

The Role of Social Media Marketing, E-WOM, and Brand Trust in Glad2Glow Repurchase through Customer Satisfaction

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ABSTRACT

Purpose: This study examines the relationships of Social Media Marketing, Electronic Word of Mouth (E-WOM), and Brand Trust with Repurchase Intention through Customer Satisfaction among Glad2Glow consumers in Jepara Regency.

Research Method: A cross-sectional survey involved 154 consumers selected through purposive sampling. Respondents had purchased Glad2Glow products at least twice and used social media. Data were analyzed using PLS-SEM with SmartPLS.

Results and Discussion: The estimates indicated positive relationships between the three antecedents, Customer Satisfaction, and Repurchase Intention. E-WOM showed the greatest association with Customer Satisfaction, whereas Brand Trust had weak importance. However, Customer Satisfaction and Repurchase Intention failed to demonstrate discriminant validity because their indicators overlapped. The structural and mediation findings therefore remain provisional.

Implications: Glad2Glow should prioritize credible reviews, informative social media communication, transparent information, and consistent product quality. Future studies should use distinct validated measures.

Originality: This study evaluates digital marketing, consumer information, and brand-related confidence within an emerging Indonesian skincare context while identifying measurement redundancy that limits mediation conclusions.

Keywords: social media marketing; electronic word of mouth; brand trust; customer satisfaction; repurchase intention.

1. Introduction

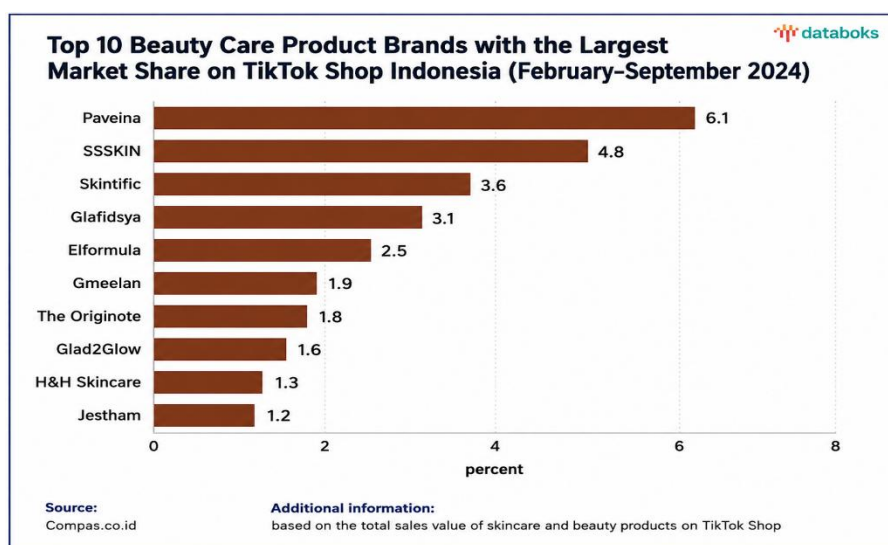
The beauty industry in Indonesia has experienced remarkable growth over the past few years. Cosmetic and skincare products are no longer viewed merely as complementary beauty items but have become essential components of personal skincare and modern lifestyles. Increasing public awareness of self-care and skin health has continuously driven the demand for skincare products, encouraging companies to develop innovative products and implement effective marketing strategies to remain competitive (Fajriah & Sarma, 2025; Nathalia & Indriyanti, 2022). The rapid expansion of the industry is reflected in national statistics. Data from Portal Informasi Indonesia show that the number of cosmetic manufacturers increased from 913 companies in 2022 to 1,010 companies in 2023. During the same period, Indonesia's exports of perfumes, essential oils, and cosmetic products reached USD 770.8 million between January and November 2023 (Maulida *et al.*, 2025). Although these figures indicate promising market opportunities, they also intensify competition among cosmetic brands.



Consequently, the practical challenge faced by skincare companies is not limited to attracting first-time buyers but also involves maintaining consumers' willingness to purchase the same brand again. In highly competitive markets, business success is no longer measured solely by sales volume but also by the company's ability to encourage consumers to make repeat purchases. Repurchase intention represents a consumer's prospective willingness or plan to purchase a product from the same brand again. It must therefore be distinguished from customer satisfaction, which constitutes an evaluation of prior consumption experience, and from actual repurchase behavior, which refers to an observable purchasing action. Consumers who intend to repurchase a product generally have positive consumption experiences and perceive that the product consistently meets or exceeds their expectations. Nevertheless, a favorable evaluation does not automatically constitute repurchase intention because subsequent purchase decisions may also depend on marketing communication, available information, brand confidence, competing alternatives, and situational considerations.

One of the emerging local skincare brands in Indonesia is Glad2Glow. Introduced in 2022, Glad2Glow offers various skincare products formulated with combinations of active ingredients and natural extracts. The brand has gained considerable popularity by offering products and promotional content aligned with skincare trends among younger consumers. Based on Databoks (2024), Glad2Glow ranked among the ten best-selling beauty brands on TikTok Shop, achieving a market share of 1.6% during the February–September 2024 period. This figure placed Glad2Glow below several competing beauty brands and indicates that the brand operates in a fragmented and highly competitive digital market. Although its presence among the best-selling brands reflects meaningful market acceptance, a market-share figure alone does not demonstrate whether first-time purchases will develop into sustained repurchase intention. Such performance is closely associated with the company's digital marketing strategies, particularly its intensive utilization of social media platforms and online marketplaces.

Figure 1. Market Share of Best-Selling Beauty Brands on TikTok Shop



Source: Databoks (2024), secondary data

The rapid advancement of digital technology has fundamentally changed consumer purchasing behavior. Social media platforms such as TikTok, Instagram, and Shopee have become important

sources of product information, allowing consumers to compare products, evaluate reviews, and observe influencer recommendations before making purchase decisions (Rahmadani & Yasri, 2025). Consequently, companies increasingly rely on digital marketing activities to build relationships with consumers and maintain customer engagement. Within this environment, Social Media Marketing represents brand-controlled communication and engagement activities, whereas Electronic Word of Mouth (E-WOM) represents consumer-generated opinions and product-related information. Brand Trust, in turn, concerns consumers' confidence in a brand's reliability. These variables may shape post-consumption evaluations and future purchasing intentions through conceptually different mechanisms.

Previous studies have identified several factors influencing repurchase intention, including Social Media Marketing, Electronic Word of Mouth (E-WOM), and Brand Trust. However, empirical findings remain inconsistent. Several studies reported that Social Media Marketing significantly influences repurchase intention (Aji *et al.*, 2025; Najla & Azizah, 2025; Rohali & Paludi, 2024), whereas Nathalia and Indriyanti (2022) and Amri and Ali (2024) found no significant effect. Similar inconsistencies exist regarding Electronic Word of Mouth. Positive and significant relationships have been reported by Amin and Yanti (2021), Febriyanti and Dwijayanti (2022), and Atila *et al.*, (2023), while Iqlima and Maftukhah (2025) concluded that E-WOM does not significantly influence repurchase intention. Likewise, Brand Trust has been found to positively affect repurchase intention in several studies (Gunawan & Pertiwi, 2022; Hidayat *et al.*, 2026), whereas Mutiah and Marliani (2024) reported insignificant findings. These contradictory results indicate the existence of a research gap that warrants further investigation.

The inconsistent findings suggest that the influence of digital marketing factors on repurchase intention may not always occur through a direct pathway. Customer Satisfaction can provide a possible explanatory mechanism because consumers first evaluate whether their experience with a product fulfills their expectations before forming a future intention to repurchase it. However, Customer Satisfaction and Repurchase Intention must remain empirically and conceptually distinct: satisfaction concerns an evaluative response to past experience, whereas repurchase intention concerns a future-oriented behavioral tendency. Accordingly, satisfaction should not be measured through indicators of continued usage, recommendation, loyalty, or intention to repurchase, because those indicators would create conceptual overlap with the dependent construct.

In addition to these inconsistent findings, much of the evidence cited in this study emphasizes the direct relationships between Social Media Marketing, Electronic Word of Mouth, Brand Trust, and repurchase intention. Limited attention has been given to Customer Satisfaction as a mediating mechanism explaining how these marketing variables ultimately encourage consumers to form an intention to repurchase skincare products. Furthermore, empirical evidence focusing specifically on Glad2Glow consumers remains scarce, particularly in Jepara Regency, where social media constitutes an important marketing channel for reaching younger skincare consumers. The empirical gap therefore concerns the unresolved direct effects reported in previous studies, while the explanatory gap concerns whether Customer Satisfaction transmits the relationships between the three antecedent variables and Repurchase Intention. The contextual gap lies in the limited evidence concerning consumers of an emerging local skincare brand in Jepara Regency.

Based on these gaps, this study asks: To what extent do Social Media Marketing, Electronic Word of Mouth, and Brand Trust relate to Repurchase Intention, both directly and indirectly through Customer Satisfaction, among Glad2Glow consumers in Jepara Regency? Accordingly, this study aims

to examine the roles of Social Media Marketing, Electronic Word of Mouth (E-WOM), and Brand Trust in shaping the repurchase intention of Glad2Glow consumers in Jepara Regency through the mediating role of Customer Satisfaction. The novelty of the study lies in simultaneously examining three distinct marketing antecedents and Customer Satisfaction as an explanatory mechanism within the specific context of an emerging Indonesian skincare brand. Rather than treating satisfaction and repurchase intention as interchangeable outcomes, the study positions Customer Satisfaction as a post-consumption evaluation and Repurchase Intention as a separate future-oriented behavioral tendency. Subject to the establishment of adequate construct distinctiveness, this framework may provide a more precise explanation of how digital marketing activities and brand-related confidence are associated with consumers' intentions to repurchase. The findings are expected to contribute to the literature on digital marketing and consumer retention and practically by providing managerial insights for developing effective digital marketing strategies that enhance customer satisfaction and encourage sustainable repurchase intention.

The remainder of this paper is organized as follows. Section 2 provides a literature review and hypothesis development. Section 3 presents the research method and design. Section 4 provides the results and discussion. Section 5 is Concluding Remarks and Recommendations.

2. Literature Review and Hypothesis Development

2.1 Theory of Planned Behavior (TPB)

This study uses the Theory of Planned Behavior (TPB) proposed by Ajzen (2002) as a supporting perspective on behavioral intention rather than as a complete model tested. TPB explains that an individual's behavior is primarily determined by behavioral intention, which is influenced by three factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude reflects an individual's positive or negative evaluation of performing a particular behavior, subjective norms represent perceived social pressure, and perceived behavioral control refers to the perceived ease or difficulty of performing the behavior. Within consumer behavior, TPB suggests that repurchase intention may arise from product evaluations, social influence, and perceived capability to make another purchase. Social media content, recommendations shared by consumers, and brand-related beliefs may provide information relevant to those evaluations (Salhab *et al.*, 2023). However, Social Media Marketing, E-WOM, Brand Trust, and Customer Satisfaction are not equivalent to attitude, subjective norms, or perceived behavioral control and should not be presented as substitutes for the original TPB components. Accordingly, this study applies TPB to explain the future-oriented nature of Repurchase Intention. Because the study does not measure attitude, subjective norms, or perceived behavioral control, it neither tests the full TPB model nor claims to extend it. The proposed relationships are instead developed from construct-specific marketing literature, with Customer Satisfaction treated as a post-consumption evaluation rather than a TPB component.

2.2 Relationship Marketing Theory (TPB)

This study is also informed by Relationship Marketing Theory introduced by Morgan and Hunt (1994). The theory emphasizes that long-term relationships between companies and customers depend on trust and commitment. Rather than focusing solely on acquiring new customers, organizations seek to establish enduring exchanges that reduce uncertainty and support relationship continuity. Customer

satisfaction can reinforce this process by reflecting consumers' evaluations of whether product performance meets or exceeds their expectations. Relationship Marketing Theory argues that trust is critical to sustainable relationships because it reduces perceived risk and increases confidence in a brand. Commitment, however, represents a separate willingness to maintain a relationship. Because this study measures Brand Trust and Customer Satisfaction but does not measure commitment, it applies only selected relationship-marketing mechanisms and does not claim to test the commitment-trust framework. Customer Satisfaction remains an evaluative construct and is not defined through loyalty, recommendation, or Repurchase Intention. In marketing environments, relationship development may be supported by social media interactions and electronic communication among consumers. Social Media Marketing can facilitate engagement, while E-WOM allows consumers to exchange product experiences and may enhance communication credibility (Matusin *et al.*, 2023).

2.3 Repurchase Intention

Repurchase intention refers to consumers' willingness or plan to purchase the product or brand again after consumption experience. It is an intentional state rather than evidence that another purchase has occurred. Repurchase intention may develop after consumers evaluate product performance, perceived value, customer satisfaction, and brand reliability (Huda *et al.*, 2025). Positive experience may strengthen this intention, but it does not guarantee actual repurchase because purchasing behavior can still be affected by price, availability, competing alternatives, and situational constraints. According to Ali and Bhasin (2019), repurchase intention concerns an individual's decision to purchase products or services again from the same company based on previous experience. However, Repurchase Intention must remain distinct from Customer Satisfaction, loyalty, recommendation, promotional engagement, and repeated purchasing. Satisfaction evaluates past consumption performance, whereas Repurchase Intention expresses a behavioral tendency. Indicators referring to being satisfied, recommending the product, responding to promotions, or having purchased previously should therefore not be used as measures of Repurchase Intention.

In consumer behavior studies, Repurchase Intention can indicate the likelihood of customer retention and the effectiveness of a company's marketing activities. Kotler and Keller (2016) stated that satisfied customers tend to repurchase products, provide positive recommendations, and develop brand relationships. Nevertheless, these outcomes are conceptually related but not interchangeable. A consumer may report satisfaction without intending to repurchase, or may intend to repurchase without demonstrating purchasing behavior. In the skincare context, Repurchase Intention may be associated with functional evaluations, prior experience, Brand Trust, and information obtained through digital interactions. Social media and digital platforms allow consumers to search for information, read reviews, and consider other users' experiences before forming another purchase intention (Macías *et al.*, 2024). Accordingly, this study examines Repurchase Intention as a future-oriented outcome related to Social Media Marketing, E-WOM, Brand Trust, and Customer Satisfaction, without defining that outcome through satisfaction, recommendation, loyalty, or promotional engagement.

2.4 Social Media Marketing

Social Media Marketing refers to marketing activities conducted through social media platforms to build consumer relationships, increase brand awareness, and communicate information relevant to purchasing decisions (Firmansyah *et al.*, 2025; Roosdhani *et al.*, 2024). Compared with conventional

promotion, social media enables companies to develop two-way communication through interactive, informative, and engaging content. Platforms such as TikTok, Instagram, and Shopee further expand firms' capacity to disseminate product information efficiently and invite consumer participation. In the skincare industry, social media has become an important channel through which consumers obtain product information before making purchase decisions. Consumers frequently encounter promotional content, influencer endorsements, educational videos, and interactive campaigns when evaluating product suitability. Attractive and informative content may improve brand perceptions and engagement, which can be associated with Customer Satisfaction and Repurchase Intention (Jazula *et al.*, 2025). However, Social Media Marketing should be measured through company-managed content, interaction, informativeness, entertainment, or engagement activities rather than through consumers' satisfaction or intention to repurchase.

Empirical evidence regarding the relationship between Social Media Marketing and consumer responses remains inconsistent. Several studies reported that Social Media Marketing positively and significantly affects Repurchase Intention (Aji *et al.*, 2025; Najla & Azizah, 2025; Rohali & Paludi, 2024). Conversely, Amri and Ali (2024) and Nathalia and Indriyanti (2022) found insignificant relationships, indicating that its relevance may differ across products, industries, platforms, and consumer groups. Social Media Marketing is therefore positioned as a distinct marketing stimulus rather than a direct substitute for attitude in TPB. Its proposed relationships with Customer Satisfaction and Repurchase Intention require construct-specific theoretical and empirical justification. Whether these experiences correspond to satisfaction or purchase intention remains an empirical question for investigation.

2.5 Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) refers to product- or service-related communication generated by consumers and disseminated through social media, online forums, review websites, and electronic marketplaces (Matusin *et al.*, 2023). Unlike traditional word of mouth, E-WOM can reach a broad audience rapidly and remain accessible to prospective consumers. Online reviews and recommendations provide experience-based information, although their credibility may vary according to source expertise, authenticity, argument quality, and platform characteristics. Supporting this informational role, Bundu *et al.*, (2024) demonstrated that E-WOM is associated with consumers' brand attitudes and purchase intentions, with brand attitude serving as an evaluative mechanism linking electronic consumer communication to purchase intention. In the skincare industry, E-WOM has become an important information source before consumers make purchasing decisions. Prospective buyers frequently examine product reviews, testimonials, ratings, and recommendations to reduce uncertainty about product quality and suitability. Positive reviews may increase confidence and perceived value, whereas negative reviews may reduce trust and discourage future purchase consideration (Octavia & Cahyadi, 2026; Visizia *et al.*, 2025). E-WOM should nevertheless be measured through exposure, quality, credibility, valence, or usefulness of consumer-generated information, not through satisfaction, recommendation behavior, or Repurchase Intention itself.

From a TPB perspective, external information may be relevant to consumers' evaluations and perceived social environment (Ajina, 2019). However, E-WOM is not equivalent to attitude or subjective norms unless those TPB components are separately operationalized and tested. Relationship Marketing Theory may help explain how credible consumer communication supports trust, but E-WOM is not a core component of the commitment-trust framework. Accordingly, its relationships with Customer

Satisfaction and Repurchase Intention must be justified through E-WOM and digital-consumer-behavior literature. Empirical evidence concerning E-WOM and Repurchase Intention is mixed. Amin and Yanti (2021), Atila *et al.*, (2023), and Febriyanti and Dwijayanti (2022) reported positive and significant relationships. These findings suggest that consumers may use online information and user-generated content when considering subsequent purchases. However, Iqlima and Maftukhah (2025) found that E-WOM does not significantly affect Repurchase Intention, indicating that its relevance may depend on consumer characteristics, product categories, information credibility, and research contexts. Thus, its direct and satisfaction-mediated relationships with Repurchase Intention require empirical examination rather than automatic assumption.

2.6 Brand Trust

Brand Trust refers to consumers' confidence in a brand's ability to deliver promised quality, reliability, and benefits consistently (Pandiangan & Atmogo, 2021). Trust develops through brand-related experience and information, reflecting consumers' belief that the brand will perform reliably and reduce perceived risk. In skincare, Brand Trust is relevant to consumers' product evaluations. Brand Trust may reduce uncertainty and support repurchase consideration. Companies can develop Brand Trust by maintaining product quality, communicating product information, fulfilling promises, and providing customer service (Putri & Dewi, 2026; Tsalisah & Komariyatin, 2026). Nevertheless, Brand Trust is conceptually different from Customer Satisfaction, commitment, loyalty, and Repurchase Intention. Its indicators should capture confidence, reliability, or dependability rather than satisfaction with prior experience or willingness to repurchase.

Relationship Marketing Theory identifies trust as central to long-term relational exchange. Trust can reduce perceived risk and support relationship continuity, while commitment remains a separate construct within the commitment-trust framework. Because commitment is not measured in this study, Brand Trust cannot represent the full framework. Similarly, the study does not treat Brand Trust as attitude under TPB because attitude, subjective norms, and perceived behavioral control are not operationalized. Studies provide inconsistent evidence regarding Brand Trust and Repurchase Intention. Gunawan and Pertiwi (2022) and Hidayat *et al.*, (2026) reported that stronger Brand Trust is associated with higher Repurchase Intention. Conversely, Mutiah and Marliani (2024) found an insignificant relationship, suggesting that trust alone may have limited practical relevance when other considerations shape subsequent purchasing decisions. Accordingly, this study examines Brand Trust as a belief-based antecedent of Customer Satisfaction and Repurchase Intention without assuming that confidence in a brand produces another purchase.

2.7 Customer Satisfaction

Customer Satisfaction refers to consumers' post-consumption evaluation of whether a product's perceived performance meets their prior expectations. Satisfaction occurs when consumers judge that product performance is consistent with or exceeds those expectations, whereas dissatisfaction arises when perceived performance falls below them (Komariyatin & Ferdinand, 2018). Customer Satisfaction therefore represents an evaluative response to previous consumption experience, not a consumer's future intention or observable decision to purchase the product again. Consistent with this distinction, Hidayat *et al.*, (2024) positioned Customer Satisfaction as an evaluative mechanism that mediates the relationship between service quality and loyalty, indicating that satisfaction should be treated as

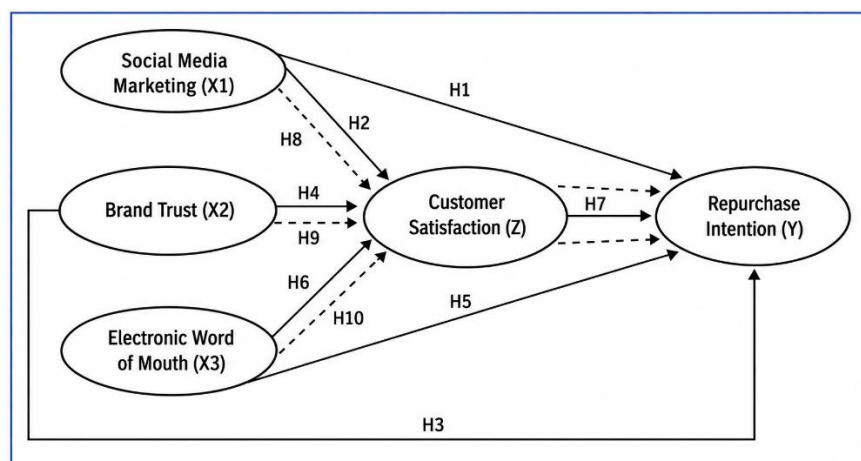
conceptually distinct from subsequent relational or behavioral outcomes. In the skincare industry, Customer Satisfaction may be associated with product quality, service quality, communication effectiveness, and consumers' trust in a brand (Then & Johan, 2021). Social media information, user recommendations, and Brand Trust may contribute to product evaluations. These stimuli remain separate from satisfaction. Positive experience may support satisfaction (Unggul, 2026), but continued usage, loyalty, recommendation, promotional engagement, and willingness to repurchase should not be used as Customer Satisfaction indicators because they represent different relational or behavioral outcomes.

Relationship Marketing Theory regards satisfaction as supporting long-term customer relationships (Rosário & Casaca, 2023). Nevertheless, satisfaction is distinct from trust and commitment, and it is not a substitute for the commitment construct omitted from this study. Customer Satisfaction is also not an original component of TPB and should not be presented as equivalent to attitude unless attitude is separately measured. Accordingly, this study positions Customer Satisfaction as a distinct post-consumption evaluation that may be related to Repurchase Intention. Its proposed mediating role concerns whether Social Media Marketing, E-WOM, and Brand Trust are indirectly associated with Repurchase Intention through satisfaction. Mediation is interpretable only after HTMT confirms that both constructs are empirically distinct.

2.8 Conceptual Framework and Hypothesis Development

The conceptual framework of this study was developed based on relevant theories and previous empirical studies related to the research variables. It illustrates the relationships between the independent variables, namely Social Media Marketing, Electronic Word of Mouth (E-WOM), and Brand Trust, and the dependent variable, Repurchase Intention, with Customer Satisfaction serving as the mediating variable. The conceptual framework of this study is presented in Figure 2.

Figure 2. Conceptual Framework



The development of the hypotheses in this study is based on the integration of the Theory of Planned Behavior (TPB) and Relationship Marketing Theory, supported by previous empirical findings. The proposed conceptual framework assumes that Social Media Marketing, Electronic Word of Mouth (E-WOM), and Brand Trust influence consumers' Repurchase Intention both directly and indirectly through Customer Satisfaction. According to TPB, consumers' attitudes and behavioral intentions are

shaped by information, beliefs, and evaluations formed through marketing activities and social interactions. Meanwhile, Relationship Marketing Theory emphasizes that trust and satisfaction are fundamental elements in establishing long-term relationships between firms and consumers, ultimately encouraging repeat purchasing behavior. Therefore, based on this relationship, the hypothesis proposed in this study is as follows:

- H1:** *Social Media Marketing positively and significantly affects Customer Satisfaction.*
- H2:** *Electronic Word of Mouth (E-WOM) positively and significantly affects Customer Satisfaction.*
- H3:** *Brand Trust positively and significantly affects Customer Satisfaction.*
- H4:** *Social Media Marketing positively and significantly affects Repurchase Intention.*
- H5:** *Electronic Word of Mouth (E-WOM) positively and significantly affects Repurchase Intention.*
- H6:** *Brand Trust positively and significantly affects Repurchase Intention.*
- H7:** *Customer Satisfaction positively and significantly affects Repurchase Intention.*
- H8:** *Customer Satisfaction mediates the relationship between Social Media Marketing and Repurchase Intention.*
- H9:** *Customer Satisfaction mediates the relationship between Electronic Word of Mouth (E-WOM) and Repurchase Intention.*
- H10:** *Customer Satisfaction mediates the relationship between Brand Trust and Repurchase Intention.*

3. Research Method

This study employed a quantitative cross-sectional survey design to examine the statistical relationships of Social Media Marketing, Brand Trust, and Electronic Word of Mouth (E-WOM) with Repurchase Intention through Customer Satisfaction. The design enabled numerical measurement and hypothesis testing using data collected from Glad2Glow skincare consumers. Because observations were collected at one point through a non-probability survey, the estimated relationships were interpreted as statistical associations rather than definitive causal effects. Eligible participants had previous purchasing experience and used social media to obtain information about Glad2Glow products. The target population comprised consumers who had purchased Glad2Glow skincare products and used social media to obtain product information or interact with other consumers. Because the population size was unknown, the sample calculation followed Ferdinand's indicator-multiplier guideline, which recommends five to ten respondents per measurement indicator (Darwin *et al.*, 2021). With 22 indicators, the recommended sample ranged from 110 to 220 respondents. The final sample comprised 154 respondents, equivalent to seven respondents per indicator. This calculation represented the sampling rationale employed in the study but was not treated as statistical evidence of model adequacy.

Participants were selected using non-probability purposive sampling to ensure that respondents possessed experience relevant to the research objectives. The inclusion criteria required participants to: (1) reside in Jepara Regency; (2) have purchased Glad2Glow products at least twice; (3) use social media platforms such as TikTok or Instagram; and (4) be at least 17 years old. The requirement of two purchases ensured that respondents had sufficient product experience to provide relevant evaluations. Nevertheless, the dependent construct remained future-oriented Repurchase Intention rather than observable repurchase behavior. Primary data were collected through an online questionnaire distributed using Google Forms. Secondary information was obtained from scientific journals, books, articles, and relevant academic sources. The questionnaire used a five-point Likert scale

ranging from 1 (strongly disagree) to 5 (strongly agree). Social Media Marketing, Brand Trust, and E-WOM were specified as exogenous constructs, Customer Satisfaction as the mediating construct, and Repurchase Intention as the endogenous construct. The operationalization of the research variables is presented in Table 1.

Table 1. Variables and Measurement

Variable	Code	Indicator	Measurement Statement	Major Reference
Social Media Marketing	SMM1	Content Creation	I am interested in the content created by Glad2Glow on social media.	Made <i>et al.</i> , (2023)
	SMM2	Content Sharing	I consider Glad2Glow's social media content worthy of being shared with others.	
	SMM3	Content Accessibility	I can easily find and access information about Glad2Glow on social media.	
	SMM4	Social Interaction	Glad2Glow's social media accounts facilitate interaction between the brand and consumers.	
Brand Trust	BT1	Brand Reliability	I believe that Glad2Glow reliably delivers the product quality it promises.	Larasati and Perkasa (2026)
	BT2	Brand Trustworthiness	I trust Glad2Glow skincare products.	
	BT3	Brand Dependability	I can rely on Glad2Glow products for my skincare needs.	
	BT4	Brand Consistency	Glad2Glow consistently maintains the quality of its skincare products.	
	BT5	Brand Responsibility	If a problem with a product arises, I believe Glad2Glow will respond responsibly.	
Electronic Word of Mouth	EWOM1	Online Review Exposure	I read online reviews from other consumers before purchasing Glad2Glow products.	Utami and Harsoyo (2024)
	EWOM2	Online Information Seeking	I obtain information about Glad2Glow products through online consumer reviews.	
	EWOM3	Online Consultation	I consult other consumers online when choosing an appropriate Glad2Glow product.	
	EWOM4	Review Usefulness	Online consumer reviews provide useful information about Glad2Glow products.	
	EWOM5	Review Credibility	I consider online consumer reviews of Glad2Glow products credible.	
Customer Satisfaction	CS1	Fulfillment of Expectations	Glad2Glow skincare products meet my expectations.	Setiawati and Susanti (2022)
	CS2	Overall Satisfaction	Overall, I am satisfied with Glad2Glow skincare products.	
	CS3	Consumption Satisfaction	I am satisfied with my experience of using Glad2Glow skincare products.	
	CS4	Decision Satisfaction	I believe that choosing Glad2Glow skincare products was the right decision.	
Repurchase Intention	RI1	Intention to Repurchase	I intend to purchase Glad2Glow skincare products again in the future.	Made <i>et al.</i> , (2023); Najla and Azizah (2025)
	RI2	Repurchase Probability	I am likely to purchase Glad2Glow skincare products again when I need skincare products.	
	RI3	Repurchase Preference	Glad2Glow will be one of my preferred choices for my next skincare purchase.	
	RI4	Repurchase Plan	I plan to continue purchasing Glad2Glow skincare products in the future.	

Source: Developed by the authors from the cited literature.

The research instrument comprised 22 measurement items adapted from previous studies. Social Media Marketing was measured using four items adapted from Made *et al.*, (2023), Brand Trust using five items from Larasati and Perkasa (2026), and E-WOM using five items from Utami and Harsoyo (2024). Customer Satisfaction was measured using four items adapted from Setiawati and Susanti (2022), while Repurchase Intention was measured using four items adapted from Made *et al.*, (2023) and Najla and Azizah (2025). Customer Satisfaction was conceptually specified as an evaluation of previous consumption performance relative to expectations, whereas Repurchase Intention represented consumers' future willingness to purchase Glad2Glow products again. Accordingly, satisfaction, loyalty, recommendation, continued usage, previous purchasing experience, and promotional engagement were treated as conceptually different responses and were not interpreted interchangeably.

The data were analyzed using Partial Least Squares–Structural Equation Modeling with SmartPLS. PLS-SEM was selected because it enables the simultaneous estimation of measurement and structural models involving direct and indirect relationships (Hair *et al.*, 2021). The analysis comprised measurement-model and structural-model assessments. The measurement model was evaluated using outer loadings, Average Variance Extracted (AVE), Cronbach's alpha, composite reliability, cross-loadings, the Fornell–Larcker criterion, and the heterotrait–monotrait ratio (HTMT). Outer loadings of at least 0.70, AVE values of at least 0.50, and reliability coefficients of at least 0.70 were applied as reference thresholds. Discriminant validity was evaluated collectively rather than inferred exclusively from the Fornell–Larcker criterion.

The structural model was assessed using inner variance inflation factors, coefficients of determination, effect sizes, and predictive relevance for the endogenous constructs. Bootstrapping was employed to estimate direct, indirect, and total effects, together with t-statistics, p-values, and confidence intervals. Statistical significance was evaluated at the five-percent level using a critical t-value of 1.96 and a p-value below 0.05. However, hypothesis interpretation also considered effect magnitude and confidence intervals. The mediating role of Customer Satisfaction was interpreted only after the measurement assessment established adequate empirical distinction between Customer Satisfaction and Repurchase Intention. SRMR and NFI were used only as supplementary information and were not treated as definitive evidence of overall model adequacy.

4. Results and Discussion

4.1 Analysis Results

4.1.1 Respondent Characteristics

Table 2 summarizes the characteristics of 154 respondents. Women accounted for 122 respondents (79.22%), while men comprised 32 respondents (20.78%). Thus, female consumers were substantially more represented in the sample in this study; however, this distribution should not be interpreted as establishing the gender composition of all Glad2Glow consumers because respondents were selected through non-probability purposive sampling. Respondents were distributed across several age categories. The largest category was 17–20 years, comprising 32 respondents (20.78%), followed by 25–28 years with 30 respondents (19.48%) and 29–32 years with 27 respondents (17.53%). These figures show that no single age category constituted a majority, although younger consumers formed prominent segments of the sample and were relevant to examining social-media-based skincare marketing.

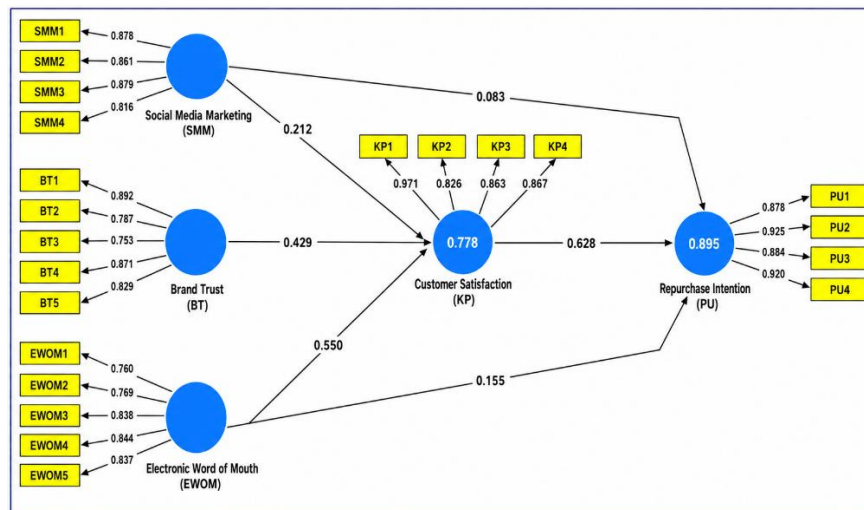
Table 2. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	32	20.78
	Female	122	79.22
Age Group	17–20 years	32	20.78
	21–24 years	26	16.88
	25–28 years	30	19.48
	29–32 years	27	17.53
	33–36 years	15	9.74
	37–40 years	24	15.58
Glad2Glow Purchase	2 purchases	20	12.99
Frequency	3 purchases	14	9.09
	4 purchases	11	7.14
	5 purchases	9	5.84
	6 purchases	13	8.44
	7 purchases	17	11.04
	8 purchases	14	9.09
	9 purchases	18	11.69
	10 purchases	9	5.84
	11 purchases	15	9.74
	12 purchases	14	9.09
Social Media Platforms Used	TikTok	41	26.62
	Instagram	34	22.08
	TikTok & Instagram	79	51.30
	Instagram		
Total Respondents		154	100.00

Purchase frequency also varied considerably. Twenty respondents (12.99%) reported purchasing Glad2Glow products twice, 18 respondents (11.69%) reported nine purchases, and 17 respondents (11.04%) reported seven purchases. This variation indicates different levels of prior product experience among participants and supports the inclusion criterion requiring at least two purchases. Nevertheless, purchase frequency describes past behavior and should remain distinct from future Repurchase Intention. Regarding platform usage, 79 respondents (51.30%) used both TikTok and Instagram, while 41 (26.62%) used TikTok only and 34 (22.08%) used Instagram only. Accordingly, both platforms were relevant communication channels within the sample. Geographically, Jepara District contributed 30 respondents (19.48%), followed by Welahan, Mayong, Bangsri, Tahunan, Pecangaan, and Nalumsari districts. The distribution confirms coverage across several districts of Jepara Regency but does not demonstrate statistical representativeness of the regency's entire consumer population.

4.1.2 Convergent Validity

Figure 3. Outer Model



4.1.3 Measurement Model Assessment

The measurement model was evaluated through convergent validity, discriminant validity, and internal consistency reliability. Convergent validity was examined using outer loadings and Average Variance Extracted (AVE), while reliability was assessed using Cronbach's alpha and composite reliability. Outer loadings of at least 0.70, AVE values exceeding 0.50, and reliability coefficients exceeding 0.70 were used as reference thresholds. Table 3 combines the convergent-validity and reliability results to avoid presenting overlapping information in separate tables.

Table 3. Convergent Validity and Reliability Assessment

Construct	Code	Outer-loading range	AVE	Cronbach's alpha	Composite reliability
Social Media Marketing	SMM1–SMM4	0.816–0.879	0.738	0.881	0.881
Brand Trust	BT1–BT5	0.753–0.892	0.685	0.887	0.915
Electronic Word of Mouth	EWOM1–EWOM5	0.760–0.844	0.657	0.869	0.872
Customer Satisfaction	CS1–CS4	0.826–0.971	0.780	0.905	0.919
Repurchase Intention	RI1–RI4	0.878–0.925	0.813	0.923	0.925

Source: Processed data (2026).

As presented in Table 3, all indicators recorded outer loadings above 0.70. Social Media Marketing produced loadings between 0.816 and 0.879, Brand Trust between 0.753 and 0.892, E-WOM between 0.760 and 0.844, Customer Satisfaction between 0.826 and 0.971, and Repurchase Intention between 0.878 and 0.925. The AVE values ranged from 0.657 to 0.813 and therefore exceeded the 0.50 reference value. These results provide statistical evidence of convergent validity because each construct explains more than half of the variance in its indicators.

All constructs also recorded Cronbach's alpha and composite reliability values above 0.70, indicating satisfactory internal consistency. However, high outer loadings, AVE, and reliability do not

independently establish construct validity. In particular, the high values for Customer Satisfaction and Repurchase Intention must be interpreted cautiously because their original indicators contain conceptually overlapping content. The strong internal consistency of these constructs may therefore partly reflect measurement redundancy rather than two clearly distinct concepts.

4.1.4 Discriminant Validity

Discriminant validity assesses whether each latent construct captures a phenomenon that is empirically distinct from the other constructs in the model. Under the Fornell–Larcker criterion, the square root of each construct's AVE, presented on the diagonal, should exceed its correlations with every other construct. Table 4 presents the Fornell–Larcker matrix.

Table 4. Fornell–Larcker Discriminant-Validity Assessment

Construct	BT	E-WOM	CS	RI	SMM
Brand Trust (BT)	0.828				
Electronic Word of Mouth (E-WOM)	0.203	0.810			
Customer Satisfaction (CS)	0.336	0.780	0.883		
Repurchase Intention (RI)	0.377	0.764	0.930	0.902	
Social Media Marketing (SMM)	0.246	0.480	0.722	0.760	0.859

Note: Diagonal values represent the square roots of AVE; off-diagonal values represent interconstruct correlations. The bold value identifies the discriminant-validity violation.

Source: Processed data (2026).

Table 4 shows that the Fornell–Larcker criterion is satisfied for most construct comparisons but fails for Customer Satisfaction and Repurchase Intention. Their correlation of 0.930 exceeds the square root of AVE for both Customer Satisfaction (0.883) and Repurchase Intention (0.902). Therefore, the previous conclusion that all constructs satisfied the Fornell–Larcker criterion is incorrect. The result indicates that Customer Satisfaction and Repurchase Intention are not sufficiently distinct in the current measurement model. This failure is consistent with the conceptual overlap in the original instrument. Customer Satisfaction included continued usage, loyalty, and recommendation, whereas Repurchase Intention included previous purchase experience, satisfaction, recommendation, and promotional engagement. Consequently, the correlation of 0.930 may reflect shared indicator content rather than a substantively strong relationship between two independent constructs. The high R^2 and mediation effect involving Repurchase Intention must therefore not be interpreted as definitive evidence until construct distinctiveness is established. The Fornell–Larcker criterion alone is insufficient to resolve this problem. Discriminant validity should additionally be examined using cross-loadings and the heterotrait–monotrait ratio (HTMT). The Customer Satisfaction–Repurchase Intention HTMT value should be evaluated against the adopted threshold, and its bootstrap confidence interval should not include 1.00. Because those results are not reported in the available output, discriminant validity between Customer Satisfaction and Repurchase Intention remains unsupported.

4.1.5 Internal Consistency Reliability

The reliability results incorporated into Table 3 show that all constructs exceeded the minimum internal-consistency threshold. Social Media Marketing recorded Cronbach's alpha and composite reliability values of 0.881 and 0.881; Brand Trust recorded 0.887 and 0.915; E-WOM recorded 0.869 and 0.872; Customer Satisfaction recorded 0.905 and 0.919; and Repurchase Intention recorded 0.923 and 0.925.

These values indicate that the indicators within each construct produced internally consistent responses. Nevertheless, reliability does not compensate for inadequate discriminant validity. A set of conceptually redundant indicators can produce high Cronbach's alpha and composite reliability while failing to represent empirically distinct constructs. Accordingly, the measurement model cannot yet be regarded as fully acceptable for interpreting the structural paths and mediation effects. The indicators of Customer Satisfaction and Repurchase Intention must first be examined for conceptual contamination, cross-loadings, and HTMT before the subsequent structural-model findings are interpreted.

4.1.6 Goodness of Fit (GoF)

The Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI) were examined as supplementary model-fit indices. SRMR represents the average standardized discrepancy between the observed and model-implied correlations, with values below 0.08 generally indicating relatively small residual differences. NFI ranges from 0 to 1, with higher values indicating better comparative fit. However, SRMR and NFI should not be treated as definitive evidence of overall model adequacy in PLS-SEM.

Table 6. Supplementary Model-Fit Indices

Fit Index	Saturated Model	Estimated Model
SRMR	0.059	0.059
NFI	0.817	0.817

Source: Processed data (2026).

Table 6 shows that the SRMR values for the saturated and estimated models are both 0.059, which is below the reference value of 0.08 and indicates relatively small residual discrepancies. The NFI value of 0.817 provides supplementary comparative-fit information but does not establish that the model has achieved acceptable overall fit. These indices cannot compensate for the discriminant-validity failure between Customer Satisfaction and Repurchase Intention. Therefore, the previous conclusion that the structural model satisfied all model-fit requirements and was appropriate for hypothesis testing is not supported.

4.1.7 Coefficient of Determination (R^2)

The coefficient of determination (R^2) assesses the proportion of variance in each endogenous construct explained by its predictors. The adjusted R^2 accounts for the number of predictors included in the model. Values of 0.75, 0.50, and 0.25 may be used as approximate descriptions of substantial, moderate, and weak explanatory power, respectively. However, these values represent in-sample explanatory power and should not automatically be interpreted as out-of-sample predictive performance.

Table 7. Coefficient of Determination

Endogenous construct	R^2	Adjusted R^2	Interpretation
Customer Satisfaction	0.778	0.774	Substantial
Repurchase Intention	0.895	0.893	Substantial

Source: Processed data (2026).

As presented in Table 7, Social Media Marketing, Brand Trust, and E-WOM jointly explain 77.8% of the variance in Customer Satisfaction, while the adjusted R^2 is 0.774. The predictors of Repurchase

Intention explain 89.5% of its variance, with an adjusted R^2 of 0.893. These values indicate substantial in-sample explanatory power for both endogenous constructs. Nevertheless, the exceptionally high R^2 for Repurchase Intention must be interpreted cautiously. The correlation of 0.930 between Customer Satisfaction and Repurchase Intention, combined with overlapping indicator content, suggests that the high explained variance may partly arise from measurement redundancy. Therefore, the R^2 of Repurchase Intention should not be presented as definitive evidence of excellent model performance until discriminant validity between the two constructs has been established.

4.1.8 Analysis Q-Square

Stone–Geisser’s Q^2 was calculated using the blindfolding procedure to assess the model’s in-sample predictive relevance for endogenous constructs. A Q^2 value greater than zero indicates that the model has predictive relevance for a particular endogenous construct. Because structural-model predictive relevance applies to constructs receiving incoming structural paths, only Customer Satisfaction and Repurchase Intention should be interpreted. The values previously reported for Social Media Marketing, Brand Trust, and E-WOM are not interpreted as evidence of structural predictive relevance because these constructs are exogenous.

Table 8. Predictive Relevance (Q^2) Analysis

Construct	SSO	SSE	$Q^2 (= 1 - SSE/SSO)$
Customer Satisfaction	616.000	290.325	0.529
Repurchase Intention	616.000	237.524	0.614

Source: Processed data (2026).

Table 8 shows that Customer Satisfaction and Repurchase Intention have Q^2 values of 0.529 and 0.614, respectively. Because both values exceed zero, the model demonstrates in-sample predictive relevance for these endogenous constructs under the blindfolding procedure. However, the higher value for Repurchase Intention should not be interpreted as conclusive evidence that the model possesses excellent predictive capability. Blindfolding-based Q^2 does not directly demonstrate out-of-sample prediction, and its interpretation depends on the adequacy of the measurement model. Because Customer Satisfaction and Repurchase Intention have not demonstrated adequate discriminant validity, the high Q^2 for Repurchase Intention may partly reflect their measurement overlap. Consequently, the Q^2 findings should be interpreted cautiously and reassessed after construct contamination has been addressed. The SRMR, NFI, R^2 , and Q^2 results collectively provide supplementary information but cannot establish model adequacy while the discriminant-validity problem remains unresolved.

4.1.8 Hypothesis Testing

The structural relationships were assessed using path coefficients, bootstrapped t-statistics, and p-values. The path coefficient indicates the direction and relative magnitude of each relationship, whereas the t-statistic and p-value indicate statistical significance. A relationship was considered statistically significant when the t-statistic exceeded 1.96 and the p-value was below 0.05. However, statistical significance alone does not demonstrate practical importance or establish causal effects, particularly because the study employed a cross-sectional non-probability design.

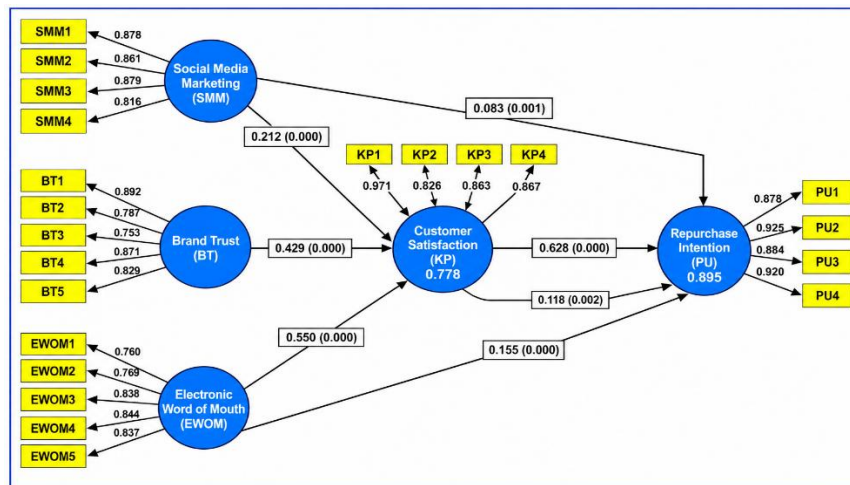
Figure 1. Hypothesis (Bootstrapping)

Table 9 shows that all direct path coefficients are positive and statistically significant. E-WOM has the largest relationship with Customer Satisfaction ($\beta = 0.550$, $t = 12.410$, $p < 0.001$), followed by Social Media Marketing ($\beta = 0.429$, $t = 9.397$, $p < 0.001$). Brand Trust has a comparatively small relationship with Customer Satisfaction ($\beta = 0.118$, $t = 2.910$, $p = 0.002$). For Repurchase Intention, Social Media Marketing records a coefficient of 0.212 ($t = 4.965$, $p < 0.001$), E-WOM records 0.155 ($t = 3.342$, $p < 0.001$), and Brand Trust records 0.083 ($t = 3.261$, $p = 0.001$). Although the Brand Trust coefficient is statistically significant, its magnitude is weak, indicating limited practical importance relative to the other predictors. Customer Satisfaction has the largest coefficient with Repurchase Intention ($\beta = 0.628$, $t = 10.966$, $p < 0.001$); however, this value may be inflated by the measurement overlap between the two constructs. Therefore, its substantive interpretation remains conditional on establishing discriminant validity.

Table 9. Direct Effects

Hypothesis	Structural path	β	Mean	SD	t-statistic	p-value	Decision
H1	SMM → Customer Satisfaction	0.429	0.429	0.046	9.397	<0.001	Supported
H2	E-WOM → Customer Satisfaction	0.550	0.549	0.044	12.410	<0.001	Supported
H3	Brand Trust → Customer Satisfaction	0.118	0.119	0.041	2.910	0.002	Supported
H4	SMM → Repurchase Intention	0.212	0.212	0.043	4.965	<0.001	Supported
H5	E-WOM → Repurchase Intention	0.155	0.154	0.046	3.342	<0.001	Supported
H6	Brand Trust → Repurchase Intention	0.083	0.082	0.025	3.261	0.001	Supported
H7	Customer Satisfaction → Repurchase Intention	0.628	0.629	0.057	10.966	<0.001	Supported*

Source: Processed data (2026).

Table 10 indicates positive and statistically significant indirect effects for Social Media Marketing ($\beta = 0.269$, $t = 8.085$, $p < 0.001$), E-WOM ($\beta = 0.345$, $t = 7.159$, $p < 0.001$), and Brand Trust ($\beta = 0.074$, $t = 2.757$, $p = 0.003$). Because the corresponding direct and indirect coefficients are positive and

statistically significant, the results would ordinarily indicate complementary mediation. E-WOM has the largest total association with Repurchase Intention (total effect = 0.500), followed by Social Media Marketing (0.481) and Brand Trust (0.157). The Brand Trust mediation effect is statistically significant but weak in magnitude.

Table 10. Indirect and Total Effects

Hypothesis	Mediated relationship	Direct effect	Indirect effect	Total effect	t-statistic of indirect effect	p-value	Provisional mediation type
H8	SMM → Customer Satisfaction → Repurchase Intention	0.212	0.269	0.481	8.085	<0.001	Complementary
H9	E-WOM → Customer Satisfaction → Repurchase Intention	0.155	0.345	0.500	7.159	<0.001	Complementary
H10	Brand Trust → Customer Satisfaction → Repurchase Intention	0.083	0.074	0.157	2.757	0.003	Complementary

Source: Processed data (2026).

Nevertheless, these mediation findings cannot yet be considered conclusive. Customer Satisfaction and Repurchase Intention have a correlation of 0.930 and fail the Fornell–Larcker criterion, meaning that the mediator and dependent construct are not empirically distinct in the current model. The indirect effects may therefore be exaggerated by shared indicator content. In addition, the available results do not report the number of bootstrap subsamples or bootstrap confidence intervals. Accordingly, the mediation conclusions remain provisional until construct overlap is addressed, HTMT and cross-loadings are evaluated, and confidence intervals for the indirect and total effects are reported.

4.2 Discussion

This study examined the relationships of Social Media Marketing, Brand Trust, and Electronic Word of Mouth (E-WOM) with Repurchase Intention, both directly and indirectly through Customer Satisfaction. The findings indicate that digital marketing communication, consumer-generated information, brand-related confidence, and post-consumption evaluations are associated with consumers' intention to repurchase Glad2Glow products. However, these findings should not be interpreted simply as confirmation of all proposed hypotheses because Customer Satisfaction and Repurchase Intention have not demonstrated adequate empirical distinctiveness. Consequently, the structural relationships and mediating role of Customer Satisfaction remain provisional and may partly reflect overlapping measurement content.

Social Media Marketing was positively associated with Repurchase Intention and Customer Satisfaction. Informative, accessible, interactive, and consistent social media activities may help consumers understand product characteristics, evaluate product suitability, and communicate directly with the brand. These activities can reduce information uncertainty and create a more favorable digital experience, which may contribute to positive post-consumption evaluations and future purchasing

intentions. This explanation is consistent with Afina and Widarmanti (2022) and Rokib *et al.*, (2024), who emphasized the role of interactive digital communication in developing customer engagement and favorable consumer responses. Nevertheless, the present findings concern consumers' intentions rather than observable repeat purchasing behavior.

The Social Media Marketing findings support studies reporting a positive relationship with Repurchase Intention (Aji *et al.*, 2025; Najla & Azizah, 2025; Rohali & Paludi, 2024), but differ from Nathalia and Indriyanti (2022) and Amri and Ali (2024), who reported insignificant relationships. These differences suggest that the relevance of social media marketing may depend on platform characteristics, content quality, product categories, and consumers' previous experience with the brand. In the Glad2Glow context, the respondents used TikTok or Instagram and had previously purchased the products. Social media may therefore have functioned as a source of continuing product information rather than merely as an initial promotional channel.

Brand Trust was also positively associated with Customer Satisfaction and Repurchase Intention. Consumers who consider a brand reliable and responsible may perceive lower uncertainty when evaluating or purchasing its products. Trust can provide assurance that the brand will maintain product quality, communicate honestly, and respond appropriately to product-related problems. This explanation is consistent with Syafitri and Ismail (2024) and Fahira and Djamaludin (2023), who identified trust as an important element of favorable consumer evaluations and continuing brand relationships.

Despite its statistical significance, Brand Trust demonstrated relatively weak practical importance compared with the other predictors. Trust may therefore be necessary for maintaining consumer confidence but insufficient by itself to generate strong Repurchase Intention. Because the respondents had previously purchased Glad2Glow products, a basic level of trust may already have existed before participation in the study. Subsequent purchasing intentions may consequently depend more strongly on product experience, credible reviews, price, suitability, and competing alternatives. The finding supports Gunawan and Pertiwi (2022) and Hidayat *et al.*, (2026) but differs from Mutiah and Marliani (2024), indicating that the role of Brand Trust remains context-dependent.

E-WOM was positively associated with Customer Satisfaction and Repurchase Intention and emerged as a particularly relevant antecedent of consumers' post-consumption evaluations. Reviews, ratings, recommendations, and product experiences shared by other consumers may shape expectations before purchase and provide reference points for evaluating product performance. When consumers perceive consistency between online information and their actual product experience, they may develop more favorable evaluations of the product. This mechanism supports Gusmar and Lestari (2026), who highlighted the role of online reviews and digital communication in shaping consumer responses.

The E-WOM finding is consistent with Amin and Yanti (2021), Atila *et al.*, (2023), and Febriyanti and Dwijayanti (2022), but differs from Iqlima and Maftukhah (2025), who found no meaningful relationship with Repurchase Intention. This difference may be explained by variation in product involvement, review credibility, and information uncertainty. Skincare consumers may rely heavily on other users' experiences when evaluating product suitability and expected outcomes. Conversely, E-WOM may have limited relevance when reviews are perceived as promotional, inconsistent, unauthentic, or unrelated to individual skincare needs. Thus, E-WOM should be understood as a context-dependent information mechanism rather than a universal determinant of purchasing intention.

Customer Satisfaction was positively associated with Repurchase Intention, which conceptually suggests that favorable evaluations of previous product performance can reduce uncertainty and support consumers' willingness to purchase again. This explanation corresponds with Atikasari and Nora (2025), who identified satisfaction as an important antecedent of loyalty and Repurchase Intention. However, the present result cannot be interpreted as conclusive evidence that Customer Satisfaction is the dominant determinant of Repurchase Intention because the measurement of the two constructs contained substantial conceptual overlap.

Customer Satisfaction included indicators referring to continued usage, loyalty, and recommendation, whereas Repurchase Intention incorporated previous purchasing experience, satisfaction, recommendation, and promotional engagement. These indicators do not measure the stated constructs independently. Instead, they create conceptual circularity by embedding future behavioral tendencies within Customer Satisfaction and post-consumption evaluations within Repurchase Intention. Consequently, the apparently strong relationship between the constructs may partly reflect shared indicator content rather than a substantively strong association between two distinct concepts.

The indirect-effect results suggest that Customer Satisfaction may transmit the relationships of Social Media Marketing, Brand Trust, and E-WOM with Repurchase Intention. Under a valid measurement model, the simultaneous presence of direct and indirect relationships would indicate that satisfaction complements rather than fully replaces the direct relationships between the antecedents and Repurchase Intention. This interpretation is broadly consistent with Ali *et al.*, (2021), who described satisfaction as a mechanism linking marketing-related experiences with consumer responses. Nevertheless, mediation requires the mediator and dependent construct to be empirically distinguishable. Therefore, the mediating role of Customer Satisfaction cannot be considered conclusive until construct contamination is addressed and discriminant validity is established.

The findings provide only limited support for the theoretical perspectives adopted in the study. They do not represent a direct test or extension of the Theory of Planned Behavior because attitude, subjective norms, and perceived behavioral control were not measured. Social Media Marketing, E-WOM, Brand Trust, and Customer Satisfaction should not be treated as substitutes for those components. Likewise, the study does not test the complete commitment–trust framework of Relationship Marketing Theory because commitment was omitted. The contribution is therefore more appropriately positioned at the construct level by showing how digital communication, consumer information, brand confidence, and post-consumption evaluation are associated with Repurchase Intention in the Glad2Glow context.

Managerially, Glad2Glow should prioritize credible E-WOM and informative Social Media Marketing while continuing to maintain Brand Trust. The company can facilitate authentic reviews, respond transparently to consumer concerns, and provide consistent product information across TikTok and Instagram. Social media content should help consumers evaluate product suitability rather than focus exclusively on promotional intensity. Brand Trust should be supported through reliable product quality, transparent information, and responsive problem resolution. Nevertheless, these implications remain tentative because the cross-sectional purposive design does not support causal or population-wide generalization, while the unresolved measurement overlap limits confidence in the structural and mediation findings.

5. Concluding Remarks and Recommendation

This study examined whether Social Media Marketing, Electronic Word of Mouth (E-WOM), and Brand Trust are associated with Repurchase Intention, both directly and indirectly through Customer Satisfaction, among Glad2Glow consumers in Jepara Regency. A quantitative cross-sectional survey was conducted using purposive sampling, and the responses were analyzed through PLS-SEM. The structural estimates indicated positive relationships between the three antecedent constructs and Customer Satisfaction as well as Repurchase Intention. E-WOM and Social Media Marketing showed greater relative relevance, whereas Brand Trust demonstrated comparatively weak practical importance. Although Customer Satisfaction was positively related to Repurchase Intention, the findings do not conclusively establish its mediating role because the two constructs were not sufficiently distinct in the measurement model.

The study's contribution should be positioned at the construct and contextual levels rather than as a direct extension of the Theory of Planned Behavior or Relationship Marketing Theory. The complete TPB model was not tested because attitude, subjective norms, and perceived behavioral control were not measured, while the commitment-trust framework was incomplete because commitment was omitted. Subject to these limitations, the findings suggest that brand-controlled social media communication, consumer-generated information, brand-related confidence, and post-consumption evaluations may jointly explain consumers' intention to purchase Glad2Glow products again. Practically, Glad2Glow should develop informative and interactive social media content, facilitate authentic consumer reviews, respond transparently to product concerns, and maintain trust through consistent product quality. However, these strategies should be understood as supporting Repurchase Intention rather than guaranteeing actual repeat purchasing behavior.

The principal limitation concerns the inadequate discriminant validity between Customer Satisfaction and Repurchase Intention. Their indicators included overlapping elements of continued usage, loyalty, recommendation, previous purchase experience, satisfaction, and promotional engagement, potentially inflating the structural relationships, mediation results, and predictive-performance measures. The cross-sectional design and purposive sample also limit causal inference and statistical generalization. Furthermore, complete evidence regarding HTMT, cross-loadings, common method bias, effect sizes, bootstrap confidence intervals, and out-of-sample prediction was unavailable. Future research should employ conceptually distinct and validated indicators, conduct cognitive or pilot testing, justify the sample through statistical power analysis, and report a complete PLS-SEM assessment. Longitudinal or experimental designs, probability-based sampling, broader geographical coverage, and additional constructs such as perceived value or brand image may provide more robust explanations of Repurchase Intention.

Statement of Use of Generative AI

During the preparation of this work, the author used generative artificial intelligence tools to support the scientific writing process. Grammarly was used to check grammar, refine writing style, and improve clarity in scientific writing. All interpretations, analyses, and conclusions presented in this study are the sole responsibility of the author.

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