

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON REPURCHASE INTEREST: THE ROLE OF SATISFACTION AS A MEDIATION AND BRAND TRUST AS A MODERATION IN PS STORE PALU

Kurniadi¹, Ponirin², Syamsul Bahri Dg Parani³, Mohammad Zeylo Auriza⁴

Fakultas Ekonomi dan Bisnis, Universitas Tadulako, Indonesia^{1,2,3,4}

E-mail: kurniadiadi910@gmail.com¹, ppaidjan@gmail.com², syamsulbahridgparani@gmail.com³, zelo.auriza65@gmail.com⁴

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Abstract

This study aims to determine the effect of Social Media Marketing on Repurchase Intention with Satisfaction as a mediating variable and Brand Trust as a moderating variable at PS Store Palu. The study used a quantitative method with a sample of 100 respondents and was analyzed using PLS-SEM. The results showed that Social Media Marketing had a positive and significant effect on Satisfaction, and Satisfaction had a positive effect on Repurchase Intention. Satisfaction was also able to mediate the effect of Social Media Marketing on Repurchase Intention. Meanwhile, Brand Trust was only able to moderate the relationship between Satisfaction and Repurchase Intention.

Keywords: Satisfaction, Brand Trust, Repurchase Intention. Social Media Marketing

INTRODUCTION

Nowadays, almost everyone is active on social media to communicate or simply to fill their free time, with a large number of social media users. Social media is a combination of two words, namely "media" and "social." Linguistically, social media is defined as a means or communication tool used by people to interact. Social media is also often referred to as "social networking," namely a network of relationships connected online through the internet. According to (Andriany & Arda, 2019), with the convenience provided, business actors utilize social media as a means to market and introduce products or services, by using algorithms to encourage wider content distribution by using viral music (Ponirin, 2025). Increasingly fierce business competition demands that business owners be more creative in selecting the right marketing strategies. An effective marketing strategy can increase a business's chances of success, especially in the face of intense competition. This is evident in the rapidly growing mobile phone sales market in Palu City, with various marketing strategies implemented by business owners. One example of a business implementing this marketing strategy is PS Store Palu. PS Store Palu is a branch of Putra Sigar Store, which sells various smartphone brands, such as iPhone and Samsung, and provides various supporting accessories, such as chargers and other equipment. In addition to selling new phones, PS Store Palu also provides used phones and provides trade-in services for consumers. In an effort to increase competitiveness, PS Store Palu implements several marketing strategies, one of which is through the use of digital marketing through social media marketing.

Social media marketing itself is a form of marketing used to create communication, awareness, recognition, memory, and even action for a brand, product, business, individual, or group, both directly and indirectly. The use of informative and persuasive digital marketing strategies can increase consumer trust in a brand, which has an impact on increasing consumer satisfaction and loyalty in the long term (Parani et al., 2025). Therefore, social media is the most efficient communication tool with a very broad reach. Internet marketing is a marketing activity that uses strategies via the internet to expand sales scale without incurring large costs to implement it. Many companies in various business industries compete very tightly because companies are more careful and creative in developing ideas that are poured into competitive strategies through technology and information (Mohammad Zeylo Auriza et al., 2022). In addition, consumers are also made easier to find information about the products or services provided, this is because consumers do not have to go to the trouble of visiting the place where the goods or services are provided. Social media as a marketing channel plays a significant role in shaping repurchase interest because it can create a closer relationship between companies and consumers.

A good impression is created with the suitability of the product or service offered, that's where customer satisfaction arises, with the emergence of consumer satisfaction and the intention to repurchase a product or service will also arise. Purchase intention will arise after the assessment process, In the assessment cycle, a person will know a series of decisions regarding the goods to be purchased based on the brand and interests of Laia & Sunargo, (2022) customer satisfaction is one of the important things in business planning and management in a company. Basically, customers expect the goods or services used to have good quality and satisfaction. Parani, (2023) on the marketing aspect and high consumer trust shows that an effective marketing communication strategy is very necessary to increase satisfaction, satisfaction can form an assessment which can shape customer assessments so that they can position the product in the eyes of customers. This is very important as a reference in improvement, so that the products that can be provided provide optimal satisfaction. In conditions of very tight competition, customer satisfaction is very important for a company engaged in the sale and purchase of smartphones (cell phones). One of the advantages for the company regarding the importance of maintaining customer satisfaction will achieve long-term success. Customer satisfaction is a manifestation and continuation of consumer satisfaction (Arya et al., 2024) . By providing quality products and excellent service, consumers will remain loyal to the company.

A company's brand becomes a crucial consideration in a climate of increasing competition and increased competition. Companies must recognize the importance of branding to the success of a product or service. Branding is intended to enhance the company's appeal and strength. Branding is crucial for companies because brand trust can increase customer preference for a company. High brand trust plays a crucial role in achieving success in a company, such as in the smartphone (cell phone) sales sector. Brand trust is defined as the trust consumers build in a product, despite all the risks, due to high expectations for the brand. Trust involves a person's willingness to behave in a certain way because they believe their partner will deliver what is expected. Brand trust is directly proportional to brand image. According to Rao et al., (2021) brand image is a dimension of consumer mindset, through the process of basic decision-making that is not realized, consumer character or nature can shape actual consumer behavior. With a good brand image quality, trust in the brand will also increase. Hanaysha, (2022) the ability of a brand to inspire trust comes from consumer perception that the product can provide the promised value and that the brand can prioritize the interests of its customers.

Consumer repurchase intention is their willingness to make a repurchase from a business after conducting a thorough evaluation of their experience after the first purchase. Wei et al., (2023) Which if the value is good then it directly influences the interest to make a repurchase in the future. In addition, repurchase intention will also arise when consumers see goods offered through social media. Social media is an online media, with its users (users) can easily participate, share, and create content including blogs, social networks, Wikis, forums, and so on with the convenience provided consumers can more easily see a product offered where if consumers feel the suitability of the goods they see on social media exceeds or is in accordance with their expectations, satisfaction will arise (Ponirin et al., 2015) . The increase in the number of consumers who make repurchases is influenced by the level of satisfaction with the products offered by the company.

Repurchase intention stems from consumer satisfaction with the goods or services provided. It is also caused by brand quality and social media marketing, where the more positive responses given encourage consumers to make repeat purchases in the future. Social media marketing plays a significant role in consumer repurchase intention, therefore social media marketing has a strong relationship with the intention to make repeat purchases. This must also be in line with trust, which is believed to be an important factor in encouraging people to use payment systems (Ponirin et al., 2024) . Thus, encouraging repeat purchases in a digital context such as social media marketing. The higher the consumer's desire to repurchase, the higher their satisfaction and loyalty to the product. In addition, a brand that has been embedded in the minds of consumers will further encourage them to make repeat purchases.

LITERATURE REVIEW

Social media marketing

Social media is an effective method for interacting with customers and understanding their desires (Laia & Sunargo, 2022) . Social media marketing has become one of the easiest marketing strategies in today's digital era, with social media offering a very broad user reach and good interaction opportunities. Through social media, consumers can express their opinions on products or services by leaving comments. Social media marketing is defined as a marketing strategy that utilizes social media-based website platforms to promote products and services (Munandar, 2022) . A strong presence on social media is no longer an option but a necessity for any business owner who wants to stay relevant and connected with their customers. There are various types of promotions that can be carried out on social media by sharing text, photos, music, and videos between customers and sellers. According to

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Thomas Kevin & Hartono, (2020) there are three indicators in Social Media Marketing (1) Interaction (2) Sharing of Content (3) Accessibility.

Brand Trust

Trust is a person's belief in something that matches expectations, while a brand is an identifier in a company, goods, in general brand trust is a person's belief in a brand that is believed to be in accordance with their expectations. According to Tria & Syah, (2021) brand trust refers to consumer confidence in a brand's reputation. Brand trust is one of the most important things because they carry the image of a business (Suci Sang et al., 2024) . Trust is a benchmark that determines the success of a business. Consumer trust in a company lies in the number of consumers who give positive reviews to the company both in online and offline media, the more positive reviews from consumers will make trust in the brand even higher. According to Atulkar, (2020) on the other hand, customers always want to find that the brand can determine the quality of a company or product, because well-known brands are more often purchased and easily trusted by consumers in deciding a purchase. According to Muchlis et al., (2021) there are three indicators of brand trust, namely: (1) Ability. (2) Benevolence. (3) Integrity.

Satisfaction

Satisfaction is a feeling of pleasure or disappointment with a product or a company, satisfaction arises after comparing consumer perceptions of the results of a product with their expectations obtained from a product or company. According to Mathew, (2024) satisfaction is the result of cognitive and affective evaluations of customer experiences with a product or service. In smartphone buying and selling, satisfaction is the main measure of management's success in providing a good experience to satisfy consumers. Satisfaction is also the level that consumers have of goods or services obtained from the company. Fajar Adhithia et al., (2022) stated that customer satisfaction begins with customer evaluations regarding how well a good or service meets or exceeds their aspirations, requirements, and expectations. According to Delanoy & Kasztelnik, (2020) customer satisfaction directly affects loyalty which in turn impacts long-term profits for the company. According to Taqdirul Alim et al., (2025) there are four indicators in satisfaction, namely: (1) product quality, (2) customer service, (3) price, and (4) overall experience.

Repurchase interest

Repurchase intention is an important indicator of consumer behavior that describes the extent to which consumers desire to repurchase a particular product or service in the future. According to Wei et al. (2023), consumer repurchase intention is their willingness to repurchase a product or service after conducting a thorough evaluation of their experience after the first purchase. Repurchase intention is the desire to repurchase a product or service that has been previously purchased multiple times. According to Yasri et al. (2020) , repurchase intention can arise due to the influence generated by previous purchases. When consumers show interest in making repeat visits or purchases, this indicates that they feel satisfied, trust, and have had a pleasant or valuable experience. Repurchase intention is the buyer's desire to make repeat visits in the future. . Therefore, repurchase interest is often used as a benchmark for the effectiveness of a company's marketing strategy. According to Algustin & Matoati, (2019) there are three indicators of repurchase interest: (1) transactional interest, (2) referential interest, (3) preferential interest.

HYPOTHESIS DEVELOPMENT

Social media marketing is one of the good marketing techniques in this online era, because by seeing the number of social media marketing users, attractive social media appearance and attractive promotions will make consumers more interested in this interest indirectly and can also provide satisfaction. This is in line with research conducted by Didik et al., (2022) which states that social media marketing has a significant influence on satisfaction and states that the increasing number of social media marketing can indirectly increase satisfaction. Social media marketing has a positive relationship with satisfaction and influences satisfaction (Chairman et al., 2022) . Several previous studies also show that social media marketing plays a significant role in satisfaction. Research conducted by Muh Fauzi & Andi Amri, (2024) stated that social media marketing can influence satisfaction. Some also stated in their research that social media marketing indirectly has a positive and significant effect on satisfaction through satisfaction itself (Joko et al., 2023) . Jaya & Tampubolon, (2023) also stated that there is a significant influence between social media marketing and satisfaction. Thus, it can be concluded that social media marketing can have a positive effect on satisfaction. This is in line with hypothesis one:

H1: Social Media Marketing Has a Positive Influence on Satisfaction

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Satisfaction is the most important factor in determining consumer behavior. Satisfied customers are more likely to demonstrate a repeat purchase intention. In their research, Fawwaz & Sulisty (2022) stated that consumer satisfaction significantly influences repurchase intention. Furthermore, research by Martha et al. (2021) also showed that satisfaction has a positive and significant effect on repurchase intention. Satisfaction is very important for a company. If a company has a high level of satisfaction, the level of repurchase interest will also be higher, based on the results of the analysis and discussion conducted by Muh Fauzi & Andi Amri, (2024) who stated that repeat purchases will occur when satisfaction is met. In addition, research conducted by Isnanda & Farras, (2022) stated that the variable of consumer satisfaction has a positive and significant influence on repurchase interest. Mohammad Zeylo Auriza et al., (2024) in their research stated that customer satisfaction has a positive and significant influence on customer loyalty, and when loyal customers eat they will make repeat purchases. This supports the statement where the higher the level of satisfaction eats, the higher the repurchase interest. This is in line with hypothesis two:
H2: Satisfaction has a positive effect on repurchase intention.

Brand trust is a mindset towards a brand through a decision-making process that is realized and simultaneously creates satisfaction, where if these expectations are realized then satisfaction will be achieved, when brand trust and satisfaction are fulfilled then repurchase interest will arise. Nuraini et al., (2025) customer satisfaction and brand trust are related factors in forming consumer loyalty towards a brand. According to Hafidz & Nurhayati, (2023) in their research, satisfaction can lead to the desire to make repeat purchases. Rikasari & Mauli, (2024) who stated that trust influences the desire to make repeat purchases, thus it can be concluded that brand trust and satisfaction have an influence on repurchase intention, this is also supported by Lindawaty & Syawaluddin, (2022) in their research which states that brand trust and consumer satisfaction influence Loyalty. Which if consumers are loyal then they will make repeat purchases. Thus, brand trust is able to moderate satisfaction on repurchase intention, this is in line with hypothesis three:

H3: Brand Trust Moderates Satisfaction on Repurchase Intention

Brand trust is described as the ability of consumers to trust a brand with all the risks that will be accepted which refers to consumer confidence, and social media marketing itself is made to create a sense of confidence and trust in products or services, trust will arise after the match between social media and the original product, this indirectly creates satisfaction for consumers, from the results of research conducted by Victorya et al., (2024) which states that trust influences satisfaction. Muhamad et al., (2024) which states that social media marketing and trust together have an influence on customer satisfaction. There is a positive relationship between brand trust and satisfaction, where if the level of satisfaction tends to be high, then it is certain that the level of trust will also be high. Cindy & Abdurrahman, (2022) and Ramagia & Rivera, (2023) showed that social media marketing has a significant impact on customer satisfaction, this shows that brand trust and social media marketing have a positive influence on satisfaction. This is also supported by Arrayyan & Sukma, (2025) who proved in their research that Social Media Marketing Influences Customer Satisfaction indirectly through Brand Trust. Thus, this is in line with hypothesis four:

H4: Brand Trust Moderates the Relationship of Social Media Marketing to Satisfaction

Effective social media implementation can improve communication between companies and consumers. With various digital platforms such as Instagram and TikTok, two-way promotional activities with interesting and clear content on social media can create a positive perception of the company and its products. This positive perception increases the desire to make repeat purchases. When consumers feel these needs are met, the level of customer satisfaction will increase. This is supported by Vio Ardana Listyandita Putra & Irmawati, (2024) in their research which states that social media has a positive and significant influence on Repurchase Intention through Consumer Satisfaction. This satisfaction ultimately becomes a crucial factor driving consumers to repeat purchases and brand loyalty. According to Putra & Setiawan (2024), satisfaction significantly mediates the influence of social media marketing on loyalty. Another study conducted by Widyastuti (2021) stated that customer satisfaction can positively and significantly mediate the relationship between social media marketing and customer loyalty. Loyal customers will increase their intention to make repeat purchases. Therefore, this can be assumed to align with hypothesis five:

H5: Satisfaction Mediates the Relationship Between Social Media Marketing and Repurchase Intention

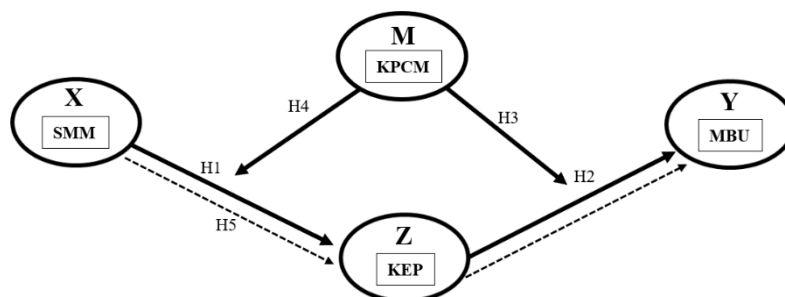


Figure 1: Research Framework

METHOD

This study uses a type of research that produces discoveries that can be obtained by using measurements, an approach that focuses on symptoms that have certain characteristics in human life called variables, this type of research is usually referred to as Quantitative research (v.wiratana, 2023) . In this study using an explanatory approach, which aims to explain the causal relationship between research variables and testing hypotheses (Nasution et al., 2020) . The data source used in this study is primary data derived from questionnaires distributed through Google Form v.wiratana, (2023) using a Likert scale (1-5), namely: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. The sample in this study were consumers who had (at least once) made a purchase at PS Store Palu using accidental sampling for the sampling technique. The data obtained were then analyzed using the Partial Least Squares (PLS) technique through software (Smart PLS). The appropriate sample size in the study was between 30 and 500, and the number of samples used was at least 10 times the number of variables studied (Sugiyono, 2019) . In this study, the number of samples taken was 25 from the number of variables studied, namely the number of variables was 4 multiplied by 25 (4 x 25) which ultimately resulted in a sample of 100 respondents.

RESULTS AND DISCUSSION

Inferential Analysis

Inferential test is an analysis technique used to draw conclusions or make assumptions about a population based on data taken from samples that can apply to the entire larger population. Analysis using SmartPLS version 4.1.1.8 which is a Partial Least Square method, while SEM is used to test the causal relationship between the variables involved. With a sample of 100 and a description of the sample can be seen in table 1 below. And Figure 2. is the variable that will be analyzed in this study.

Table 1. Sample description

Description	Information	Amount	Total
Kelmin type	Man	44 people	100 people
	Woman	56 people	
Age	15-20 years	17 people	100 people
	21-25 years old	73 people	
	26-30 years old	9 people	
	30-35 years	1 person	
Have you ever shopped at PS Store Palu?	Minimum 1 time	100 people	100 people

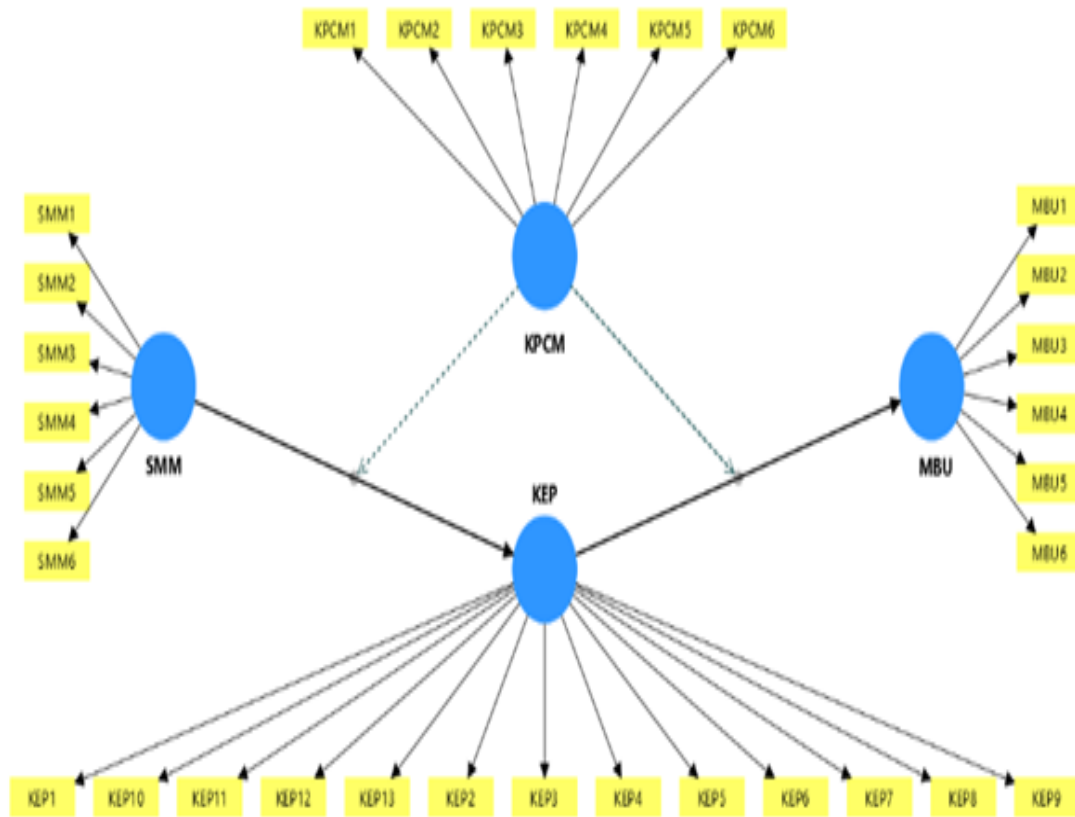


Figure 2 : Latent Variable Model of Research

There are two stages carried out in testing the research model, namely the Outer model and the Inner Model. The Outer Model focuses on the validity and reliability of the indicators used to measure latent variables. Testing on the Outer model aims to ensure that the instrument used to measure latent variables has good validity and reliability, with Convergent Validity, Discriminant Validity, and Construct Reliability tests. Meanwhile, the Inner Model focuses on the relationship between latent variables and testing the strength and significance of the relationship, with tests such as R², path coefficients, and path significance.

1. Outer Model

Table 2. Outer Loading Results of Convergent Validity Test Stage 1

Indicator	Satisfaction	Brand Trust	Repurchase Interest	Social Media Marketing	Note:
KEP1	0.742				Valid
KEP2	0.744				Valid
KEP3	0.822				Valid
KEP4	0.674				Invalid
KEP5	0.773				Valid
KEP6	0.786				Valid
KEP7	0.796				Valid
KEP8	0.822				Valid
KEP10	0.829				Valid
KEP11	0.787				Valid
KEP12	0.823				Valid
KEP13	0.709				Valid
KEP9	0.729				Valid
KPCM1		0.767			Valid
KPCM2		0.777			Valid
KPCM3		0.835			Valid
KPCM4		0.831			Valid
KPCM5		0.706			Valid
KPCM6		0.698			Invalid
MBU1			0.871		Valid
MBU2			0.824		Valid
MBU3			0.861		Valid
MBU4			0.859		Valid
MBU5			0.787		Valid
MBU6			0.833		Valid
SMM1				0.383	Invalid
SMM2				0.790	Valid
SMM3				0.747	Valid
SMM4				0.759	Valid
SMM5				0.723	Valid
SMM6				0.703	Valid

The results of the outer loading estimation are measured from the correlation between the indicator scores and the indicator variables. Validity is considered if the correlation is above 0.70, which is considered sufficient (Siagian et al., 2019). If any indicator does not meet the requirements, it will be removed. The Outer Loading Results of the Convergent Validity Test Stage 1 Based on the Outer Loading results of the Convergent Validity test stage 1, most of the indicators in the Satisfaction (KEP), Brand Trust (KPCM), Repurchase Intention (MBU), and Social Media Marketing (SMM) variables have met the convergent validity criteria because they have an outer loading value ≥ 0.70 . This indicates that these indicators are able to measure the research construct well. However, there are several indicators that have not met the validity criteria, namely KEP4 of 0.674, KPCM6 of 0.698, and SMM1 of 0.383, so they are declared invalid and need to be eliminated or retested in the next stage. Overall, the test results indicate that the research model has quite good convergent validity.

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Table 3. Outer Loading Results of Convergent Validity Test Stage 2

Indicator	Satisfaction	Brand Trust	Repurchase Interest	Social Media Marketing	Note:
KEP1	0.736				Valid
KEP2	0.753				Valid
KEP3	0.812				Valid
KEP5	0.771				Valid
KEP6	0.793				Valid
KEP7	0.791				Valid
KEP8	0.823				Valid
KEP9	0.726				Valid
KEP10	0.841				Valid
KEP11	0.792				Valid
KEP12	0.837				Valid
KEP13	0.716				Valid
KPCM1		0.786			Valid
KPCM2		0.790			Valid
KPCM3		0.830			Valid
KPCM4		0.841			Valid
KPCM5		0.728			Valid
MBU1			0.872		Valid
MBU2			0.825		Valid
MBU3			0.860		Valid
MBU4			0.859		Valid
MBU5			0.786		Valid
MBU6			0.832		Valid
SMM2				0.781	Valid
SMM3				0.746	Valid
SMM4				0.756	Valid
SMM5				0.743	Valid
SMM6				0.715	Valid

Based on the Outer Loading results of the Convergent Validity test stage 2, all indicators in the variables of Satisfaction (KEP), Brand Trust (KPCM), Repurchase Intention (MBU), and Social Media Marketing (SMM) have an outer loading value ≥ 0.70 . These results indicate that all indicators are able to represent the research construct well and are declared valid. After eliminating invalid indicators in the previous stage, namely KEP4, KPCM6, and SMM1, the measurement model (outer model) in stage 2 has met the criteria of convergent validity. Thus, all indicators are suitable for use and the research model can be continued to the next testing stage.

a. Discriminant Validity

Table 4. Results of Ceoss Loading Discriminant Validity Test Stage 1

Indicator	Satisfaction	Brand Trust	Repurchase Interest	Social Media Marketing	Note:
SMM2	0.532	0.564	0.502	0.781	Valid
SMM3	0.488	0.397	0.590	0.746	Valid
SMM4	0.491	0.427	0.592	0.756	Valid
SMM6	0.443	0.506	0.383	0.715	Valid
SMM5	0.508	0.513	0.408	0.743	Valid
MBU1	0.710	0.656	0.872	0.549	Valid
MBU2	0.758	0.696	0.825	0.558	Invalid
MBU3	0.664	0.618	0.860	0.601	Valid
MBU4	0.763	0.679	0.859	0.616	Invalid
MBU5	0.542	0.456	0.786	0.486	Valid
MBU6	0.615	0.554	0.832	0.510	Valid
KPCM1	0.678	0.786	0.571	0.480	Valid
KPCM2	0.773	0.790	0.644	0.505	Invalid
KPCM3	0.731	0.830	0.666	0.533	Invalid
KPCM4	0.658	0.841	0.520	0.552	Valid
KPCM5	0.587	0.728	0.501	0.495	Valid
KEP1	0.736	0.707	0.541	0.527	Valid
KEP2	0.753	0.596	0.537	0.482	Valid
KEP3	0.812	0.755	0.692	0.552	Invalid
KEP5	0.771	0.654	0.645	0.505	Valid
KEP6	0.793	0.706	0.686	0.58	Valid
KEP7	0.791	0.749	0.710	0.608	Invalid
KEP8	0.823	0.736	0.667	0.633	Invalid
KEP9	0.726	0.596	0.601	0.436	Valid
KEP10	0.841	0.683	0.682	0.447	Valid
KEP11	0.792	0.654	0.628	0.487	Valid
KEP12	0.837	0.678	0.720	0.511	Valid
KEP13	0.716	0.621	0.485	0.386	Valid

An indicator is declared valid if the relationship between the indicator and the variable (cross loading value) is higher than the relationship with other variables (Wati & Indriyanti, 2021) . The following are the results of the Cross Loading Discriminant Validity Test stage 1. Based on the results of the Cross Loading Discriminant Validity test stage 1, most indicators have met the criteria because they have the highest loading value on their original construct. All indicators in the SMM variable are declared valid. In the MBU variable, indicators MBU2 and MBU4 have not met the criteria. In the KPCM variable, indicators KPCM2 and KPCM3 also have not met the discriminant validity criteria. Meanwhile, in the KEP variable, indicators KEP3, KEP7, and KEP8 are declared invalid because they have high loading values on other constructs. Overall, indicators that do not meet the criteria need to be eliminated so that the research model has better construct discrimination capabilities.

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Table 5. Results of Ceoss Loading Discriminant Validity Test Stage 2

Indicator	Satisfaction	Brand Trust	Repurchase Interest	Social Media Marketing	Note:
SMM2	0.485	0.522	0.459	0.777	Valid
SMM3	0.463	0.366	0.602	0.746	Valid
SMM4	0.456	0.374	0.594	0.755	Valid
SMM5	0.501	0.489	0.355	0.750	Valid
SMM6	0.404	0.528	0.332	0.714	Valid
MBU1	0.688	0.618	0.869	0.550	Valid
MBU3	0.632	0.539	0.863	0.601	Valid
MBU5	0.530	0.370	0.842	0.485	Valid
MBU6	0.588	0.404	0.867	0.508	Valid
KPCM1	0.659	0.819	0.512	0.481	Valid
KPCM4	0.610	0.862	0.471	0.551	Valid
KPCM5	0.549	0.826	0.448	0.493	Valid
KEP1	0.727	0.621	0.463	0.528	Valid
KEP2	0.781	0.561	0.452	0.482	Valid
KEP5	0.780	0.626	0.585	0.505	Valid
KEP6	0.786	0.596	0.634	0.580	Valid
KEP9	0.753	0.471	0.559	0.436	Valid
KEP10	0.856	0.611	0.630	0.447	Valid
KEP11	0.794	0.491	0.602	0.487	Valid
KEP12	0.849	0.583	0.677	0.512	Valid
KEP13	0.746	0.593	0.407	0.388	Valid

Based on the results of the Cross Loading Discriminant Validity test stage 2, all indicators in the variables Social Media Marketing (SMM), Repurchase Intention (MBU), Brand Trust (KPCM), and Satisfaction (KEP) have the highest loading values on their original constructs compared to other constructs. This indicates that all indicators have met the criteria for discriminant validity.

Valid results in stage 2 were obtained after eliminating indicators MBU2, MBU4, KPCM2, KPCM3, KEP3, KEP7, and KEP8 because they did not meet the discriminant validity criteria. After elimination, all remaining indicators were declared valid and all remaining indicators were suitable for use in the next testing stage.

Table 6. Heterotrait-Monotrait Ratio (HTMT) Discriminant Validity Test

	KEP	KPCM	MBU	SMM
Satisfaction				
Brand Trust	0.851			
Repurchase Interest	0.776	0.670		
Social Media Marketing	0.714	0.767	0.738	

The HTMT value is declared valid if the HTMT value is <0.90 (Ratna et al., 2023) . Based on the results in the HTMT table above, it can be seen that all HTMT values are <0.90, so it can be concluded that all constructs have adequate discriminant validity based on the HTMT calculation.

b. Construct reliability

Table 7. Results of the Construct Reliability Cronbach's Alpha Test

Indicator	<i>Cronbach's alpha</i>	Information
Satisfaction	0.923	Reliable
Brand Trust	0.785	Reliable
Repurchase Interest	0.884	Reliable
Social Media Management	0.804	Reliable

Cronbach's Alpha is an important indicator in testing the reliability of variables in the PLS_SAM model. A Cronbach's Alpha value > 0.60 indicates that the variable is said to be reliable (Mahkotawati et al., 2025). Conversely, if the Cronbach's Alpha value is low, < 0.60, it can indicate that the indicator used is unreliable and needs to be improved. The results of the Cronbach's Alpha test are seen in Table 3. Based on the results of the Construct Reliability test using Cronbach's Alpha, all variables are declared reliable because they have values above 0.70. The KEP variable obtained a value of 0.923, KPCM 0.785, MBU 0.884, and SMM 0.804. These results indicate that all indicators have good consistency and are suitable for use in research.

c. Model Fit Test

The model fit test was carried out by looking at the estimated output results of SmsrtPLS version 4.1.1.8 compared with the criteria as explained in table 8 below.

Table 8. Model Fit Test Results.

Parameter	<i>Rule of Thumb</i>	Parameter Values	Information
SRMR	Less than 0.10	0.096	fit
NFI	Approaching the value 1	0.661	Not fit

Based on the results of the model fit test, the SRMR value of 0.096 indicates that the model has met the fit criteria because it is below 0.10, while the NFI value of 0.661 indicates that the model is still classified as less fit because the value is not close to 1. However, overall the research model has a fairly good level of fit and is suitable for further analysis.

2. Innr Model

The inner model is a structural model that shows the relationships between latent variables in a study. Evaluation of the inner model is conducted to determine the strength and significance of the relationships between variables through the R-square (R²) value, path coefficient, p-value, and F-square (Effect Size).

a. R-Square

Table 9. R-square test results.

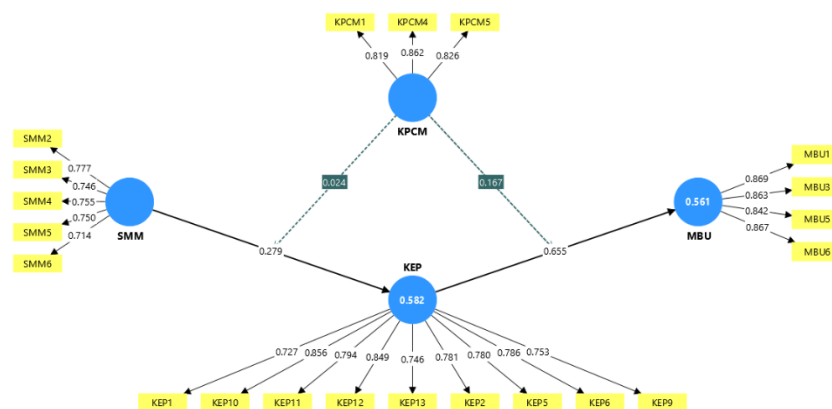
Var. Dependent	R-square	R-square adjusted
Satisfaction	0.582	0.568
Repurchase Interest	0.561	0.547

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Based on the results of the R Square (R^2) test, the R^2 value of the Satisfaction variable of 0.582 indicates that 58.2% of the Satisfaction variance can be explained by the independent variables in the model, while the remaining 41.8% is influenced by other factors outside the study. Meanwhile, the R^2 value of the Repurchase Intention variable of 0.561 indicates that 56.1% of the Repurchase Intention variance can be explained by the variables in the research model, while the other 43.9% is influenced by other factors outside the model. Overall, both R^2 values are in the medium category and indicate that the model has quite good predictive ability. The following figure 3 shows the PLS-SEM Algorithm output to see the R^2 of the research model.

Figure 3: PLS-SEM Algorithm model output



b. Effect Size (F^2)

Table 10. Effect Size (F^2) test results

Variables	Satisfaction	Brand trust	Repurchase Interest	Social Media Marketing
Satisfaction			0.455	
Brand trust	0.461		0.026	
Repurchase Interest				
Social Media Marketing	0.118			
Brand Trust x Satisfaction			0.099	
Brand Trust x Social Media Marketing	0.002			

Effect Size (F^2) is used to measure the extent of the influence of independent variables on the dependent variable in a research model. The F^2 value is obtained from the change in the R^2 value when an independent variable is removed from the model. An F^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect. Therefore, the F^2 test is used to determine the extent of each independent variable's contribution to the dependent variable.

Based on the Effect Size (F^2) test results, the effect of the Satisfaction variable on Repurchase Intention has a value of 0.455, which is categorized as a large effect. The Brand Trust variable on Satisfaction has an F^2 value of 0.461, which is also categorized as a large effect. Meanwhile, brand trust on repurchase intention is 0.025, which is categorized as a small effect. Meanwhile, the effect of Social Media Marketing on Satisfaction is 0.118, which is categorized as a small to medium effect. Furthermore, the moderating variable Brand Trust \times Satisfaction has an F^2 value of 0.000 and Brand Trust \times Social Media Marketing on Satisfaction of 0.002, so both are included in the very small effect category or have no significant influence in the research model.

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Table 11. Results of direct effect and indirect effect bootstrapping coefficients

variables	Original sample	T statistics	P values
H1. SMM -> KEP	0.279	2,938	0.002
H2. KEP -> MBU	0.655	3,380	0.000
H3. KPCM x KEP -> MBU	0.167	2,531	0.006
H4. KPCM x SMM -> KEP	0.024	0.501	0.308
H5. SMM -> KEP -> MBU	0.183	2,043	0.021

=

H1: Social Media Marketing Has a Positive Influence on Satisfaction is declared valid because the Social Media Marketing (SMM) variable on Satisfaction (KEP) has a t-statistic value of 2.938 > 1.96 and a p-value of 0.002 < 0.05. This indicates that Social Media Marketing has a positive and significant influence on Satisfaction.

H2: Satisfaction has a positive effect on repurchase intention is valid because the relationship between Satisfaction (KEP) and repurchase intention (MBU) has a t-statistic value of 3.380 and a p-value of 0.000 < 0.05. So, Satisfaction has a positive and significant effect on repurchase intention.

H3: Brand Trust Moderates Satisfaction with Repurchase Intention is declared valid because the moderating variable Brand Trust (KPCM) × Satisfaction with Repurchase Intention has a t-statistic value of 2.531 and a p-value of 0.006, which indicates a significant influence.

H4: Brand Trust Moderates the Relationship between Social Media Marketing and Satisfaction, is not valid because the relationship between Brand Trust (KPCM) × Social Media Marketing and Satisfaction has a t-statistic value of 0.501 < 1.96 and a p-value of 0.308 > 0.05, so it does not have a significant effect.

H5: Satisfaction Mediates the Relationship Between Social Media Marketing and Repurchase Intention is declared valid because the relationship between Social Media Marketing and Repurchase Intention through Satisfaction has a t-statistic value of 2.043 and a p-value of 0.021. These results indicate that Satisfaction is able to significantly mediate the influence of Social Media Marketing on Repurchase Intention.

Discussion

1. The Influence of Social Media Marketing on Satisfaction (H1)

The test results show that Social Media Marketing has a positive and significant effect on Satisfaction with a path coefficient value of 0.279, a t-statistic value of 2.938 (> 1.96), and a p-value of 0.002 (< 0.05). These test results indicate that the better the marketing activities through social media carried out by PS Store Palu, the higher the level of consumer satisfaction. Interesting, easily accessible, informative content, and good interaction with consumers can provide a positive experience so that consumer expectations for products and services can be met. PS Store Palu's social media is the main means of providing information about smartphone products, promotions, discounts, and services. When the information conveyed is in accordance with the actual condition of the product, consumers will feel satisfied with their purchasing experience. The results of this study support the theory that social media marketing is a marketing communication tool capable of enhancing customer experience and creating customer satisfaction. These findings also align with research by Didik et al. (2022), Muh Fauzi & Andi Amri (2024), and Jaya & Tampubolon (2023), which found that social media marketing significantly influences customer satisfaction.

2. Effect of Satisfaction on Repurchase Intention (H2)

The test results show that Satisfaction has a positive and significant effect on Repurchase Intention with a path coefficient value of 0.655, a t-statistic value of 3.380, and a p-value of 0.000. With a coefficient value of 0.655, it shows that satisfaction is a factor that has a strong and significant influence in increasing the repurchase intention of PS Store Palu consumers. Where consumers who are satisfied with product quality, service, price, and purchasing experience tend to have a desire to make repurchases in the future. These results also show that customer satisfaction is an important capital for PS Store Palu. Satisfied consumers not only have the potential to make repeat purchases, but can also provide recommendations to others and become loyal customers. These findings demonstrate that satisfaction is a post-purchase evaluation that influences subsequent purchasing decisions. These findings are also consistent with research by Martha et al. (2021), Faizah et al. (2023), and Isnanda & Farras (2022), which found that satisfaction positively influences repurchase intention.

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3. Brand Trust Moderates the Effect of Satisfaction on Repurchase Intention (H3)

The results of the moderation analysis show that Brand Trust is able to moderate the relationship between Satisfaction and Repurchase Intention with a coefficient value of 0.167, a t-statistic value of 2.531, and a p-value of 0.006. These results indicate that brand trust strengthens the influence of satisfaction on repurchase intention. In other words, if consumers are satisfied, the intention to repurchase will be stronger if consumers also have a high level of trust in PS Store Palu. Brand trust also reflects consumers' belief that the company is able to provide quality products and is able to provide the same quality as that conveyed to customers. When satisfaction and trust are present simultaneously, consumers will be more confident in making repeat transactions. This finding strengthens the findings of Nuraini et al., (2025), and Lindawaty & Syawaluddin, (2022), that brand trust is a strategic factor that can strengthen customer loyalty and encourage repeat purchase interest.

4. Brand Trust Does Not Moderate the Relationship between Social Media Marketing and Satisfaction (H4)

The test results indicated by a coefficient value of 0.024, a t-statistic value of 0.501 (<1.96), and a p-value of 0.308 (>0.05) indicate that Brand trust does not contribute to moderating the relationship between Social Media Marketing and Satisfaction. This finding indicates that the level of consumer trust in the PS Store Palu brand does not strengthen or weaken the influence of Social Media Marketing on Satisfaction. This means that consumer satisfaction is more directly influenced by the quality of social media marketing activities carried out by the company than by the level of trust in the brand. Consumers can still feel satisfied with the information, promotions, and interactions that have been provided through social media even though the level of brand trust they have varies. These results indicate that an effective social media marketing strategy can directly create customer satisfaction without relying on brand trust as a reinforcing factor. This finding is inconsistent with previous research by Victorya et al. (2024), Ramagia & Rivera (2023), and Arrayyan & Sukma (2025), which found that brand trust and social media marketing can mutually influence repurchase intention.

5. Satisfaction Mediates the Influence of Social Media Marketing on Repurchase Intention (H5)

The results of the mediation test show that Satisfaction is able to mediate the relationship between Social Media Marketing and Repurchase Intention, this is indicated by a coefficient value of 0.183, a t-statistic value of 2.043, and a p-value of 0.021. Thus, Social Media Marketing not only has a direct effect on satisfaction, but also indirectly influences repurchase intention through consumer satisfaction. Therefore, the better the social media marketing activities carried out by PS Store Palu, the higher the level of customer satisfaction. then this satisfaction encourages the emergence of consumer desire to make repeat purchases. These findings demonstrate that satisfaction plays a crucial role as a bridge between digital marketing activities and consumer purchasing behavior. This finding corroborates previous research by Widyastuti (2021), Putra & Setiawan (2024), and Vio Ardana Listyandita Putra & Irmawati (2024), which found that social media marketing positively influences repurchase intention through satisfaction.

Conclusion and Suggestions

Based on the results of research on the influence of Social Media Marketing on Repurchase Intention with Satisfaction as a mediating variable and Brand Trust as a moderating variable at PS Store Palu, it can be concluded that Social Media Marketing has a positive and significant influence on consumer satisfaction. This shows that the better the marketing activities carried out by PS Store Palu through social media. With the delivery of interesting product information, active interaction, and easy access to information, the higher the level of satisfaction felt by consumers. This study also proves that Satisfaction has a positive and significant influence on Repurchase Intention. Which means, consumers who are satisfied with the products and services provided by PS Store Palu tend to have a desire to make repurchases in the future. In addition, Satisfaction is proven to be able to mediate the relationship between Social Media Marketing and Repurchase Intention, which shows that marketing strategies through social media can increase consumer repurchase intention by creating customer satisfaction. In addition, this study also shows that Brand Trust is able to moderate the relationship between Satisfaction and Repurchase Intention. In other words, the higher the level of consumer trust in the PS Store Palu brand, the stronger the influence of satisfaction on repurchase intention. However, Brand Trust was not able to moderate the relationship between Social Media Marketing and Satisfaction because it did not show a significant influence.

Suggestion

PS Store Palu needs to improve the effectiveness of its social media marketing through engaging, informative, creative, and interactive content, while maintaining the consistency of product information delivered to reflect actual

conditions. Furthermore, the company needs to maintain product and service quality, both before and after purchase, by providing clear warranties and responding quickly and professionally to customer complaints. Utilizing testimonials, positive reviews, and customer experiences is also crucial for strengthening brand trust, increasing customer satisfaction, and encouraging loyalty and repeat purchases.

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