



Research Article

Investigating the Mediating Role of Brand Trust and Brand Engagement in the Relationship Between Social Media Marketing and Repurchase Intention (A Case Study of Coffee Shop Nyeduh Kopi)

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Abstract: This study investigates the mediating roles of brand trust and brand engagement in the relationship between social media marketing (SMM) and repurchase intention, using Coffee Shop Nyeduh Kopi in Tabanan as a case study. Grounded in the Stimulus-Organism-Response (SOR) model, this research explores how SMM, as an external stimulus, influences brand trust and brand engagement to drive repeat purchases. A quantitative approach was employed, collecting data through an online survey from 170 consumers of Coffee Shop Nyeduh Kopi. Data analysis was conducted using SEM-PLS via SmartPLS 3.0. Results confirm that SMM positively and significantly influences repurchase intention, brand trust, and brand engagement. Furthermore, both brand trust and brand engagement directly and positively affect repurchase intention. Crucially, brand trust and brand engagement were found to partially mediate the relationship between SMM and repurchase intention. These findings highlight the importance of cultivating brand trust and engagement through SMM to foster customer loyalty and repeat purchases.

Keywords: Social media marketing; Brand trust; Brand engagement; Repurchase intention

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1. Introduction

The post-pandemic economic recovery in Indonesia, particularly in Bali, has spurred the emergence of new businesses, especially in the culinary sector. Bali's abundant natural beauty offers unique opportunities to attract tourists by leveraging its scenic landscapes (Fossgard & Fredman, 2019). Coffee shops, for instance, are increasingly adopting concepts that blend their offerings with natural views, capitalizing on the appeal of serene environments for relaxation and dining. Effective marketing strategies are crucial for these businesses to differentiate themselves and build strong customer relationships (Marrus, 2020).

Nyeduh Kopi located amidst rice fields and mountains in Tabanan's Wongaya Gede village, it offers a traditional concept with local food and drinks, alongside stunning natural vistas. This unique setting, coupled with Tabanan's increasing popularity among tourists seeking nature-based experiences post-pandemic—evidenced by the rise in visitors to Tabanan from 2.81 million in the first half of 2023 to 3,599,943 for the full year, a significant recovery from 2020-2022 lows (Dinas Pariwisata Kab. Tabanan, 2024) positions Nyeduh Kopi to significantly benefit from this renewed influx. Its distinctive charm also enhances its viral potential on social media.

A pre-survey of Nyeduh Kopi's initial performance revealed a steady increase in visitors, with 950 in August 2024, 1,100 in September, and 1,215 in October, following its July 2024 opening (pre-survey, 2024). However, interviews with the owner showed a dramatic surge driven by social media. Visitor numbers jumped to 20,000 in November 2024, 22,500 in December, and 27,500 in January 2025 (pre-survey, 2025). This exponential growth far surpassed the initial daily target of 500, with weekends attracting up to 1,500 visitors. The owner attributes this success directly to viral social media marketing.

A separate pre-survey of 20 customers also confirmed strong repurchase behavior. Of these, 70% were repeat customers, stating their decisions were directly influenced by the brand's social media presence. They viewed Nyeduh Kopi's online content, unique menu, and scenic views as reasons for their return. This suggests significant repurchase intention exists, which is a consumer's tendency to repeatedly buy a product over time, driven by positive experiences and brand affinity (Tong & Subagio, 2020; Ardianto et al., 2021). This future-oriented commitment is often amplified by digital marketing, showing how past positive responses can significantly reinforce the desire for repeat consumption (Pham et al., 2018).

Recognizing this potential, social media marketing is crucial for rapid business introduction and building customer relationships. Diverse tactics can foster repurchase intention by keeping consumers engaged (Cheung et al., 2020). Research confirms social media marketing positively influences repurchase intention, as compelling content drives repeat purchases (Subawa, 2020; Tong & Subagio, 2020). However, Audrey (2022) found no such impact. Pakpahan and Prameswari (2022) also noted no significant positive effect, attributing it to insufficient social media activity causing consumers to forget products.

The research gap concerning the direct influence of social media marketing on repurchase intention highlights the need to consider mediating factors from prior studies. Brand trust emerges as a key element in this relationship. According to Tong and Subagio (2020), brand trust is a core component of consumer-brand dynamics, stemming from a customer's confidence and reliance on a brand based on direct experience. This means perceiving a brand as dependable and accountable for its products and services. Crucially, social media marketing can play a vital role in fostering this trust. By consistently delivering reliable information, engaging transparently, and showcasing positive customer experiences, social media platforms build the perception that a brand is trustworthy. Customers who trust a brand are often reluctant to switch to competitors, as their expectations are already met. This inherent loyalty directly fosters repurchase intention. Supporting this, research by Firdausy (2024) and Rohani (2020) explicitly demonstrates that brand trust can mediate the influence of social media marketing on repurchase intention.

According to Saraswati and Hastasari (2020), brand engagement involves consumers actively sharing their experiences with producers to foster interaction. This interaction, often facilitated by social media, allows businesses to identify customer needs and desires. Ubgade and Joshi (2023) further describe brand engagement as a psychological state resulting from a consumer's experience with a brand, reflecting its relevance based on individual needs, values, and interests (Razmus, 2021). Studies consistently show brand engagement significantly influences repurchase intention. Muhammad et al. (2023) found a direct and significant effect, a finding supported by Shabankareh et al. (2024). This study aims to investigate the Mediating Role of Brand Trust and Brand Engagement in the Relationship Between Social Media Marketing and Repurchase Intention at Coffee Shop Nyeduh Kopi.

2. Preliminaries or Related Work or Literature Review

2.1. Customer Behavior

Consumer behavior is the study of how individuals seek, purchase, use, evaluate, and dispose of products to satisfy their needs (Schiffman & Wisenblit, 2015). This process involves mental and emotional activities, continuous stages (pre- to post-purchase), and various roles consumers play (Suprpti, 2010). Understanding this behavior is crucial for profitability, as it helps marketers build loyal customer bases and formulate effective strategies (Boonroungrut & Huang, 2020).

Repurchase intention, a key component of this behavior, is a consumer's decision to buy from the same brand again (Habibi et al., 2014). According to Kotler (2016), this decision-making process is influenced by both individual factors (needs, attitudes) and environmental factors (cultural norms). Research shows that factors like brand image, brand trust, and brand

engagement, often driven by social media marketing, significantly affect repurchase intention (Setyaningrum et al., 2022). This highlights the close link between understanding consumer actions and the use of digital tools to drive repeat business.

2.2. SOR Theory

The Stimulus-Organism-Response (SOR) model, developed by Mehrabian and Russell (1974), provides a framework for understanding consumer behavior. The model suggests that external stimuli (S), or environmental influences, trigger internal processes within an organism (O)—an individual's thoughts and emotions. This model is widely used to predict how social media marketing activities, such as interactivity and trends, impact consumer outcomes like commitment, satisfaction, and repurchase intention (Liu et al., 2019; Ho et al., 2022).

Many studies confirm that social media marketing positively influences consumer purchase intentions and buying behavior in general (Hajli, 2014; Hutter et al., 2013; Alanadoly & Salem, 2022). In this specific context, social media marketing acts as the Stimulus. If a consumer pays attention to this marketing, their internal state—the Organism (influenced by brand engagement and brand trust)—processes it. This psychological processing forms an attitude, which, in turn, drives the behavioral Response of repurchase intention.

2.3. Repurchase Intention

Repurchase intention represents a customer's decision to engage in future transactions with a seller (Pham et al., 2018). It's essentially a consumer's desire to make future purchases based on positive past experiences and satisfaction with a product or brand (Anggraeni dkk, 2015). This desire typically stems from the product meeting or exceeding expectations. Suryana and Dasuki (2013) further define repurchase intention as a behavioral tendency to repeatedly buy a specific product or service over time, driven by active liking and a positive attitude derived from past experiences. In essence, it's the customer's decision to make repeat purchases because they've found satisfaction and trust in a product or brand, leading to continued loyalty.

Repurchase intention can be measured using various indicators. Anggraeni dkk (2015) identify buying again in the future, reluctance to switch brands, and reduced information search before repurchasing. Giantari et al. (2013) propose indicators such as intending to buy again, hoping to buy again, and the likelihood of buying again. This study utilizes the four indicators of repurchase intention from Saraswati & Hastasari (2020) such as Transactional interest, Referential interest, Preferential interest and Exploratory interest.

2.4. Social Media Marketing

Social media marketing (SMM) is a company's effort to promote products or services via digital platforms, leveraging text, images, and video to attract consumers and achieve marketing goals (Irianto, 2021). It is crucial for building brand identity and customer relationships. While research on SMM's impact on repurchase intention is mixed, several studies confirm a positive and significant influence (Jalil et al., 2021; Pramestya, 2024; Edwin, 2022). However, other findings suggest SMM has no discernible effect (Audrey, 2022). This divergence highlights the complexity of SMM's role and underscores the importance of investigating mediating variables to fully understand this relationship.

Previous research consistently shows a positive and significant influence of social media marketing (SMM) on brand trust. Studies by Rukmana and Abrian (2023), Sanny et al. (2020), Emeraldal & Kurniawati (2022), and Irawan et al. (2020) all support this direct relationship. Puspaningrum (2020) also confirm a positive association between SMM and brand trust. This is largely because consistent communication and interaction through SMM can build a strong bridge between brands and customers, fostering long-term value and, consequently, a more trustworthy brand perception (Haudi et al., 2022).

SMM is inherently linked to Customer Brand Engagement, as it leverages social media platforms to communicate brand information and manage customer relationships (Cheung et al., 2020). Research consistently shows that SMM positively and significantly influences brand engagement. Studies by Tiodora (2024), Ganawati & Sumardi (2021), and Vilias & Matusin, (2023) all support this direct relationship.

2.5. Brand Trust

Brand trust is a cornerstone of modern marketing, reflecting a consumer's sense of security derived from their interactions with a brand (Suryani & Rosalina, 2019). It's built on the perception that a brand is dependable and acts in the consumer's best interest (Aditya, 2024; Shin et al., 2016). Building and maintaining brand trust is crucial because it directly impacts repurchase intention (Dharmayana & Rahanatha, 2018). Consumers who trust a brand are more likely to make repeat purchases and spend more overall, as they believe the brand will consistently deliver on its promises and avoid disappointment.

Research consistently demonstrates a strong, positive, and significant relationship between brand trust and repurchase intention. Studies by Soediono et al. (2020), Firdausy et al. (2024), Risma (2023), Lee & Goh (2019), and Nirma et al. (2021) all confirm that when consumers trust a brand, they are significantly more likely to make repeat purchases and remain loyal. This indicates that trust in a brand directly encourages future buying behavior.

2.6. Brand Engagement

Brand engagement is defined as a consumer's psychological involvement with a brand, stemming from their interactions and activities (Riawan, 2019). This is a crucial element for companies seeking competitive advantage (Nysveen & Pedersen, 2014), reflecting consumers' cognitive, emotional, and physiological activities focused on a brand (Hollebeek et al., 2014). Extensive research highlights the importance of customer brand engagement, including the impact of brand activities on social networking sites (Hollebeek & Macky, 2019). Companies can foster this engagement by strengthening customer relationships on social media (Bento et al., 2018). Brand Engagement relate to a consumer's positive, fulfilled state of mind connected to a brand, marked by enthusiasm, dedication, and direct absorption (Dwivedi, 2015). Research consistently demonstrates a positive influence of brand engagement on repurchase intention. Studies by Aqib (2022), Carlson et al. (2018), Mohammadjavad (2023), and Hollebeek et al. (2020) all confirm that higher customer brand engagement significantly increases the likelihood of consumers repurchasing intention.

2.7. Mediating Factor

SMM is a vital tool for businesses aiming to connect with consumers and drive repurchase intention. Understanding how SMM influences repeat purchases is crucial for sustainable growth. The divergence past research result on the effect of SMM on repurchase intention highlights the complexity of SMM's role in driving repeat purchases, underscoring the relevance of investigating mediating variables to fully understand this relationship. Panca (2022) found that SMM significantly impacts purchase intent by leveraging brand trust, effectively disseminating positive product information that highlights brand advantages. This aligns with Manzoor et al. (2020), who also concluded that customer trust mediates the relationship between SMM and customer purchase intention.

Beyond trust, brand engagement also plays a crucial mediating role. Asyari et al. (2022) demonstrated that brand engagement mediates the impact of SMM on repurchase intention. This is rooted in customer-brand engagement being a motivational state (Calder et al., 2016), where heightened commitment and trust lead to increased loyalty and subsequent repeat purchases (Febrian & Ahluwalia, 2021). These variables are chosen as mediators due to their established positive relationships with both social media marketing and repurchase intention at Nyeduh Kopi Bali.

3. Methods

3.1. Population and Sample

In this study, the population comprises all consumers who visit Coffee Shop Nyeduh Kopi in Tabanan. For the sample, which is a subset sharing the population's characteristics (Sugiyono, 2018:136), this multivariate research utilized 170 respondents. This number aligns with the recommended sample size for such studies, typically 5-10 times the number of indicators. With 17 indicators, the suggested range is 85-170 respondents. The selection of 170 respondents aims to strengthen the research findings and provide a robust dataset for analysis and comparison.

3.2. Data Collection and Analysis Procedure

This study gathered data through an online survey via Google Forms. To qualify, participants had to be at least 17 years old, have visited Coffee Shop Nyeduh Kopi, and possess a social media account, serving as screening criteria. The source of each questionnaire are explained as Table 1.

Table 1 Source of Questionnaire Indicators

Construct	Number of Items	Source
Repurchase intention	4	Saraswati & Hastasari (2020)
Social Media Marketing	4	Irianto (2021)
Brand Trust	4	Sunanti & Widyani (2021)
Brand Engagement	5	Riawan (2019)

The research indicator data, collected from respondents, is ordinal data measured using a Likert scale. Responses were aligned with a five-point Likert scale, where each answer ranging from 1 (strongly disagree) to 5 (strongly agree). This research analyzes data using SEM-PLS. The process involves an initial assessment of the questionnaire's indicator validity and reliability, then moves to evaluate the overall model's validity and the structural model, concluding with hypothesis testing.

3.3. Research Framework

Based on this study's objective—to examine the mediating roles of brand trust and brand engagement on the influence of social media marketing on repurchase intention—the research framework is as follows:

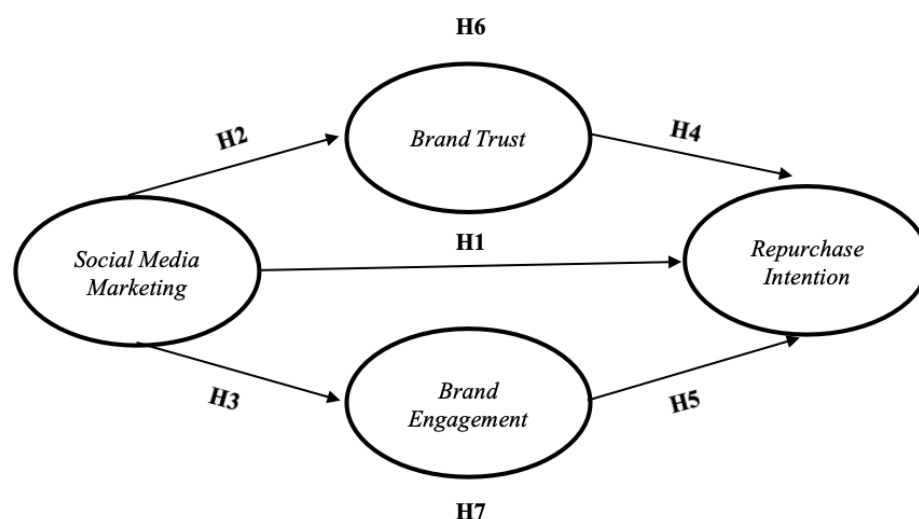


Figure 1. Research Framework

4. Results and Discussion

This study involved 170 respondents. The demographic profile showed a slight majority of females (50.6%), suggesting women are more inclined to visit aesthetic, viral places like Nyeduh Kopi for social media content. The predominant age group was 18-25 years (52.9%), indicating a strong presence of Gen Z and Millennials, likely in their educational or early career stages. In terms of education, most respondents held a bachelor's degree (54.7%), followed by high school/vocational graduates (27.1%), suggesting a generally high level of understanding and digital literacy among visitors. Occupationally, students/university students (34.1%) formed the largest group, consistent with the age and income distribution. A majority of respondents reported monthly incomes below Rp 3,000,000 (47.1%), reflecting the dominance of students and those with limited earnings.

4.1. Descriptive Analysis

Data was collected by distributing questionnaires to visitors of Coffee Shop Nyeduh Kopi. These questionnaires contained statements related to the research variables: repurchase intention, social media marketing, brand engagement, and brand trust, aiming to gauge visitors' perceptions. Respondent answers were then converted and grouped into a measurement scale using mathematically calculated criteria ranges (Sugiyono, 2018:134). Based on these interval ranges, the measurement criteria for construct results are as follows:

Table 1. Variable Description Criteria.

Average Score	Criteria			
	<i>Repurchase intention</i>	<i>Social Media Marketing</i>	<i>Brand Trust</i>	<i>Brand Engagement</i>
1,00 – 1,79	Very Low	Very Poor	Very Low	Very Low
1,80 – 2,59	Low	Poor	Low	Low
2,60 – 3,39	Medium	Fair	Medium	Medium
3,40 – 4,19	High	Good	High	High
4,20 – 5,00	Very High	Very Good	Very High	Very High

¹ *Source : Sugiyono (2018 : 134)*

The average value of each variable is presented in Table 3 below:

Tabel 3 Average of Research Variable Values

Variable	Average Value
Repurchase Intention	4.13
Social Media Marketing	4.43
Brand Trust	4.36
Brand Engagement	4.29

Based on the survey results that present in Table 3, repurchase intention is high, while social media marketing is rated as very good. Additionally, both brand trust and brand engagement were found to be very high. This indicates the coffee shop's successful strategies in these areas contribute to a high likelihood of customers returning.

4.2. SEM-PLS Analysis

Data collected via questionnaires from respondents was analyzed using SEM-PLS with SmartPLS 3.0 software. To test path coefficients and their significance, the bootstrapping method was utilized. This research evaluated the measurement model's validity and reliability using Convergent Validity, Discriminant Validity, and Composite Reliability tests. The convergent validity and discriminant validity, shown in Table 4 below.

Table 4. Convergent Validity Test

	Variable	Outer Loading	Criteria	Explanation
Convergent Validity	Repurchase Intention (Y)	0.851 - 0.910	> 0.5	Valid
	Social Media Marketing (X)	0.850 - 0.878	> 0.5	Valid
	Brand Trust (M1)	0.934 - 0.976	> 0.5	Valid
	Brand Engagement (M2)	0.814 - 0.953	> 0.5	Valid
	Variable	AVE	Criteria	Explanation
Discriminant Validity	Repurchase Intention (Y)	0.772	> 0.5	Valid
	Social Media Marketing (X)	0.740	> 0.5	Valid
	Brand Trust (M1)	0.923	> 0.5	Valid
	Brand Engagement (M2)	0.809	> 0.5	Valid

Table 4 presents the convergent validity test results, showing that all outer loading values for the variables exceed 0.50. This confirms the data's validity, as the reflective indicators strongly correlate with their respective latent variable scores. All AVE values in this study surpassed the recommended threshold of 0.50, indicating good convergent validity.

This research evaluated the measurement model's reliability using Composite Reliability tests. Additionally, composite reliability values exceeding 0.70 confirmed acceptable reliability for all constructs.

Table 5. Composite Reliability Test

Variable	Cronbach Alpha	Composite Reliability	Criteria	Explanation
Repurchase Intention (Y)	0.902	0.897	> 0.7	Reliable
Social Media Marketing (X)	0.883	0.929	> 0.7	Reliable
Brand Trust (M1)	0.940	0.908	> 0.7	Reliable
Brand Engagement (M2)	0.972	0.914	> 0.7	Reliable

This research assessed reliability using Cronbach's Alpha and Composite Reliability parameters. As shown in Table 5, all constructs surpassed the minimum threshold of 0.70 for both measures, indicating excellent internal consistency. This confirms the reliability of all constructs. Next step is to conduct the Inner Model assessment. The coefficient of determination (R^2) and Q^2 values for each dependent variable are presented in Table 6.

Table 6. Evaluation Result of Goodness of Fit Model

Structure Model	Endogen Variable	R^2
1	Repurchase intention	0,454
2	Brand trust	0,214
3	Brand engagement	0,271
Qualification:	$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)(1 - R_3^2)$ $Q^2 = 1 - (1 - 0.454)(1 - 0.214)(1 - 0.271)$ $Q^2 = 1 - (0.546)(0.786)(0.729)$ $Q^2 = 0.687$	

The model demonstrates good predictive relevance, as indicated by a Q^2 value of 0.68 (falling within the 0 to 1 range, with values closer to 1 being better). This suggests that 68% of the variance in repurchase intention is explained by SMM, brand trust, and brand engagement, with the remaining 32% influenced by variables outside the scope of this study.

4.3. Hypothesis Testing

The results of the empirical model analysis, conducted using PLS-SEM method, are presented in Figure 2.

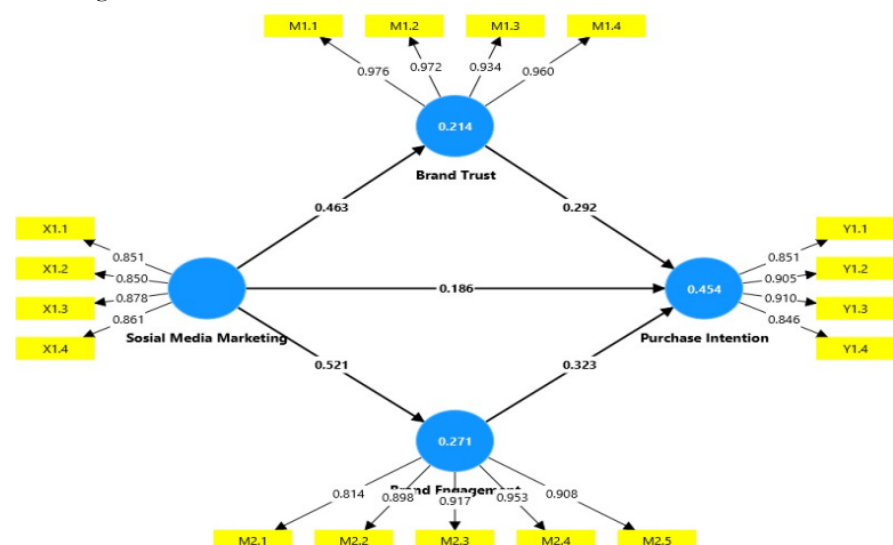


Figure 2. Outer and Inner Model

For the hypothesis testing, the criteria for accepting H_0 were a T-statistic less than or equal to the t-table value of 1.96, or P-value greater than 0.05. Conversely, the alternative hypothesis (H_a) was accepted if the T-statistic exceeded 1.96, or the P-value was less than or equal to 0.05. The results indicate that all hypotheses (H1, H2, H3, H4, H5, H6, H7) were accepted and a summary of these findings is presented in Table 7.

Table 7. Summary of Hypothesis Testing

Hypothesis	Connection	Original Sampel	T statistic	P values	Explanation
H ₁	X ₁ -> Y	0,186	2,281	0,024	Accepted
H ₂	X ₁ -> M ₁	0,463	6,201	0,000	Accepted
H ₃	X ₁ -> M ₂	0,521	7,129	0,000	Accepted
H ₄	M ₁ -> Y	0,292	2,197	0,029	Accepted
H ₅	M ₂ -> Y	0,323	2,319	0,022	Accepted
H ₆	X ₁ -> M ₁ -> Y	0,135	2,062	0,041	Accepted
H ₇	X ₁ -> M ₂ -> Y	0,168	2,131	0,034	Accepted

5. Discussion

Hypothesis testing confirms that social media marketing (SMM) positively and significantly influences repurchase intention (H1 accepted). This indicates that effective SMM strategies at Coffee Shop Nyeduh Kopi directly lead to increased repeat purchases. From a consumer behavior perspective, SMM acts as a powerful external stimulus, employing viral promotions, influencer endorsements, and engaging content to foster positive perceptions and emotional connections, ultimately driving repurchase behavior. Engaging SMM, such as appealing videos and photos or influencer collaborations, attracts customers, generating interest that translates into repeat visits and purchases. Given SMM's wide reach and ease of information dissemination, successful strategies are crucial for attracting customers and boosting repurchase intention. This finding is supported by previous research (Jalil et al., 2021; Pramestya, 2024; Edwin, 2022; TKBP Tong, 2022; Audrey, 2022).

Hypothesis testing confirms that social media marketing (SMM) positively and significantly influences brand trust (H2 accepted). This means that more effective SMM strategies employed by Coffee Shop Nyeduh Kopi lead to higher customer trust in the brand. This heightened trust, in turn, is expected to increase repurchase intention at Coffee Shop Nyeduh Kopi. From a consumer behavior perspective, SMM acts as a crucial external stimulus, shaping consumers' internal processes, perceptions, and trust in Coffee Shop Nyeduh Kopi. Engaging content posted on social media and consistent positive information build confidence, leading to increased brand trust. This finding is supported by prior research from Rukmana (2023), Sanny et al. (2020), Maria & Kurniawati (2022), Irawan (2020), Haudi et al. (2022), and Puspaningrum (2020).

Hypothesis testing confirms that social media marketing (SMM) positively and significantly influences brand engagement (H3 accepted). This means effective SMM strategies, through engaging content and interactive platforms, enhance consumer involvement and attachment to Coffee Shop Nyeduh Kopi. SMM creates two-way communication between the brand and consumers. Engaging content like polls, quizzes, and live sessions transforms consumers from passive recipients to active participants, fostering deeper emotional and cognitive brand involvement. This finding aligns with previous research emphasizing brand engagement as active consumer participation, often involving sharing experiences and building interaction through social media (Saraswati & Hastasari, 2020). This is further supported by studies from Cheung et al. (2020), Tiodora (2024), Ganawati & Sumardi (2021), and Carlson et al. (2019), Ubgade & Joshi (2023) and Razmu (2021).

Hypothesis testing confirms a significant positive effect of brand trust on repurchase intention (H4 accepted). This means customers with higher trust in Coffee Shop Nyeduh Kopi are more likely to make repeat purchases. This strong trust likely stems from their perception of Nyeduh Kopi as a premier coffee destination in Tabanan, valued for its distinctive offerings and inviting aesthetics. This finding is well-supported by prior research. Studies by Soediono et al. (2020), Firdausy et al. (2024), Risma (2023), Lee & Goh (2019), and Nirma et al. (2021) consistently demonstrate that when consumers trust a brand, their confidence in its value proposition significantly increases the likelihood of future purchases.

Hypothesis testing confirms that brand engagement significantly and positively influences repurchase intention (H5 accepted). This means stronger customer engagement with Nyeduh Kopi directly increases their likelihood of making repeat purchases. This high level of engagement signifies that consumers feel an emotional connection, believing Nyeduh Kopi is the quintessential spot in Tabanan for aesthetic ambiance and unique traditional food. Nyeduh Kopi has successfully fostered this engagement through its digital marketing, service, and product offerings, making it memorable for consumers, leading to consistent high traffic and queues. This emotional connection is a proven significant driver of repurchase intention. This finding is supported by various studies, including Aqib (2022), Carlson et al. (2018), Mohammadjavad (2023), and Hollebeek et al. (2020).

Hypothesis testing confirms that brand trust significantly and partially mediates the indirect effect of social media marketing (SMM) on repurchase intention (H6 accepted). This indicates that improved SMM, combined with high customer trust, leads to increased repurchase intention at Coffee Shop Nyeduh Kopi. In essence, as SMM enhances customer trust, the likelihood of repeat purchases grows. This finding aligns with previous research. Panca (2022) found that SMM positively influences purchase intent through brand trust by disseminating comprehensive positive product information. Manzoor et al. (2020) similarly concluded that customer trust mediates the relationship between SMM and purchase intention. As Ebrahim (2020) notes, engaging and consistent SMM activities build brand trust, which then triggers the behavioral response of repurchase intention. Without this trust, SMM's effectiveness in driving repeat purchases would be diminished. Thus, brand trust becomes a pivotal element in the transition from marketing exposure to a repurchase decision for Coffee Shop Nyeduh Kopi. Brand trust emerges as an internal response from these positive perceptions, ultimately influencing the behavioral outcome of repurchase intention.

Hypothesis testing confirms that brand engagement significantly and partially mediates the indirect effect of social media marketing (SMM) on repurchase intention (H7 accepted). This indicates that improved SMM, combined with high customer emotional attachment and involvement, leads to increased repurchase intention at Coffee Shop Nyeduh Kopi. Essentially, if SMM is effective and customers feel a strong bond with the brand, seeing it as part of themselves, their intent to repurchase will grow. Within the consumer behavior model, brand engagement serves as a crucial mediator between SMM and repurchase intention. Strong social media activities don't automatically lead to repeat purchases; rather, through consumers' emotional and psychological involvement with the brand, SMM translates perceptions into concrete actions like loyalty and repurchase intent. This process underscores the vital importance of understanding consumer psychology in developing effective digital marketing strategies. Coffee Shop Nyeduh Kopi's consistent popularity and high customer traffic suggest its successful implementation of such strategies. This finding aligns with previous research, such as Asyari et al. (2022), who found brand engagement mediates SMM's influence on repurchase intention for a product. This mediation is rooted in Customer Brand Engagement being a motivational state (Calder et al., 2016) where increased commitment and trust lead to greater brand loyalty and subsequent repeat purchases (Febrian & Ahluwalia, 2021).

6. Conclusions

This study investigated the crucial roles of social media marketing (SMM) in driving repurchase intention at Coffee Shop Nyeduh Kopi, specifically examining the mediating roles of brand trust and brand engagement. Set in an aesthetic Tabanan coffee shop that leveraged social media for viral popularity and high customer traffic, this research explored these dynamics within consumer behavior theory, notably the Stimulus-Organism-Response (SOR) model.

Hypothesis testing results consistently confirmed all proposed relationships. SMM was found to positively and significantly influence repurchase intention directly. Crucially, SMM also positively and significantly impacts both brand trust and brand engagement. Furthermore, both brand trust and brand engagement were confirmed to directly and positively affect repurchase intention. These established positive relationships with both SMM and repurchase intention are precisely what allows brand trust and brand engagement to serve as mediating variables. Finally, brand trust and brand engagement were found to partially mediate the relationship between SMM and repurchase intention. This means SMM's effectiveness in driving repeat purchases is significantly amplified when it successfully cultivates customer trust and fosters emotional and psychological engagement with the brand.

The theoretical implications of these findings reinforce the applicability of the SOR model and existing consumer behavior theories (Kotler & Keller, 2016). They highlight that SMM acts as a vital external stimulus, triggering internal consumer responses (brand trust and brand engagement) that then directly lead to and mediate repurchase intention. The positive relationships between SMM and these internal states (brand trust, brand engagement), and subsequently their positive relationships with repurchase intention, are precisely what enables them to serve as effective mediators, explaining how SMM influences repeat purchases. This underscores the importance of these psychological mediators in translating digital marketing efforts into tangible consumer actions.

From a practical standpoint, these results offer clear guidance for Coffee Shop Nyeduh Kopi and similar businesses. To boost repurchase intention, management should prioritize strong SMM strategies that actively build brand trust and engagement through interactive content, consistent positive messaging, and responsive customer communication. Leveraging features like live streaming, reposting user-generated content, and direct messaging can enhance emotional connection and reinforce positive brand perceptions, ensuring customers feel a strong bond and continued loyalty.

Despite offering valuable insights, this study has limitations. Since it relied on an online survey of customers who had directly purchased from Coffee Shop Nyeduh Kopi and used a cross-sectional design, its findings might not apply broadly to other regions or fully capture changes in consumer behavior over time. Future research would benefit from wider geographical scopes and longitudinal studies to better explore these complex relationships.

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