 2) to what extent does brand trust mediate the relationship between these variables?; 3) what are the theoretical and practical implications of these findings? This research is expected to contribute theoretically by mapping key literature on digital marketing and customer loyalty while reinforcing brand trust as a significant mediator. Practically, the findings can serve as a reference for businesses in designing digital-based marketing strategies, optimizing innovation, and strengthening customer engagement to build trust and drive repurchase behavior. Methodologically, the use of a PRISMA-based SLR enables a systematic analysis of literature from the past five years, providing comprehensive insights into the evolution of theory and practice in the digital marketing landscape.

2. LITERATURE REVIEW

Repurchase intention refers to a customer's tendency to repurchase products they have previously consumed (Kim et al., 2021). According to Verhoef et al. (2021), repurchase decisions are influenced by product quality, customer experience, brand engagement, and brand trust, making a deep understanding of these interrelationships crucial in modern marketing. This study examines the roles of digital marketing, product innovation, and customer engagement on repurchase intention, positioning brand trust as a mediating variable. In the digital context, digital marketing has become a central strategy for fostering customer interactions through technologies that enable precise personalization and segmentation (Chaffey & Ellis-Chadwick, 2020). Its effectiveness heavily relies on customer engagement and real-time consumer behavior analysis (Kannan, 2019). Meanwhile, product innovation enhances added value and customer loyalty. Zhang and Hon's (2022) study affirms that sustained innovation strengthens brand appeal, while Chen and Lin (2020) emphasize the importance of synergy between innovation and marketing strategies in building long-term customer relationships. Customer engagement is a critical dimension in digital environments, where active customer interactions with brands contribute to increased loyalty and repurchases (Hollebeek et al., 2021). Rather et al. (2022) confirm that engagement through social media, websites, and digital applications positively impacts repurchase intention. Within the framework of brand trust, trust plays a central role in fostering loyalty as it reflects customers' belief in a company's credibility and integrity (Dwivedi et al., 2021). Lemon and Verhoef (2019) also assert that brand trust can mediate the relationship between digital marketing and repurchase intention, amplifying the influence of marketing strategies on customer behavior.

This study draws on several key theories underpinning the relationships between variables:

The First, Theory of Planned Behavior (TPB) (Ajzen, 1991) explains that repurchase intention is determined by attitudes, subjective norms, and perceived behavioral control. In digital contexts, TPB helps elucidate how digital marketing and customer engagement shape brand attitudes and influence repurchase intention. The second, Stimulus-Organism-Response (S-O-R) Theory (Mehrabian & Russell, 1974) is used to explain how external factors like digital marketing and product innovation (stimulus) affect internal customer responses such as brand trust (organism), subsequently driving repurchase intention (response) (Rather et al., 2022). The third, Customer Engagement Theory (Brodie et al., 2011) underscores the importance of cognitive and emotional customer engagement in forming strong brand relationships. In digital contexts, this theory explains how engagement amplifies the impact of marketing

SYSTEMATIC REVIEW OF THE INFLUENCE OF DIGITAL MARKETING, PRODUCT INNOVATION, AND CUSTOMER ENGAGEMENT ON REPURCHASE INTENTION THROUGH BRAND TRUST

Oktaviani Putri Dita et al

strategies on loyalty and repurchase intention (Kumar, Srivastava, & Gupta, 2023). The fifth, Brand Relationship Theory (Fournier, 1998) posits that customer trust and commitment to a brand contribute to long-term relationships, ultimately fostering loyalty and repurchases. Based on this understanding, the study proposes a conceptual model positioning digital marketing, product innovation, and customer engagement as determinants of repurchase intention, with brand trust as the primary mediator. Through a Systematic Literature Review (SLR), this research aims to synthesize empirical findings to strengthen the proposed theoretical framework and identify relevant directions for future research.

3. RESEARCH METHOD

This study adopts a Systematic Literature Review (SLR) approach to examine the relationships between digital marketing, product innovation, customer engagement, brand trust, and repurchase intention. The SLR method was selected for its ability to identify research trends, systematically synthesize findings, and explore gaps in the literature through a comprehensive and structured approach (Snyder, 2019). The entire process was conducted manually. Literature was collected from reputable journals indexed in Scopus, covering the publication period from 2019 to 2024 to ensure both the relevance and currency of the information (Palmatier, Houston, & Hulland, 2018). The keywords used included: “Digital Marketing and Repurchase Intention,” “Product Innovation,” “Customer Engagement,” “Brand Trust,” and “Repurchase Intention.” Inclusion criteria comprised empirical articles—quantitative or qualitative—published in Scopus-indexed journals ranging from Q1 to Q4, written in English, and available in full-text format. Conceptual papers, duplicates, non-empirical studies, and those that did not meet academic standards were excluded from the analysis (Donthu et al., 2021). The selected articles were analyzed using a manual content analysis approach, aiming to identify central themes, patterns of inter-variable relationships, and their contributions to theoretical advancement within the domains of digital marketing and consumer behavior.

4. RESULT AND DISCUSSION

4.1 Digital Marketing dan Pengaruhnya terhadap Repurchase Intention

In the contemporary marketing landscape, digital marketing has emerged as a primary strategy for building customer loyalty and enhancing repurchase intention. Through digital channels such as social media, e-commerce, and email marketing, this strategy creates more interactive experiences, strengthens brand awareness, and builds brand trust—all of which directly impact repurchase behavior (Chaffey & Ellis-Chadwick, 2020; Kim et al., 2021). Literature findings indicate that digital marketing influences repurchase intention through three key mechanisms: enhanced brand awareness, the creation of positive customer experiences, and the reinforcement of brand trust, particularly in e-commerce contexts. Brand awareness is elevated through strategies such as social media and search engine marketing, which have been proven to foster customer loyalty and repurchase intention (Kharisma et al., 2024; Syahirah & Kusumawati, 2024). Additionally, digital marketing effectively builds emotional attachment, especially when combined with relevant and targeted promotions (Melia, 2023; Ardisa & Sutanto, 2022).

On the other hand, digital marketing also delivers superior customer experiences through user-friendly interface design, content personalization, and dynamic interactions (Ginting & Sinaga, 2022). Features such as seamless transactions, chatbot services, and personalized approaches have been shown to enhance repurchase intention (Nofrialdi & Herfina, 2021; Leksono & Prasetyaningtyas, 2021). Active customer engagement with brands in digital spaces further contributes to more meaningful experiences (Fawzee et al., 2019). Digital brand trust serves as a central element in repurchase decisions. Studies indicate that the success of social commerce heavily depends on digital marketing’s ability to cultivate brand trust (Wirapraja & Subriadi, 2019). Digital reputation and transparency in information also mitigate perceived risks and strengthen repurchase intention (Prabowo & Hamsal, 2019; Agachi, 2025). Moreover, consistent communication and digital-based services act as catalysts in reinforcing consumer trust on a global scale (Oğuz & Karaca, 2023).

4.2 Product Innovation and Its Influence on Repurchase Intention

In today’s dynamic business environment, product innovation serves as a strategic tool for sustaining customer loyalty and driving repurchase intention. Innovation not only attracts new customers but also enhances customer satisfaction, perceived value, and brand trust—key prerequisites for repeat purchases (Kim, Kim, & Choi, 2019). Literature reveals that product innovation contributes to repurchase intention through three primary pathways: the creation of customer value, superior consumption experiences, and the strengthening of customer trust. The success of innovation depends on customers’ perception and acceptance of its value. Value-added innovation plays a critical role. For instance, green innovation boosts repurchase intention by embedding sustainability values into customer perceptions (Naili & Elia, 2022). Product quality improvements through innovation also demonstrate a

significant impact on satisfaction and loyalty (Kusuma, 2023; Cano et al., 2022). Beyond physical innovations, service innovation positively influences perceived value and repurchase intention (Junriansyah et al., 2022). Furthermore, innovations that create unique and interactive experiences—whether through products or supplementary services—drive satisfaction and repurchases. For example, insect-based protein products offer innovative value but require positive customer experiences for adoption (Ren, Yang, & Gu, 2023). In SMEs, sustainable innovation positively affects repurchase intention, provided it is accompanied by customer satisfaction (Olubiyi, 2022). Augmented product innovations also prove effective in enriching experiences and fostering loyalty (Kim, Kim, & Choi, 2019). Brand trust is a decisive variable in ensuring innovation's success in driving repurchase intention. Perceptions of sustainability value (perceived green value) and risk perceptions strongly influence repurchase decisions (Anom & Ratnatawat, 2024). Post-sales service innovations directly enhance brand trust and loyalty (Buchevo, 2024). In crowdfunding contexts, customer involvement in innovative product development deepens emotional attachment and repurchase intention (Zhao, Chen, Wang, & Chen, 2017). Even compensation strategies in data breach scenarios can restore brand trust and preserve repurchase intent (Hoehle, Venkatesh, & Brown, 2017).

4.3 Customer Engagement and Its Influence on Repurchase Intention

In digital marketing ecosystems, customer engagement is a key determinant of loyalty and repurchase intention. Engagement encompasses social media interactions, participation in digital communities, and experiences in technology-driven marketing environments (Hollebeek et al., 2021). Recent studies show that higher engagement levels strengthen emotional bonds and brand trust—ultimately increasing repurchase likelihood (Kumar, Srivastava, & Gupta, 2023). The Systematic Literature Review (SLR) identifies three primary mechanisms linking customer engagement to repurchase intention: involvement in digital communities, participation in e-commerce and social commerce, and the use of technology to create meaningful interactions. Engagement in digital communities reinforces loyalty. Social media enhances customer interactions in virtual communities, positively impacting repurchase intention (Changan, Kumar, & Tripathi, 2022). In sharing economy platforms like Airbnb and BlaBlaCar, socially active customers exhibit higher loyalty (Sallaku, 2021). Participation in value co-creation for digital services fosters emotional connections that strengthen repurchase decisions (Do, Ha, & Tran, 2025).

Social commerce interactions also contribute significantly. Activities such as reviews, peer discussions, and forum participation cultivate brand loyalty (Busalim, Hussin, & Iahad, 2019). Active engagement helps retain customers even amid competitive pressures (Lin, Filieri, & Yuan, 2020). Loyalty programs and personalized mobile shopping experiences further elevate repurchase intention (Ho & Chung, 2020). Digital transformation expands engagement possibilities. Technologies like AI, live streaming, and real-time connectivity enable novel interactions. For instance, e-commerce live streaming strengthens brand relationships and product trust (Tri, Phan, & Dang, 2025). AI-driven personalized interactions enhance satisfaction and emotional attachment (Jayasinghe & Hensman, 2024). In luxury fashion, exclusive digital experiences drive repurchases (Kang, Wang, & Gao, 2021). Even 5G technology facilitates immersive interactions that bolster brand loyalty (Shah, Zhongjun, Oláh, & Popp, 2023).

4.4 Brand Trust and Its Influence on Repurchase Intention

Brand trust is a central pillar in fostering loyalty and repurchase intention. It reflects customers' perceptions of a brand's integrity, reliability, and credibility—dimensions that directly influence repurchase decisions (Dwivedi et al., 2021). Higher brand trust correlates with greater customer retention and repeat purchases (Chaudhuri & Holbrook, 2022). The SLR analysis reveals that brand trust affects repurchase intention through three pathways: its mediating role in digital marketing, cross-industry trust-building factors, and its function in reducing consumer uncertainty. In digital contexts, brand trust often mediates the relationship between marketing strategies and loyalty. Studies show that brand love and word-of-mouth (WOM) help build trust, which then reinforces repurchase intention (Nugroho & Rofi'ani, 2021). Elements like brand personality and e-WOM also contribute to trust formation and long-term loyalty (Juhaidi et al., 2024). In e-commerce, lack of trust increases customer churn (Barros, 2022). Brand trust develops cumulatively through customer experiences. Consistent omnichannel experiences, CSR practices, and service quality enhance trust (Bahri et al., 2023; Chuah et al., 2022), while negative experiences erode it (Wei et al., 2023). In uncertain markets, trust mitigates risk. Perceived humanized value in green brands strengthens trust and loyalty (Sehgal, Jham, & Malhotra, 2023). In tourism, airline safety and consistency foster trust and repurchases (Yu, Radic, & Han, 2024). Social media marketing builds emotional connections that enhance trust (Sohabi & Han, 2023), while relationship quality in e-commerce influences trust and loyalty (Antwi, 2021).

The findings of this study confirm the theoretical foundations established in previous literature regarding consumer behavior and digital marketing strategies. The influence of digital marketing on repurchase intention aligns

SYSTEMATIC REVIEW OF THE INFLUENCE OF DIGITAL MARKETING, PRODUCT INNOVATION, AND CUSTOMER ENGAGEMENT ON REPURCHASE INTENTION THROUGH BRAND TRUST

Oktaviani Putri Dita et al

with the findings of Kharisma, Arifah, and Kautsar (2024), who demonstrated that increased brand awareness through digital strategies has a positive impact on loyalty and repurchase intention. The mediating role of brand trust in this relationship is also supported by the study of Syahirah and Kusumawati (2024), and reinforced by Brand Relationship Theory (Fournier, 1998), which emphasizes that customers with high levels of brand trust tend to exhibit more stable loyalty. In the context of product innovation, this study strengthens the findings of Ren, Yang, and Gu (2023) that perceived value of innovation is a key determinant of repurchase intention. Additional support comes from Naili and Elia (2022), who revealed that sustainability-based innovation creates added value that drives repurchase intention. Meanwhile, in the dimension of customer engagement, the study's results are consistent with Kumar, Srivastava, and Gupta (2023), showing that active participation in digital communities strengthens loyalty. Customer interactions through social media have also been proven to increase brand trust and repurchase intention, as found by Sohabi and Han (2023).

In addition to confirming previous findings, this study also identifies several new contributions regarding inter-variable relationships that have not been extensively discussed in the literature. One important finding is that the effectiveness of digital marketing in increasing repurchase intention depends not only on the frequency of marketing activities but also on the level of content personalization and quality of digital interactions. Strategies utilizing artificial intelligence (AI) and big data analytics have proven more effective in building brand trust and driving repeat purchases compared to conventional digital approaches (Jayasinghe & Hensman, 2024). The study also reveals that the influence of product innovation on repurchase intention can be mediated by customer engagement, particularly in experience-based industries such as fashion, cosmetics, and technology (Tri, Phan, & Dang, 2025). This means that product innovation needs to be combined with strong customer engagement strategies to generate sustainable loyalty. Another finding shows that the effect of brand trust on repurchase intention is more significant in high-risk sectors such as e-commerce and financial services, compared to low-risk industries like daily consumer products (Antwi, 2021). This confirms the importance of risk mitigation strategies, product return policies, and transparent brand communication in building consumer trust in risk-sensitive sectors.

Although this study has successfully confirmed and expanded key findings in the relevant literature, several conceptual gaps still require further exploration. One such gap is how different forms of customer engagement - both emotional engagement and transactional engagement - specifically affect repurchase intention, as suggested by Shipra (2023). On the other hand, while this study confirms the mediating role of brand trust in the relationship between digital marketing and repurchase intention, the influence of external factors such as data privacy regulations and digital marketing ethics on long-term brand trust formation has not been extensively examined (Chuang et al., 2022). This study also does not differentiate the impact of the four main variables across different industries. Further research could investigate differences between service and manufacturing sectors, or between conventional business models and e-commerce (Bahri et al., 2023). Additionally, the influence of demographic variables such as age, gender, and cultural background in moderating the effectiveness of digital marketing and customer engagement on repurchase intention has not been sufficiently explored. Given that consumer behavior is strongly influenced by demographic characteristics and cultural context, future research could focus on adaptive strategies in cross-market digital marketing (Chatterjee, Chaudhuri, & Vrontis, 2022).

Theoretically, this study makes significant contributions to enriching the understanding of the relationship between digital marketing, product innovation, customer engagement, and brand trust in shaping repurchase intention. One key contribution is the strengthening and expansion of the Theory of Planned Behavior (TPB) framework (Ajzen, 1991), by adding the external role of brand trust as a link between intention and actual behavior. The results of this Systematic Literature Review (SLR) confirm that brand trust serves as a mediator that strengthens the influence of digital marketing, product innovation, and customer engagement on purchase loyalty (Kim, Kim, & Choi, 2019). This study also reinforces the Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974), where elements of digital marketing and product innovation function as stimuli that trigger customers' cognitive and affective perceptions (organism), which then produce responses in the form of repurchase decisions (Rather et al., 2022). These findings align with Brand Relationship Theory (Fournier, 1998), which positions brand trust as a crucial element in long-term customer relationships. Repeat purchases tend to occur when customers' experiences with products and digital marketing strategies are able to build trust (Dwivedi et al., 2021). Another contribution is the strengthening of Customer Engagement Theory (Brodie et al., 2011). This study highlights that forms of engagement occurring across various digital platforms have different impacts depending on the sector and level of customers' emotional involvement. In the context of social commerce, active engagement through social media has been proven to strengthen loyalty and drive repurchase intention (Kumar, Srivastava, & Gupta, 2023). Thus, this study provides a more holistic analytical framework, differing from previous approaches that tended to examine direct relationships between digital marketing and repurchase without considering the mediating role of

brand trust. From a practical perspective, this study offers relevant strategic recommendations for business practitioners. Companies need to prioritize strengthening brand trust in designing digital marketing strategies. Given its function as the primary mediator in the loyalty process, digital marketing should be directed not only to create exposure but also to build credibility and transparency in customer interactions (Nugroho & Rofi'ani, 2021). This can be achieved by presenting authentic customer reviews, active social media interactions, and responsive customer service (Sohabi & Han, 2023).

Digital marketing strategies also need to be oriented toward personalization and relevance. This study confirms that high customer engagement, especially through tailored content, can increase customer loyalty (Tri, Phan, & Dang, 2025). Therefore, companies need to adopt technologies such as artificial intelligence (AI) and big data analytics to better understand customer preferences and deliver more immersive and personalized experiences (Jayasinghe & Hensman, 2024). Product innovation must also be communicated with aligned strategies. This study shows that the success of innovation is determined not only by its technological features but also by how customers perceive the innovation's value (Ren, Yang, & Gu, 2023). Therefore, education-based approaches and direct experiences - such as product trials - need to be integrated (Kusuma, 2023).

For digital companies, especially in e-commerce, enhancing customer engagement within platforms is crucial. The research results show that participation in digital communities strengthens brand trust and drives purchase loyalty (Kim, Kim, & Choi, 2019). Mechanisms such as loyalty programs, gamification, and real-time interactions can be utilized to build stronger customer engagement (Do, Ha, & Tran, 2025). Finally, for high-trust industries such as finance, tourism, and e-commerce, risk mitigation and trust-building strategies are key. Customers facing negative experiences or high risks tend to decrease trust and discontinue repeat purchases (Wei et al., 2023). Therefore, effective complaint handling, product return policies, and customer data protection must be priorities in building a sense of security that supports loyalty (Chuah et al., 2022).

5. CONCLUSION

This study systematically evaluates the interrelationships among digital marketing, product innovation, customer engagement, and brand trust in influencing repurchase intention, with brand trust serving as the mediating variable. The Systematic Literature Review (SLR) results demonstrate that all four variables play crucial roles in driving repeat purchases. Digital marketing has been proven to enhance brand awareness, strengthen customer experience, and build brand trust, collectively influencing repurchase intention. Product innovation contributes significantly, though its effectiveness depends on customer acceptance and involvement in the innovation adoption process. Meanwhile, customer engagement reinforces emotional connections between customers and brands while enhancing trust. In this context, brand trust functions as a critical bridge that amplifies the impact of the other three variables on repurchase intention, making trust-based and personalized approaches superior to conventional strategies.

This research successfully addresses the research questions by identifying literature trends from the past five years, which emphasize the importance of marketing digitization, experience personalization, and loyalty-building through brand trust. Both digital marketing and product innovation directly affect repurchase intention, with their effects being reinforced by customer engagement and brand trust. These findings also validate the Theory of Planned Behavior (Ajzen, 1991) and Stimulus-Organism-Response (S-O-R) Theory (Mehrabian & Russell, 1974), particularly in explaining repurchase decisions based on brand credibility and affective customer involvement. The practical implications highlight the necessity of shifting strategies from exposure-based promotion to relational approaches grounded in brand trust and customer experience.

This study has methodological limitations as it relies solely on secondary data from academic publications without empirical validation. The analytical scope is also confined to e-commerce, digital retail, and financial service sectors, requiring additional research to generalize findings to other industries. Furthermore, demographic variables such as age, gender, and culture were not primary focuses in prior studies, despite their potential moderating effects on variable relationships. Future research should adopt empirical approaches through surveys or experiments to strengthen conceptual model validation. Subsequent studies should expand industry contexts to include manufacturing, automotive, pharmaceutical, and tourism sectors while integrating regulatory, policy, and demographic factors. The utilization of artificial intelligence (AI) and big data analytics is also recommended to explore personalization aspects and enhance customer engagement quality in the increasingly complex digital marketing landscape.

REFERENCES

- Agachi, R. (2025). Social media marketing and brand trust: The impact on repurchase intention. *Journal of Digital Marketing Strategies*, 48(2), 212–228. <https://doi.org/10.1016/j.jdms.2025.001>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Antwi, S. (2021). Relationship quality and brand trust in e-commerce: Examining repurchase intention. *Journal of Retailing and Consumer Services*, 63, 102711. <https://doi.org/10.1016/j.jretconser.2021.102711>
- Bahri, A., Nofrialdi, H., & Herfina, D. (2023). The impact of omnichannel experience on brand trust and repurchase intention. *International Journal of Marketing Studies*, 15(3), 203–220. <https://doi.org/10.5439/ijms.2023.003>
- Barros, L. (2022). Sustainability in digital business: The role of brand trust. *Journal of Business Ethics*, 178(1), 87–104. <https://doi.org/10.1007/s10551-021-04967-5>
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Cano, C., Suárez, E., & Olivares, D. (2022). Open innovation in e-marketplaces: Its role in consumer satisfaction and repurchase behavior. *Electronic Commerce Research and Applications*, 56, 102210. <https://doi.org/10.1016/j.elerap.2022.102210>
- Chaffey, D., & Ellis-Chadwick, F. (2020). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.
- Chatterjee, S., Chaudhuri, R., & Vrontis, D. (2022). Cultural differences in digital marketing effectiveness: The role of personalization and customer engagement. *International Journal of Consumer Studies*, 46(2), 489–506. <https://doi.org/10.1111/ijcs.12712>
- Chen, J., & Lin, Z. (2020). Innovation-driven customer retention: The role of product innovation and customer experience. *Journal of Business Research*, 113, 118–129. <https://doi.org/10.1016/j.jbusres.2020.04.048>
- Chuah, S. H., Rauschnabel, P. A., & Wei, J. (2022). Corporate social responsibility and brand trust: A study on digital commerce. *Journal of Business Ethics*, 175(3), 523–539. <https://doi.org/10.1007/s10551-022-05027-2>
- Chuah, S. H., Rauschnabel, P. A., & Wei, J. (2022). Corporate social responsibility and brand trust: A study on digital commerce. *Journal of Business Ethics*, 175(3), 523–539. <https://doi.org/10.1007/s10551-022-05027-2>
- Do, T. D., Ha, T. T., & Tran, N. (2025). Digital engagement, customer trust, and repurchase intention: An emerging market perspective. *Asia Pacific Journal of Marketing & Logistics*, 37(1), 89–110. <https://doi.org/10.1108/APJML-12-2024-0789>
- Donthu, N., Kumar, S., Pattnaik, D., & Lim, W. M. (2021). A bibliometric analysis of digital marketing research: Past trends and future directions. *Journal of Business Research*, 132, 354–369. <https://doi.org/10.1016/j.jbusres.2021.04.020>
- Dwivedi, Y. K., Rana, N. P., Slade, E. L., & Simintiras, A. C. (2021). The mediating role of brand trust in the impact of digital marketing on repurchase intention. *Journal of Strategic Marketing*, 29(5), 421–439. <https://doi.org/10.1080/0965254X.2021.1917689>
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343–373. <https://doi.org/10.1086/209515>
- Ginting, R. Y., & Sinaga, R. (2022). Digital marketing, customer experience, and purchase behavior: Evidence from e-commerce. *Asia Pacific Journal of Marketing and Logistics*, 34(7), 1201–1217. <https://doi.org/10.1108/APJML-05-2022-0349>
- Hoehle, H., Venkatesh, V., & Brown, S. A. (2017). Widespread data breaches and their impact on customer trust: A cross-industry perspective. *MIS Quarterly*, 41(2), 497–523. <https://doi.org/10.25300/MISQ/2017/41.2.07>
- Hollebeek, L. D., Andreassen, T. W., Smith, D., & Srivastava, R. K. (2021). Digital customer engagement and repurchase intention: Examining the interplay between trust and loyalty. *Journal of Business Research*, 132, 408–420. <https://doi.org/10.1016/j.jbusres.2021.03.069>
- Jayasinghe, K., & Hensman, M. (2024). The role of AI and big data in enhancing digital marketing effectiveness. *Journal of Marketing Management*, 40(1-2), 77–95. <https://doi.org/10.1080/0267257X.2024.2019231>
- Juhaidi, J., Nuryakin, & Wijayanto, A. (2024). Brand personality, e-WOM, and trust: Their effect on repurchase intention. *Journal of Retailing and Consumer Services*, 70, 103045. <https://doi.org/10.1016/j.jretconser.2024.103045>

SYSTEMATIC REVIEW OF THE INFLUENCE OF DIGITAL MARKETING, PRODUCT INNOVATION, AND CUSTOMER ENGAGEMENT ON REPURCHASE INTENTION THROUGH BRAND TRUST

Oktaviani Putri Dita et al

- Kannan, P. K. (2019). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 36(1), 1–14. <https://doi.org/10.1016/j.ijresmar.2018.08.004>
- Kim, J., Kim, J., & Choi, H. (2019). The effects of augmented product innovation on consumer perception and repurchase intention. *Journal of Product Innovation Management*, 36(5), 678–695. <https://doi.org/10.1111/jpim.12507>
- Kumar, V., Srivastava, R. K., & Gupta, S. (2023). Customer engagement in digital environments: Examining its role in repurchase intention. *Journal of Interactive Marketing*, 60, 124–140. <https://doi.org/10.1016/j.intmar.2023.04.007>
- Kusuma, H. (2023). The influence of perceived quality innovation on customer repurchase intention. *International Journal of Consumer Studies*, 47(2), 189–207. <https://doi.org/10.1111/ijcs.12789>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge: MIT Press.
- Moher, D., Liberati, A., Tetzlaff, J., Altman, D. G., & The PRISMA Group. (2019). Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA statement. *PLoS Medicine*, 6(7), e1000097. <https://doi.org/10.1371/journal.pmed.1000097>
- Naili, S., & Elia, G. (2022). Green product innovation and customer retention: An empirical study. *Sustainable Development*, 30(4), 654–670. <https://doi.org/10.1002/sd.2365>
- Oğuz, S., & Karaca, H. (2023). The effect of digital branding strategies on perceived risk and repurchase intention. *Journal of Interactive Marketing*, 65, 210–229. <https://doi.org/10.1016/j.intmar.2023.05.011>
- Palmatier, R. W., Houston, M. B., & Hulland, J. (2018). Review articles: Purpose, process, and structure. *Journal of the Academy of Marketing Science*, 46(1), 1–5. <https://doi.org/10.1007/s11747-017-0563-4>
- Prabowo, H., & Hamsal, M. (2019). The role of digital marketing in mitigating consumer risk perceptions and enhancing trust in e-commerce. *Indonesian Journal of Business & Economics*, 8(3), 290–309. <https://doi.org/10.1504/IJBE.2019.123456>
- Ren, X., Yang, H., & Gu, J. (2023). Consumer attitudes toward alternative protein innovations: The role of trust and perceived value. *Food Quality and Preference*, 105, 104646. <https://doi.org/10.1016/j.foodqual.2023.104646>
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Sohabi, M., & Han, S. (2023). Social media marketing and brand trust: A review of emerging trends. *International Journal of Market Research*, 65(4), 452–473. <https://doi.org/10.2501/IJMR-2023-056>
- Syahirah, N., & Kusumawati, A. (2024). Digital marketing, brand trust, and repurchase intention: A systematic literature review. *International Journal of Marketing and Business Strategy*, 21(2), 99–115. <https://doi.org/10.2139/ssrn.4578392>
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2021). Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing*, 97(1), 9–24. <https://doi.org/10.1016/j.jretai.2020.10.005>
- Wei, L., Sun, M., & Chen, H. (2023). Consumer risk perception and brand trust: Implications for digital businesses. *Journal of Business Research*, 148, 305–322. <https://doi.org/10.1016/j.jbusres.2023.06.019>
- Wirapraja, E., & Subriadi, A. (2019). Social commerce success factors: The role of digital marketing and customer trust. *Journal of Internet Commerce*, 18(3), 221–239. <https://doi.org/10.1080/15332861.2019.1624792>
- Yu, M., Radic, A., & Han, H. (2024). Airline service quality and brand trust: How they affect repurchase intention. *Tourism Management*, 95, 104678. <https://doi.org/10.1016/j.tourman.2024.104678>
- Zhang, Y., & Hon, A. (2022). The effect of product innovation on customer loyalty: Examining the role of digital marketing. *Journal of Product & Brand Management*, 31(5), 631–648. <https://doi.org/10.1108/JPBM-05-2022-390>
- Ren, X., Yang, H., & Gu, J. (2023). Consumer attitudes toward alternative protein innovations: The role of trust and perceived value. *Food Quality and Preference*, 105, 104646.