

## Social Media Marketing Strategy to Improve Customer Satisfaction and Repurchase Intention Through Brand Equity in E-Commerce

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### Article Information

Received, 5 June, 2025

Revised, 21 June, 2025

Accepted, 22 June, 2025

Published, 22 June, 2025

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### ABSTRACT

This study aims to analyze the influence of social media marketing strategies in increasing customer satisfaction and repurchase intentions through brand equity on e-commerce platforms in Indonesia. This study uses a quantitative approach with the Structural Equation Modeling Partial Least Square (SEM-PLS) method. A total of 150 respondents who are active e-commerce users in the Jabodetabek area became the research sample. The results of the study indicate that social media marketing activities have a significant positive effect on brand equity, which is mediated by brand love and brand trust. In addition, brand equity has a direct relationship with customer satisfaction, which then affects repurchase intention. This study also reveals that interactive, responsive, and relevant social media marketing strategies contribute to increasing emotional connections between consumers and brands, which are important factors in building long-term loyalty. Positive experiences felt by consumers through interactions on social media not only improve their perceptions of the brand but also create deep trust relationships. The practical implications of this study indicate that business actors need to pay attention to the elements of transparency, consistency, and personalization in every marketing activity they do on social media. With this approach, businesses can create added value to brand equity while increasing customer retention. This study also emphasizes the importance of utilizing technology such as artificial intelligence to support more effective real-time interactions with consumers. This strategy is believed to not only be able to improve brand image, but also motivate consumers to make consistent repeat purchases. Therefore, this study provides a significant contribution, both in the academic context and managerial practice, especially in helping e-commerce businesses in Indonesia to develop more innovative and sustainable social media-based marketing strategies.

**Keywords:** *social media marketing, customer satisfaction, repurchase intention, brand equity, e-commerce*

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### INTRODUCTION

In the era of the internet where it is always evolving, as a marketing tool social media now plays a crucial role for businesses to build and maintain *Brand Equity*. Social media provides a dynamic and interactive platform, providing business opportunities to

expand audience reach while building closer relationships with consumers. In Indonesia, this trend is very relevant due to the high internet penetration and the increasingly widespread use of *E-commerce*. *E-commerce*, such as *Shopee*, *Lazada*, and *Tokopedia*, is now integrated with the daily lives of Indonesians. (Anmol et al., 2023).

This study specifically discusses *E-commerce* such as *Shopee*, *Lazada*, and *Tokopedia*. Based on research by Nabela & Rianto (2020) and Sujarwoto (2019), more than 160 million individuals in Indonesia are social media users, making social media a very potential platform for marketing activities. A study by Hafez (2021) found that social media marketing strategies can significantly increase *Brand Equity*, as seen in the banking industry in Bangladesh. In the study, *Brand Love* and *Brand Trust* act as the main mediators, where *Brand Love* has a full mediation effect, while *Brand Trust* provides a partial mediation effect.

From Lismula (2022), *E-commerce*, short for *Electronic Commerce*, indicates transactions that cover a variety of commercial operations, from acquisition to sale, which are carried out through the use of internet-based networks. *E-commerce* includes distribution, sales, procurement, marketing, and service of goods carried out through an electronic internet system or alternative computer network. From Agnesia & Saputra (2022), e-commerce describes electronic commerce through the use of computer networks or the internet, which involves the process of buying and selling goods or services, exchanging products, transferring funds, as well as services and information. Referring to the opinion of Adina Dwijayanti (2021) E-commerce is carried out electronically through the use of computer networks, which involves the process of buying and selling products, services, and information. The internet is one of the networks utilized. The internet as part of the evidence of information development, plays a role as a driving factor for the growth of e-commerce.

From Han (2018), brand loyalty is a key element in retaining consumers, even in the midst of intense market competition. Loyal consumers tend to stick with a particular brand despite price changes, indicating that strong *Brand Equity* can protect companies from competitive pressures. This is also supported by Ahn (2018) who emphasized the importance of high quality perceptions to create positive associations with brands. In the context of social media marketing, *Brand Love* and *Brand Trust* play an important role as a link between marketing activities and *Brand Equity*. A study by Leite (2024) shows that positive brand experiences can increase *Brand Love*, which in turn drives behaviors such as loyalty, positive recommendations (*word-of-mouth*), and repurchase intentions. In addition, *e-WOM* has been shown to have a positive impact on consumer trust because previous user reviews are considered more trustworthy, thus creating a stronger emotional connection between consumers and brands (Fichri & Rojuaniah, 2022).

This positive and personal interaction through social media is what ultimately increases *Brand Equity*. (Modgil et al., 2024; Poturak & Turkyilmaz, 2018). Social media also allows companies to create richer and more interactive brand experiences, with a focus on building two-way relationships with consumers. Research by Team (2024) found that 70% of consumers believe that advertising has the power to influence cultural change. Campaigns that are authentic, creative, and aligned with social values can create deep emotional connections, increase trust in brands, and drive long-term consumer loyalty.

In addition, investment in technologies such as *Artificial Intelligence* is now increasingly important to create personalized experiences that strengthen the emotional connection between brands and consumers. On the other hand, *Brand Trust* can be increased through consistent communication, transparency in interactions, and the brand's ability to deliver on the promises it makes. A study by Edelman (2021) shows that brands

that successfully meet consumer expectations, both in quality and social value, tend to gain higher levels of trust.

This trust has a direct impact on consumer purchasing decisions, loyalty, and advocacy towards the brand. In fact, more than 60% of consumers are willing to recommend a product if they fully trust the brand, emphasizing the importance of trust in creating long-term relationships. In addition, a positive brand image has also been shown to strengthen customer loyalty by creating a good perception of the product or service offered (Prastayani et al., 2022) . A study by Coelho (2019 ) added that *Brand Love* on social media can encourage consumers to engage in positive behaviors such as *word of mouth* and brand advocacy, which ultimately increases brand loyalty.

Palazon (2019 ) also found that social media marketing can increase *Brand Equity* by leveraging consumer emotions, including brand love. However, this study takes a more comprehensive approach by combining *Brand Love* and *Brand Trust* as mediating variables to better understand how social media marketing affects *Brand Equity*. (Ohara, 2023; Tarigan et al., 2023) . This study was conducted in the context of *E-commerce* in Indonesia, a topic that is still rarely discussed in academic literature. With a large population and rapid adoption of technology, Indonesia offers a unique context to explore how companies can leverage social media to increase their *Brand Equity* .

In an era of increasingly tight business competition, *customer satisfaction* has become one of the main indicators of a company's success. Customer satisfaction not only reflects how a company meets consumer expectations, but also serves as a key driver in creating sustainable customer loyalty. Satisfied customers tend to have a closer emotional connection with the brand, which results in an increased likelihood of *repurchase intention*. (Iglesias et al., 2019; Madadi et al., 2019) .

Previous studies have revealed that customer satisfaction contributes to building *Brand Trust* , which is an important element in creating long-term relationships with consumers. This confirms research by Iglesias (2019 ) which highlights how customer satisfaction can strengthen *Brand Trust* through positive experiences and consistent communication. In addition, research by Leite (2024 ) found that satisfying brand experiences can drive repurchase intentions through stronger emotional connections between consumers and brands.

*Repurchase intention* also reflects customer loyalty which is a strategic goal of the company in facing tight market competition. Customers with positive experiences with a brand increase the likelihood of promoting the brand to others and remaining loyal, even in the midst of competitors with similar offerings (Coelho et al., 2019; Prastayani et al., 2022) . Thus, a deep understanding of the relationship between *customer satisfaction* and *repurchase intention* is essential to creating a customer-oriented marketing strategy.

The main objective of this study is to analyze the impact of social media marketing on *Brand Equity*. *E-commerce* in Indonesia, focusing on the mediating role of *Brand Love* and *Brand Trust* . This study is expected to provide practical insights for business actors to increase the effectiveness of strategies in increasing *Brand Equity* through social media. Furthermore, the purpose of the study is also to enrich academic literature with empirical findings that are relevant to the Indonesian market.

This study offers several important differences compared to previous studies. First, if studies such as Hafez, (2021 ) focus on the banking sector, this study explores *E-commerce* in Indonesia which has dynamic and unique market characteristics. Second, this study uses the SEM-PLS method which provides more in-depth analysis results compared to simple approaches such as regression. Third, this study highlights the importance of authentic content and real-time interactions in building stronger emotional relationships between brands and consumers—something that has not been widely

discussed in previous studies. Active *E-commerce users* utilize various available features to meet their daily needs, such as transportation, shopping, and digital payments in the Jabodetabek area, this study provides a new contribution to the understanding of social media marketing in the Indonesian digital market, offering relevant insights for both academics and business practitioners.

## LITERATURE REVIEW

### Social Media Marketing

*Social media marketing* is the use of social media platforms to promote products or services, build brand awareness, and interact with consumers directly. Through SMM, companies can build brand awareness, spread knowledge and information, attract and retain customers, and carry out promotions at a more affordable cost by implementing interactive methods (Tobing & Santoso, 2024) . A study by Fischer & Reuber (2019 ) shows that social media provides a platform for greater interaction with online communities through real-time consumer information updates. This creates social connectivity and increases user engagement through various dimensions such as online communities, interactions, and content sharing. Gilliland (2019 ) highlights the important role of *User-Generated Content* (UGC) in modern marketing, especially on social media. UGC is defined as content created by consumers, such as product reviews or visual content, which can increase authenticity and trust in a brand. This, because it comes from consumers and is often connected to personal social media accounts, is considered more authentic than content created by companies. Furthermore, this study shows that UGC not only increases brand credibility but also plays a role in customer retention . Through UGC, consumers feel more emotionally connected to the brand, which ultimately drives loyalty and increases future purchasing decisions. SMM is a part of digital marketing that is different from conventional marketing methods (Yadav & Rahman, 2018) . *Social media marketing* is used for marketing and promotional tasks through social media networks, as well as building mutually satisfying customer relationships (Sharma & Verma, 2018) . The SMM model by Kim & Ko (2010 ) includes interaction, entertainment, trends, customization, and word of mouth (WOM). This model is used by many researchers to measure the effectiveness of *Social media marketing* in building brands (Cheung et al., 2020; Ibrahim et al., 2020) . Ease of use facilitated by digital marketing can be an essential mediating factor in building the relationship between brand trust and consumer purchasing decisions (Winadi et al., 2019) .

### Brand Equity

*Brand Equity* describes the added value of a brand's product or service, derived from consumers' perceptions and attitudes toward the brand. Brand equity consists of a number of key elements, including brand awareness, perceived quality, and brand loyalty, which work synergistically to strengthen the brand's value in the eyes of consumers (Kalesaran, 2019; Saputra, 2020) . Research shows that the contribution of brand loyalty increases long-term profitability and brand strength in the market, especially when supported by positive consumer perceptions of product quality (Alexandra & Cerchia, 2018) . In addition, perceived quality and brand awareness also function as important mediators in forming *Brand Equity* . This relationship is very visible in the service and banking sectors, where consumer perceptions of quality and brand image have a significant impact on customer loyalty (Saputra, 2020) . Further research by Kalesaran (2019) highlights that consumer experience with products and services affects the level of brand awareness and loyalty, which ultimately strengthens consumer preference for a brand over competitors.

## **Brand love**

*Brand Love* is a concept that has developed in marketing literature that refers to a strong emotional attachment between consumers and brands. This term is often used to describe the deep, affective positive feelings felt by consumers towards a particular brand. According to Joshi & Garg (2021), *Brand Love* involves a deep emotional bond between consumers and brands, with elements such as passion, affection, and self-brand integration being key components in creating brand love. This study emphasizes that positive consumer experiences with brands can strengthen these emotional connections, increasing brand loyalty and advocacy. This is in line with the findings of Huaman-Ramirez & Merunka (2019), which state that the dimensions of brand experience, including sensory, emotional, and behavioral aspects, significantly contribute to the formation of brand love. The study also shows that a strong emotional connection with a brand can substantially increase consumer loyalty. Furthermore, Safer (2021) revealed that a satisfying brand experience can create a deep emotional attachment, which ultimately drives consumer behavior who are more loyal to the brand. The combination of these factors shows the importance of building positive emotional experiences and relationships to create brand love. This definition highlights the aspect of emotional attachment and positive attitudes that consumers have towards a brand.

## **Brand Trust**

*Brand Trust* is a major driving factor in brand loyalty and commitment, because consumers with trust in a brand will feel safe and tend to maintain that choice. A good brand communication process can create positive trust in the minds of customers, which in turn increases brand loyalty (Tantri et al., 2024). Trust in brands is a crucial element in building long-term relationships between consumers and brands. Research shows that transparency, responsiveness to feedback, and personal interaction through social media significantly increase consumer trust in a brand's ability to act honestly and responsively to their needs. Transparency, such as displaying authentic reviews and handling criticism constructively, plays a major role in strengthening this relationship (Iglesias et al., 2019; Madadi et al., 2019). Furthermore, consistency in providing high-quality products or services helps brands maintain a reliable reputation, creates a sense of familiarity, and increases consumer confidence that the brand will continue to meet their expectations. Excellent customer service, such as flexible return policies, also strengthens this trust relationship (Surücü & Küçükaltan, 2019). Furthermore, creating emotional connections with consumers through authentic campaigns and personalized experiences strengthens their loyalty and trust in the brand. This involves deeply understanding consumers' emotional needs and offering meaningful experiences that create stronger relationships (Hollebeek et al., 2020; Iglesias et al., 2019). Trust, which includes product reliability and satisfaction assurance, plays a vital role in building loyalty and increasing purchasing decisions (Winadi et al., 2019).

## **Repurchase Intention**

Consumers' desire to repurchase a particular product or service is called *Repurchase Intention*. This concept is one of the main indicators of customer loyalty, which is based on previous positive experiences with the brand (Leite et al., 2024). Customers who are satisfied with the quality of the product, service, or overall experience tend to continue to choose the same brand in the future, even though there are competing brands (Prastayani et al., 2022). According to research conducted by Coelho (2019), emotional elements such as *Brand Love* and *Brand Trust* play an important role in

increasing *Repurchase Intention* . A pleasant brand experience and positive reviews on social media can increase consumer repurchase intentions through influencing perceptions and loyalty (Mayasari et al., 2023) . In the context of online shopping, effective return services can reduce customer uncertainty and increase repurchase intentions (X. Huang et al., 2020) .

### **Customer Satisfaction**

*Customer satisfaction* , also known as customer satisfaction, is a customer's evaluation of their overall experience with a product or service. This concept indicates the extent to which a business can meet or even exceed customer expectations. According to research, customer satisfaction greatly influences customer loyalty to a brand and their decision to repurchase the product (Iglesias et al., 2019; Madadi et al., 2019) . According to Iglesias (2019) and Leite (2024) , customer satisfaction increases brand trust, increases customer loyalty and advocacy. In addition, Leite's (2024) study shows that positive customer experiences can create a stronger emotional connection with the brand, which increases repurchase intentions. In addition, Madadi's (2019) study found that customer satisfaction has a direct impact on brand trust. A study by Zhang (2021 ) found that customer satisfaction directly affects consumer trust in a brand, especially in the context of digital marketing that allows real-time interaction between companies and customers. Lie (2024) defines *customer satisfaction* as a positive emotional response from customers after purchasing a product or using a service. This response shows that consumers feel satisfied when the products or services they use meet or even exceed their expectations. Lie emphasized that customer satisfaction is a key element in building long-term relationships with customers, which contributes to repeat purchases and customer loyalty.

### **Relationship Between Variables**

#### **The Relationship between Social Media Marketing and Brand Equity**

Social media marketing (SMM) has become an important tool in increasing *Brand Equity* , especially through its influence on brand awareness, loyalty, and consumer relationships. Research shows that effective social media marketing activities, such as engaging content and consistent interactions, can strengthen customer loyalty and positive brand perceptions. This strategy increases the likelihood of brands engaging directly with consumers, creating deeper relationships, and increasing brand value in the eyes of consumers (Yu & Yuan, 2019) . In addition, positive brand experiences, which are often influenced by consistent social media interactions, have been shown to increase brand loyalty and consumer satisfaction. By creating memorable experiences through social media, brands are able to strengthen emotional connections with consumers, thereby strengthening their position in the market (Chen & Lin, 2019) . Based on the statement above, the hypothesis that the researcher proposes is:

H1. *Social media marketing* has a positive effect on *brand equity* .  
The relationship between social media marketing and brand love

The relationship between SMM and *Brand Love* can be explained through the views of several experts. Roma & Aloini (2019) found that UGC integrated with consumers' personal experiences on social media including Facebook, Twitter, and YouTube increases emotional connection with the brand. This content helps brands build deeper trust and emotional involvement, which is key to creating *Brand Love* and consumer loyalty Based on the statement above In addition, research by Andika (2024)

revealed that SMM activities significantly affect brand experience, which then increases trust and love for the brand, ultimately contributing to increased brand loyalty. Furthermore, Mayasari (2023) found that social media marketing can create conditions for consumers to develop *Brand Love* for local fashion brands, which in turn affects repurchase intentions, so the hypothesis that the researcher put forward is:

H2. *Social media marketing* has a positive influence on *brand love* of *Brand Love* Mediation on *Brand Equity*

*Brand Love* mediation on *Brand Equity* can be explained through the views of several experts. According to research by Albert & Merunka (2019) and Kang (2019), *Brand Love* involves a deep emotional attachment between consumers and brands, which is driven by trust and commitment. These two elements play an important role in forming long-term loyalty to a brand, where consumers tend to choose the brand repeatedly and are willing to pay a premium price. In addition, Langner & Kuster (2019) suggest that the application of interpersonal relationship theory, such as Sternberg's *Triangular Theory of Love*, can explain emotional attachment in the relationship between consumers and brands. *Brand Love*, which includes components of emotional attachment, passion, and commitment, further strengthens the relationship between consumers and brands, resulting in increased loyalty and satisfaction. Another study by Fetscherin (2019) revealed that parasocial relationships can also affect *brand love*, where consumers feel emotionally attached to the brand even though the relationship is one-way without any expectation of reciprocation. This shows the importance of the role of brands in building identity and emotional closeness with consumers. Based on the statement above, the hypothesis that the researcher proposes is:

H3. *Brand Love* has an effect on *Brand Equity*.

H4. *Brand Love* mediates *social media marketing* and *brand equity*

### **The relationship between social media marketing activities and brand trust**

The relationship between SMM and *Brand Trust* can be explained through the views of several experts. Research by (Qin, 2020) shows that consumer motives in using social media, such as information search and self-identity, encourage more positive interactions with brands, which in turn can strengthen trust in the brand. According to Shadi's research (2021), effective social media marketing activities, such as interactions involving customers and relevant content, contribute to increasing customer trust in brands by strengthening brand image. In addition, Aljumah (2021) revealed that during the COVID-19 pandemic, marketing communications on social media played a crucial role in building brand trust by increasing customer engagement and strengthening brand image. They emphasized the importance of creative content and message consistency to maintain positive relationships with consumers.

Based on the statement above, the hypothesis that the researcher proposes is:

H5. *Social media marketing* has a positive effect on *Brand Trust* of *Brand Trust* Mediation on *Brand Equity*

The mediating effect of *Brand Trust* on *Brand Equity* can be explained through the views of several experts. A study by Madadi (2019) shows that trust in a brand has an important role in mediating the relationship between brand equity dimensions (such as perceived quality, brand awareness, and brand association) with consumer loyalty. *Brand*

*Trust* also serves as a major driver of brand loyalty, especially in the context of long-term relationships between consumers and brands. Another study by (Surücü & Küçükaltan, 2019) highlights how consumer perceived product value affects *Brand Trust* and ultimately increases customer-based brand equity. Factors such as perceived product quality and the value provided by consumers have a significant impact on strengthening the relationship between brand trust and *Brand Equity*. (Iglesias et al., 2019) discuss the role of *Brand Trust* in increasing consumer loyalty through emotional connections strengthened by brand experiences. This study highlights how trust is a key element in building strong *Brand Equity*. They found that consumer trust in product quality increases brand trust, which ultimately strengthens brand equity. Based on the statement above, the hypothesis that the researcher proposes is:

H6. *Brand Trust* has a positive effect on Brand Equity

H7. *Brand Trust* is a mediator of Social Media Marketing and Brand Equity activities.

### **Relationship between *Brand Equity* and *Customer Satisfaction***

*Brand Equity* refers to the added value to a product or service thanks to a brand. Increased *Brand Equity*, which includes aspects such as brand awareness, brand loyalty, and perceived quality, fosters a good experience for customers. This can increase customer satisfaction because customers perceive the brand as being able to meet or exceed their expectations. Iglesias (2019) showed that *Brand Equity* is directly correlated with *Customer satisfaction* through a good view of quality and brand relationships. Furthermore, Prastayani (2022) found that good *Brand Equity* increases *Customer satisfaction*, which in turn affects customer loyalty. Based on the statement above, the hypothesis that the researcher proposes is:

H8. *Brand equity* has a positive effect on *customer satisfaction*.

H10. *Customer satisfaction* is a mediator of *Brand Equity* and *Repurchase Intention*

### **Relationship between *Brand Equity* and *Repurchase Intention***

Strong *Brand Equity* increases *Customer satisfaction* and influences consumers' propensity to engage in repeat transactions. Consumers show greater loyalty to brands with substantial *Brand Equity* because of their belief in the quality and value provided. Coelho (2019) showed that *Brand Equity* influences *Repurchase Intention* through customer loyalty. Hafez (2021) highlighted that *Brand Equity* factors, including perceived quality and *Brand Trust*, significantly influence *Repurchase Intention*, especially during intense competition. Based on the statement above, the hypothesis proposed by the researcher is:

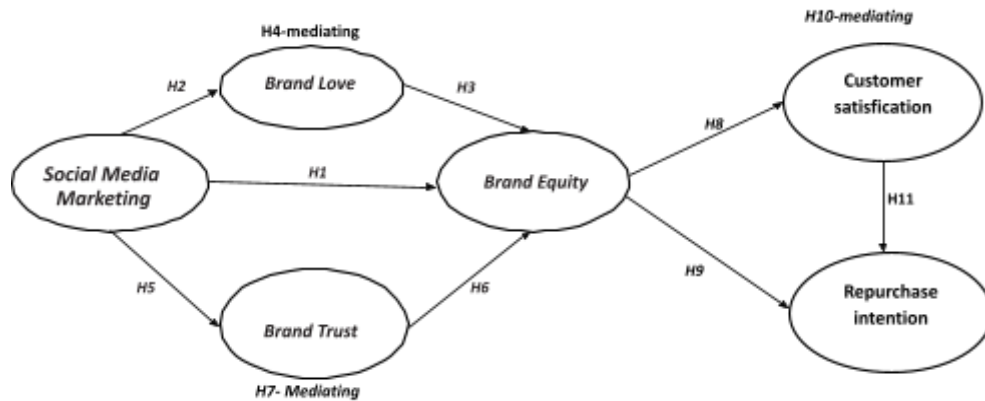
H9. *Brand Equity* has a positive effect on *Repurchase Intention*

### **Relationship between *Customer Satisfaction* and *Repurchase Intention***

Satisfied consumers tend to consider repeat purchases. Customers tend to develop a closer relationship with a brand and show a tendency to repeat purchases when they are satisfied with the quality of a product or service they have received. Leite (2024) found that positive customer experiences can increase the emotional bond between customers and brands, which ultimately increases their tendency to make *Repurchase Intentions*. Y. Huang (2021) conducted a study showing that customer happiness directly affects brand trust, which then affects the frequency of *Repurchase Intentions*. Based on the statement above, the hypothesis that the researcher proposes is:

H11. *Customer satisfaction* has a positive effect on *Repurchase Intention*

By referring to the hypothesis framework that has been explained, the research model can be represented as seen in figure 1 below:



**Gambar SEQ Gambar \\* ARABIC 1.Model penelitian**

Source: (Hafez, 2021; Huang, Chen et al., 2014)

## RESEARCH METHODS

### Research Design

To collect data, this study applies a descriptive causality approach as a quantitative approach. On the other hand, to find out how research variables interact with each other, a causal research design is used. (Hair *et al.*, 2019). The research variables involve *social media marketing*, *Brand Love*, *Brand Trust*, *Brand Equity*, *customer satisfaction* and *repurchase intention*.

### Variable Measurement

The measurement in this study uses a Likert scale of 5 in each statement starting from 1 (strongly disagree) to 5 (strongly agree). *The brand experience variable* is measured with 2 statements in each dimension ; *sensory* 2 statements, *affective* 2 statements, *behavioral* 2 statements, and *intellectual* 2 statements, then the *Brand Love* variable is measured with 6 statements adopted from , (Safeer *et al.*, 2021) the *brand loyalty* variable is measured with 4 statements, and the *Brand Trust* variable is measured with 4 statements adopted from (Bae & Kim, 2023) . This study measured with a total of 30 statements. In data collection, researchers used an online questionnaire tool, namely *Google form*, which will then be distributed through media platforms including Whatsapp, Telegram, and Instagram.

### Population and Sample

The research population involved *E-commerce users* located in Jabodetabek. Sampling used the *non-probability method. sampling using purposive sampling* technique , where *E-Commerce* facility user criteria who have used the service for at least one year or more and are aged 18-55 years located in the Jabodetabek area. The number of samples is 150 respondents (30 indicators multiplied by 5) (Hair Jr et al., 2019) .

## Data Analysis Techniques

The data analysis method in this study utilizes *the Structural Equation Model Partial Least Square* (SEM-PLS). Data analysis involves 2 measurement models, namely *Outer Model Analysis* and *Inner Model Analysis*. *Outer Model Analysis* is tested using the validity / *loading factor convergent value* ( $> 0.70$ ) and *Average Variance Extracted* (AVE) (0.50), discriminant validity with *cross loading* ( $> 0.70$ ), reliability test using *cronbach alpha* and *composite reliability* ( $> 0.70$ ). Then *the Inner Model Analysis* was tested using *path coefficients*, *adjusted R square* (R<sup>2</sup>) values, and to test the hypothesis with the criteria of *p-value* with a value ( $< 0.05$ ) and *t-value (one tailed)* with a value ( $> 1.65$ ) in order to be accepted. (Hair *et al.*, 2017)

## RESEARCH RESULT

### Respondent Characteristics Analysis

Respondents in this study involved users of *E-commerce services Tokopedia, Shopee, Lazada* and transactions Have made transactions min. 3 times in the last 4 months and then follow / *following* social media from *E-commerce*. The questionnaire was distributed with *a google form* that has collected 150 respondents who live in the Jabodetabek area. The results of data collection showed that 54.3% (82 respondents) were women and 45.7% (69 respondents) were men. Furthermore, in terms of age, it is dominated by respondents aged 18-26 years, amounting to 55.6% (84 respondents), followed by those aged 26-34 years, amounting to 44.4% (67 respondents). In terms of monthly spending on shopping on e-commerce, it is dominated by respondents with monthly spending on shopping on e-commerce  $> \text{Rp. } 1,000,000$  as many as 41.7% (63 respondents), followed by  $< \text{Rp. } 500,000$  as many as 39.7% (60 respondents) and  $\text{Rp. } 500,000\text{-Rp. } 1,000,000$  as many as 18.5% (28 respondents).

### Outer Evaluation Results Model Analysis

The results of the external model analysis include validity tests that utilize convergent and discriminant validity and reliability tests that use combined reliability and Cronbach alpha. It is possible that the results of the SEM-PLS analysis can be used as a test of research hypotheses if all indicators of the SEM-PLS model meet the standard requirements for reliability tests, convergent validity, and discriminant validity. The filler factor value for each indicator in the variable can be used as a test of convergent validity. A filler factor value above 0.70 is considered to have sufficient strength to validate and describe the underlying indicators.

In research this, each variable have AVE value  $> 0.50$  and minimum size of *loading factor* in order to be able to accepted of  $> 0.70$ . Referring to the results processing SmartPLS where shown in table 12, the value overall *loading factor* indicator Already has a value of  $> 0.70$ . This means that the results of this study can be said to have met the standard requirements for convergent validity. Then *the loading factor*, *cronbach alpha*, *composite reliability*, and AVE values of each variable can be seen in full in table 7. Meanwhile, to test discriminant validity, *cross loading is used*. The *cross loading* value is complete Can known in table 8.

The adjusted r square (R<sup>2</sup>) value in the measurement model shows the magnitude of the influence of exogenous variables on endogenous variables, where the values 0.75, 0.50, and 0.25 are interpreted as strong, moderate, and weak, respectively. The complete results of the adjusted r square (R<sup>2</sup>) can be seen in Table 9.

Based on the research results, the Brand Equity variable has an R<sup>2</sup> value of 0.675, which indicates that 67.5% of the variability in Brand Equity can be explained by exogenous

variables strongly. Exogenous variables that contribute to Brand Equity include Brand Love, Brand Trust, Customer Satisfaction, and Social Media Marketing. Brand Love plays a role in increasing brand value through customer loyalty and recommendations, while Brand Trust ensures that customers feel safe and trust the brand. In addition, Customer Satisfaction contributes to forming positive brand equity, and effective Social Media Marketing strategies capable increase awareness as well as perception brand among consumers.

Furthermore, the Brand Love variable has an  $R^2$  value of 0.576, which means that 57.6% of the variability in Brand Love can be explained by exogenous variables moderately. The variables that influence Brand Love include Social Media Marketing, Brand Trust, and Customer Satisfaction. Interesting interactions and marketing campaigns on social media can build emotional attachments of customers to a brand. In addition, customers who have high trust in a brand tend to develop feelings of love for it more easily. Customer satisfaction also plays an important role in strengthening Brand Love, where positive experiences with a brand can create deeper emotional connections.

For the Brand Trust variable, the adjusted  $R^2$  value is 0.602, indicating that 60.2% of the variability in Brand Trust can be explained by exogenous variables moderately-strongly. Factors that contribute to Brand Trust include Social Media Marketing, Customer Satisfaction, and Brand Love. Transparent and consistent marketing campaigns on social media help build customer trust in the brand. In addition, customers who are satisfied with their experience tend to have a higher level of trust. Brand love also contributes to strengthening trust, as customers who have an emotional bond with a brand are more likely to trust it.

Meanwhile, the Customer Satisfaction variable has an adjusted  $R^2$  value of 0.601, indicating that 60.1% of the variability in Customer Satisfaction can be explained by exogenous variables moderately-strongly. Exogenous variables that affect Customer Satisfaction include Brand Trust, Social Media Marketing, and Brand Equity. Customer trust in a brand plays an important role in building satisfaction, because customers who feel safe with a brand are more likely to be satisfied with their experience. In addition, effective marketing strategies on social media can improve customer experience, thereby increasing their satisfaction. Strong Brand Equity also contributes to creating customer satisfaction, because brands with a good reputation tend to provide a more positive experience to their consumers.

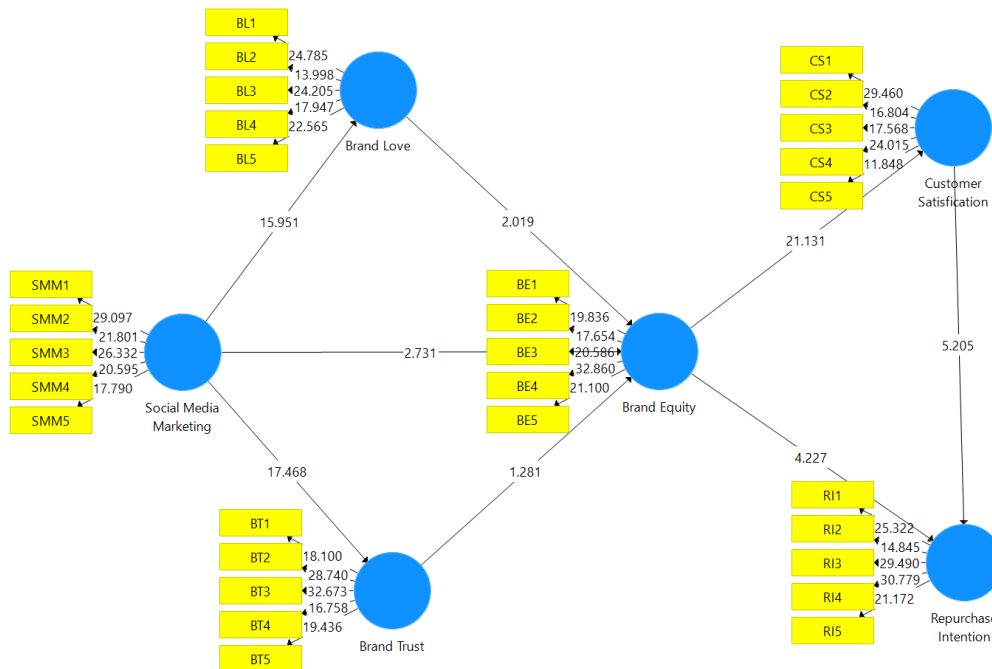
Finally, the Repurchase Intention variable has an adjusted  $R^2$  value of 0.682, which means that 68.2% of the variability in Repurchase Intention can be explained by exogenous variables strongly. Factors that contribute to Repurchase Intention include Customer Satisfaction, Brand Trust, Brand Love, and Brand Equity. Customer satisfaction is the main factor in driving repurchase intention, where satisfied customers are more likely to make repeat transactions. Brand trust also plays an important role, because customers who believe in a brand are more likely to return to buy. In addition, brand love can strengthen customer loyalty, so they are more likely to make repeat purchases. High Brand Equity is also a determining factor in increasing repurchase intention, because brands that have a strong reputation will be more attractive for customers to continue using the product or service. Referring to the values said, withdrawn conclusion that the research model own good ability in explain connection between the variables being tested.

### ***Inner Evaluation Results Model Analysis***

Based on the results of the inner model analysis, it is known that the *Brand Equity* variable is explained by independent variables of 68.2%, while *Brand Love* and *Brand Trust* are explained by 57.9% and 60.4%, respectively. In addition, *Customer Satisfaction*

has an explanatory contribution of 60.4%, and *Repurchase Intention* is significantly influenced with an R<sup>2</sup> value of 68.7%.

The results of the evaluation of the effects between variables show that *Social Media Marketing* has a significant influence on *Brand Love* ( $F^2 = 0.147$ ), *Brand Trust* ( $F^2 = 0.311$ ), and *Brand Equity* ( $p = 0.007$ ). In addition, the *Customer Satisfaction* variable has an important role in influencing *Repurchase Intention*, with a very strong effect ( $F^2 = 1.523$ ).



**Figure 2. Inner Model Analysis Output Results**

Based on the path coefficient, significant relationships include the influence of *Brand Equity* on *Customer Satisfaction* ( $\beta = 0.777$ ,  $p = 0.000$ ), *Customer Satisfaction* on *Repurchase Intention* ( $\beta = 0.496$ ,  $p = 0.000$ ), and *Social Media Marketing* on *Brand Love* ( $\beta = 0.761$ ,  $p = 0.000$ ). The relationship between *Brand Love* and *Brand Equity* is also significant although the effect is smaller ( $\beta = 0.290$ ,  $p = 0.044$ ).

Overall, this model reveals that *Social Media Marketing* plays an important role in building *Brand Trust* and *Brand love*, which ultimately increases *Repurchase Intention* through *Customer Satisfaction*.

### Direct Influence Coefficient Measurement

The results of the direct influence coefficient measurements can be seen in the table below:

**Table 1. Results measurement coefficient influence direct**

Hypothesis	Connection Between Variables	Original Sample (O)	T-Values	P-Values	Information
H1	Social Media Marketing Influences Brand Equity	0.387	2,731	0.007	Accepted ( Significant , $p < 0.05$ )
H2	Social Media Marketing Influences Brand Love	0.761	15,951	0,000	Accepted ( Significant , $p < 0.05$ )

H3	Brand Love influences Brand Equity	0.290	2,019	0.044	Accepted ( Significant , p < 0.05)
H5	Social Media Marketing Influences Brand Trust	0.777	17,468	0,000	Accepted ( Significant , p < 0.05)
H6	Brand Trust influences Brand Equity	0.223	1,281	0.201	No accepted ( No significant , p > 0.05)
H8	Brand Equity influences Customer Satisfaction	0.777	21,131	0,000	Accepted ( Significant , p < 0.05)
H9	Brand Equity influences Repurchase Intention	0.382	4,227	0,000	Accepted ( Significant , p < 0.05)
H11	Customer Satisfaction influences Repurchase Intention	0.496	5,205	0,000	Accepted ( Significant , p < 0.05)

From the direct influence table, it is concluded that Social Media Marketing has a significant influence on Brand Equity, Brand Love, and Brand Trust. In addition, Brand Love is proven to have a significant influence on Brand Equity. However, Brand Trust does not have a significant influence on Brand Equity, indicating that the relationship is not supported in this analysis.

Furthermore, Brand Equity has a significant influence on Customer Satisfaction and Repurchase Intention. Customer Satisfaction also significantly influences Repurchase Intention. With thus , some big connection in the model shows significant influence , except connection between Brand Trust and Brand Equity. These results confirm the importance of Social Media Marketing in building Brand Love, Brand Trust, and Brand Equity, which ultimately impact on Customer Satisfaction and intention For do purchase repeat .

**Measurement of Indirect Influence Coefficient**

The results of the measurement of the indirect influence coefficient can be seen in the table below:

**Table 2. Coefficient measurement influence No direct ( mediation )**

Hypothesis	Connection Between Variables	Original Sample (O)	T-Values	P-Values	Information
H4	<i>Brand Love mediates social media marketing and brand equity</i>	0.084	2,061	0.040	Accepted ( Significant , p < 0.05)
H7	<i>Brand Trust is a mediator for social media marketing activities and brand equity.</i>	0.066	1,012	0.312	No accepted ( No significant , p > 0.05)

H10	<i>Customer satisfaction is a mediator of Brand Equity and Repurchase Intention</i>	0.149	2,113	0.035	Accepted ( Significant , p < 0.05)
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Based on the indirect influence table, it was found that *Social Media Marketing* indirectly influences *Brand Equity through Brand Love* (H4) with a p value = 0.040, which shows a significant influence. However, the indirect influence of *Social Media Marketing* on *Brand Equity through Brand Trust* (H7) is not significant with a p value = 0.312. Furthermore, the indirect influence of *Brand Equity* on *Repurchase Intention* through *Customer Satisfaction* (H10) is significant with a p value = 0.035. In conclusion, only *Brand Love* and *Customer Satisfaction* are proven to be effective mediators in the relationship of the tested variables.

## DISCUSSION

First, this study found that *Social Media Marketing* has a positive and significant influence on *Brand Equity*. These results indicate that marketing strategies through social media can increase brand equity in e-commerce. Effective social media marketing activities, such as responsive interactions, engaging content, and consistent digital experiences, can increase consumers' positive perceptions of the brand and strengthen overall brand equity. This finding is in line with previous research by Hafez (2021), which states that strong social media marketing increases brand equity through deep emotional connections. Leite (2024) also emphasized that brand engagement on social media plays an important role in building loyalty and brand value perception.

Second, this study also found that *Social Media Marketing* has a positive effect on *Brand Love*. Consumers who are emotionally involved through social media are more likely to feel love and affection for the brand. This shows that marketing strategies that touch on emotional aspects can strengthen the affective relationship between consumers and brands. This finding supports research by Kang (2019), which shows that interesting and authentic social media content can create a sense of consumer love for the brand. Leite (2024) also states that personal digital experiences play a key role in building sustainable brand love.

Third, *Brand Love* was found to have a positive and significant influence on *Brand Equity*. This result shows that consumer love for a brand contributes to increasing brand value. Consumers who love a brand tend to support the brand through loyalty and recommendations to others. This study is consistent with the findings of Iglesias (2019), which states that brand love can strengthen brand equity dimensions, such as brand awareness and brand association. Surücü & Küçükaltan (2019) also added that brand love is a key element in creating long-term relationships that have an impact on brand equity.

Fourth, this study shows that *Social Media Marketing* has a positive influence on *Brand Trust*. Consistent and transparent marketing activities through social media can build consumer trust in brands. Hafez (2021) stated that brand responsiveness on social media can increase consumer trust, which in turn strengthens the relationship with the brand. In addition, Zhang's (2021) research shows that authentic communication through social media has a significant effect on increasing brand trust.

Fifth, this study found that *Brand Trust* does not have a significant effect on *Brand Equity*. Although trust is important, these results indicate that trust alone is not enough to directly increase brand equity without emotional elements such as brand love. Surücü &

Küçükaltan (2019) stated that trust can have a significant impact on brand equity when combined with emotional experiences and perceived value by consumers.

Sixth, the results of the study show that *Brand Equity* has a positive influence on *Customer Satisfaction*. Brands with strong equity can provide a more satisfying experience to consumers because the perceived value is greater. This study supports the findings of Iglesias (2019), which states that positive brand equity creates higher quality perceptions and drives consumer satisfaction.

Seventh, this study also found that *Customer Satisfaction* has a positive effect on *Repurchase Intention*. Consumers who are satisfied with a product or service from a particular brand are more likely to have the intention to repurchase. This finding is in line with research by Zhang (2021), which states that customer satisfaction is one of the main predictors for driving consumer loyalty and repurchase.

Eighth, this study proves that *Customer Satisfaction* mediates the relationship between *Brand Equity* and *Repurchase Intention*. This shows that consumer satisfaction is an important element that strengthens the influence of brand equity on repurchase intention. Research by Leite (2024) also shows that consumer satisfaction plays a central role in creating sustainable loyalty and encouraging long-term relationships between consumers and brands.

Ninth, Brand Love was found to act as a mediator in the relationship between Social Media Marketing and Brand Equity. These results indicate that a successful social media marketing strategy can increase Brand Love, which ultimately strengthens brand equity. Consumers who feel an emotional attachment to a brand due to their interactions on social media tend to have a more positive perception of the brand's value. This study is consistent with the findings of (Kang, 2019), which show that social media marketing can increase brand love and ultimately contribute to increased brand equity.

Tenth, Customer Satisfaction was found to be a mediator in the relationship between Brand Equity and Repurchase Intention. This result indicates that customer satisfaction is an important factor that strengthens the influence of brand equity on repurchase intention. Consumers who are satisfied with a brand are more likely to repurchase products or services from that brand. This finding supports Leite's (2024) research, which states that customer satisfaction plays a central role in creating long-term loyalty and encouraging ongoing relationships between consumers and brands.

Eleventh, Brand Trust was found to have no significant influence as a mediator in the relationship between Social Media Marketing and Brand Equity. This result shows that although social media marketing can increase trust in a brand, this effect does not directly impact brand equity without additional factors, such as emotional attachment and customer satisfaction. This study differs from the findings of Hafez (2021), which states that Brand Trust can be a significant mediating factor when combined with other elements in building brand equity.

## CONCLUSION

All hypotheses proposed in this study were successfully proven. First, *Social Media Marketing* has a positive and significant influence on *Brand Equity*, because an effective social media marketing strategy can improve the image and value of the brand in the minds of consumers. Second, *Social Media Marketing* has a positive influence on *Brand Love*, where emotional interaction through social media can create a sense of love and affection for the brand. Third, *Brand Love* was found to have a positive and significant influence on *Brand Equity*, which means that consumers who love a brand tend to provide added value in the form of loyalty and recommendations to others. Fourth, *Social Media Marketing* has a positive influence on *Brand Trust*, indicating that consistent and

transparent social media marketing activities can increase consumer trust in the brand. Fifth, *Brand Trust* does not have a direct significant influence on *Brand Equity* , but is a supporting element that can strengthen the influence of *Brand Love* on brand value. Sixth, *Brand Equity* has a positive influence on *Customer Satisfaction* , indicating that brands with high equity provide a more satisfying experience. Seventh, *Customer Satisfaction* has a positive influence on *Repurchase Intention* , indicating that satisfied consumers have a higher tendency to make repeat purchases.

### **Limitations And Suggestions**

There are several limitations that need to be improved in this study. First, the sample size used in this study is relatively small (n=170) and only includes social media users from one particular e-commerce platform. Second, this study only focuses on certain variables, such as *social media marketing* , *brand equity* , and *customer satisfaction* , without considering other external variables that may affect *repurchase intention* .

### **Managerial Implications**

Based on the research findings, there are several managerial implications that can be applied by companies to increase Brand Equity, Brand Love, Brand Trust, Customer Satisfaction, and Repurchase Intention. First, companies need to focus on building Brand Love and Brand Trust among consumers to strengthen Brand Equity. This can be done through marketing strategies that build emotional connections with consumers, such as heartfelt marketing campaigns and positive experiences that lead to loyalty. In addition, companies must increase brand transparency and reliability to build higher trust with customers. Second, to strengthen Brand Love, companies need to ensure that customers feel emotionally connected to the brand, one of which is by providing an extraordinary customer experience through interactions on social media, responsive customer service, and satisfying products. Loyalty programs and influencer marketing strategies can also increase consumers' emotional closeness to the brand. Third, to build Brand Trust, companies must prioritize consistency and transparency in every interaction with customers. Providing accurate information and resolving customer problems quickly will increase their trust. Companies also need to pay attention to product warranties and after-sales services, because this can strengthen customers' sense of security in making repeat purchases. Fourth, to increase Customer Satisfaction, companies must optimize marketing strategies through social media by creating relevant and interesting content, and establishing two-way communication that allows companies to understand customer needs. Responding to customer complaints quickly and providing adequate solutions will also create a positive experience. Fifth, to increase Repurchase Intention, companies need to ensure that customers get a satisfying experience so that they are interested in making repeat purchases. Improving product quality, offering incentives for customers who make repeat purchases, and maintaining close communication with customers will strengthen their repeat purchase intentions. Finally, companies can segment the market based on e-commerce shopping expenditure by targeting more price-sensitive customer groups and offering products according to their budget, while for customers with higher spending, companies can offer premium products or exclusive services. Thus, companies can develop more targeted and integrated marketing strategies to build strong Brand Equity and increase customer loyalty in the long term.

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