

Customer Satisfaction as an Intervening Variable in the Effect of Social Media Marketing and Brand Trust on Repurchase Intention

Ranni Iqlima Putri^{1*}, Yuli Kartika Dewi²

^{1,2*}Universitas Ciputra, Surabaya, Jl. Waterpark Boulevard, Made, Sambikerep District, Surabaya, East Java 60219, Indonesia.

ARTICLE INFO



Correspondence Email:
yuli.kartika@ciputra.ac.id

Keywords:
Social Media Marketing; Brand Trust;
Customer Satisfaction; Repurchase
Intention.

DOI:
<https://doi.org/10.33096/jmb.v13i1.1417>

ABSTRACT

The rapid development of digital technology has transformed marketing practices and consumer behavior, particularly through the use of social media. This study aims to analyze the effects of social media marketing and brand trust on repurchase intention, with customer satisfaction serving as an intervening variable, in the context of cold chain logistics at HSN Group. The study employs a quantitative approach with an explanatory research design, using primary data collected from 100 customers who have used HSN Group's services and interacted with the company's social media platforms. Data were collected through an online questionnaire and analyzed using Partial Least Squares-based Structural Equation Modeling (SEM-PLS) with the assistance of SmartPLS 4 software. The results indicate that social media marketing has a positive and significant effect on customer satisfaction and repurchase intention. Brand trust is shown to have a positive and significant effect on customer satisfaction, but it does not have a direct effect on repurchase intention. These findings underscore the important role of customer satisfaction in strengthening long-term relationships with customers and encouraging repeat purchases.

ABSTRAK

Perkembangan pesat teknologi digital telah mengubah praktik pemasaran dan perilaku konsumen, khususnya melalui pemanfaatan media sosial. Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran media sosial dan kepercayaan merek terhadap niat beli ulang dengan kepuasan pelanggan sebagai variabel intervening pada konteks logistik rantai dingin di HSN Group. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian eksplanatori, dengan data primer yang dikumpulkan dari 100 pelanggan yang telah menggunakan jasa HSN Group serta berinteraksi dengan platform media sosial perusahaan. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan Structural Equation Modeling berbasis Partial Least Squares (SEM-PLS) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa pemasaran media sosial berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan niat beli ulang. Kepercayaan merek terbukti berpengaruh positif dan signifikan terhadap kepuasan pelanggan, namun tidak berpengaruh langsung terhadap niat beli ulang. Temuan ini menegaskan peran penting kepuasan pelanggan dalam memperkuat hubungan jangka panjang dengan pelanggan dan mendorong terjadinya pembelian ulang.



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INTRODUCTION

The development of digital technology has led to significant changes in consumer behavior across various industrial sectors (Amory & Mudo, 2025). Social media has become one of the primary channels in modern marketing strategies due to its ability to reach broad audiences at relatively low cost (Sari et al., 2025). In Indonesia, social media plays a crucial role, given the large and continuously growing number of users. According to Meltwater and We Are Social (2023), active social media users in Indonesia reached 167 million, representing approximately 60.4% of the total population (Narwastu & Ramadhani, 2025). This condition provides opportunities for companies to leverage social media marketing to build closer communication and establish professional relationships with consumers in the business environment (Mafrudhodh et al., 2025). At the same time, increasing competition requires companies to develop more effective marketing strategies to maintain customer loyalty (Putri et al., 2025).

In the marketing context, repurchase intention is influenced not only by product quality but also by brand trust and the level of customer satisfaction experienced after service interactions. Astuti (2022) found that higher customer satisfaction reflects stronger trust in a brand, and more satisfied customers are more likely to engage in repeat purchases.

In the logistics industry, particularly in the cold chain logistics sector, service reliability is critical because it directly affects the quality of temperature-sensitive products such as seafood, pharmaceuticals, cosmetics, and food, each of which requires specific storage temperatures (Ariffien et al., 2025). Beyond operational quality, brand image and customer satisfaction are essential factors in retaining customers amid intensifying competition. This issue is particularly relevant for HSN Group, a refrigerated cargo (reefer container) logistics company serving both domestic and international markets and currently facing the need to strengthen its marketing strategy. Although the company offers integrated services, it still encounters challenges in managing its digital marketing. Inconsistent social media activity, low customer engagement, and reliance on word-of-mouth promotion indicate an imbalance between the potential of digital marketing and its actual implementation. A 2024 customer satisfaction survey showed that 62% of customers were very satisfied, 36% satisfied, and 2% less satisfied. Although overall satisfaction levels appear high, the expression of satisfaction in digital spaces remains limited, resulting in suboptimal brand trust formation and repurchase intention.

These conditions require HSN Group to continuously improve its marketing strategies, particularly through social media marketing to reach customers more effectively. In addition, brand trust remains a key factor in ensuring that customers feel confident in continuing to use the company's services. However, the effectiveness of social media marketing and brand trust in driving repurchase intention is closely linked to customer satisfaction, which serves as a mediating variable in this relationship.

Several previous studies have examined the relationships among digital marketing, brand trust, customer satisfaction, and repurchase intention. Astuti (2022), studying customers of the Muslim fashion brand Zoya, found that social media marketing and brand trust positively influence both customer satisfaction and repurchase intention, with customer satisfaction also acting as a mediating variable. Rohali and Paludi (2024) reported that social media marketing has a positive and significant effect on repurchase intention. In contrast, Yanti et al. (2023) found that trust did not significantly contribute to repurchase intention on TikTok Shop. Meanwhile, Feri et al. (2025) demonstrated that trust significantly influences both customer satisfaction and repurchase intention.

Based on these conditions, a research gap exists in the form of limited studies examining the role of customer satisfaction as a mediating variable in the relationship between social media marketing and brand trust on repurchase intention within the context of cold chain logistics. The novelty of this study lies in applying this relational model to the refrigerated logistics industry, particularly HSN Group, which is characterized by service reliability and digitally driven communication. In addition, previous studies on the relationship between social media marketing, brand trust, and repurchase intention with customer satisfaction as a mediating variable have predominantly focused on the retail and e-commerce sectors. Research specifically investigating these relationships in the context of cold chain logistics remains very limited.

This study aims to analyze the influence of social media marketing and brand trust on repurchase intention, both directly and indirectly through customer satisfaction as a mediating variable at HSN Group. Based on theoretical foundations and previous research findings, the study formulates the hypothesis that social media marketing has a positive and significant effect

on repurchase intention at HSN Group. The next hypothesis states that brand trust has a positive and significant effect on repurchase intention. Furthermore, it is hypothesized that social media marketing and brand trust each have a positive and significant effect on customer satisfaction. Customer satisfaction is also hypothesized to have a positive and significant effect on repurchase intention. Additionally, this study proposes the hypothesis that customer satisfaction mediates the effect of social media marketing and brand trust on repurchase intention at HSN Group.

This study is expected to provide theoretical contributions to the development of research on social media marketing, brand trust, and customer satisfaction, as well as practical contributions for HSN Group in formulating more effective marketing strategies to increase repurchase intention and customer loyalty amid the increasingly competitive logistics industry. The relationships among the hypotheses developed in this study also illustrate that strengthening digital marketing, brand trust, and customer satisfaction has strategic implications for fostering sustainable repurchase behavior. In the long term, this study is expected to serve as a foundation for developing HSN Group’s sustainable digital marketing strategies, including enhancing brand positioning, strengthening long-term customer relationships, and developing a digital ecosystem that can improve the company’s competitiveness in the logistics industry.

RESEARCH METHOD

This study employs a quantitative approach with an explanatory research design to examine the causal relationships among social media marketing, brand trust, customer satisfaction, and repurchase intention. The research subjects are customers of HSN Group who have used the company’s services and interacted with its official social media platforms.

The data used are primary data collected through the online distribution of questionnaires using Google Forms. The research instrument consists of closed-ended statements measured using a six-point Likert scale (1 = strongly disagree to 6 = strongly agree), which was chosen to avoid neutral responses and to enhance the validity and reliability of the measurements (Ghozali, 2018; Budiaji, 2013). The sample was selected using a purposive sampling technique, with criteria that respondents must have used HSN Group’s services at least once and be willing to complete the questionnaire in full. Since the population size was not known with certainty, the sample size was determined using the Lemeshow formula with a 10% margin of error, resulting in a sample of 100 respondents (Riyanto & Hatmawan, 2020).

The social media marketing variable was measured using four dimensions: context, communication, collaboration, and connection (Selvia & Deliana, 2022). Brand trust was measured through three dimensions: brand characteristic, company characteristic, and consumer-brand characteristic (Lukitaningsih & Lestari, 2023). Customer satisfaction was measured through the dimensions of satisfaction feelings, repurchase tendency, willingness to recommend, and the congruence between expectations and service reality (Yudi Oktavian & Soliha, 2022). Repurchase intention was measured through the dimensions of intention to purchase in the same quantity, in greater quantity, and with increased frequency (Haneemsipatma & Jufrizen, 2024).

Table 1. Operational Definitions and Variable Indicators

Variable	Operational Definition	Variable Indicators
Social media	Social media marketing is a form of marketing, both direct and indirect, aimed at	According to Chris Heuer, the indicators of social media marketing are: 1. Context

marketing (X1)	building awareness, recognition, recall, and encouraging action toward a brand or business.	2. Communication 3. Collaboration 4. Connection Source: Selvia & Deliana (2022).
Brand trust (X2)	Brand trust is consumers' belief in a brand that fosters satisfaction and creates positive expectations toward the products or services offered..	According to Delgado Ballester & Luis Munuera Alemán, the indicators of brand trust are: 1. Brand Characteristic 2. Company Characteristic 3. Consumer-Brand Characteristic Source: Lukitaningsih & Lestari (2023).
Customer satisfaction (Z)	Customer satisfaction is the level of feeling that arises after an individual compares their perceived experience with their expectations of a product or service.	According to Irawan, the indicators of customer satisfaction are: 1. Feeling satisfied 2. Tendency to repurchase 3. Willingness to recommend to others 4. Degree of congruence between expectations and product reality. Source: Yudi Oktavian & Soliha (2022).
Repurchase intention (Y)	Repurchase intention refers to an individual's consideration to repurchase products or services from the same company, taking into account current conditions and possible future situations	According to Hellier, the indicators of repurchase intention are: 1. Intention to purchase in the same quantity 2. Intention to purchase in greater quantity 3. Intention to purchase with increased frequency or intensity. Source: Haneemsipatma & Jufrizen (2024).

The data analysis technique employs Structural Equation Modeling based on Partial Least Squares (SEM-PLS) using SmartPLS version 4 software. The measurement model (outer model) is evaluated through convergent and discriminant validity tests, as well as reliability tests using factor loading values, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha (Hair et al., 2014; Ghozali & Latan, 2015). The structural model (inner model) is evaluated by examining path coefficients, R-square values, and significance testing using the bootstrapping method (Chin, 1998; Hair et al., 2014). Mediation testing is conducted by examining indirect effects to assess the role of customer satisfaction as an intervening variable in the relationship between the independent and dependent variables (Haryono, 2016; Darwin & Umam, 2020).

RESULTS AND DISCUSSION

Results

Measurement Model (Outer Model)

The measurement model (outer model) explains the relationship between latent variables and the indicators that represent them (Hair et al., 2014). The evaluation of the outer model focuses on testing the validity and reliability of indicators in forming latent constructs. Validity testing is conducted using the Multi Trait-Multi Method (MTMM) approach, which includes assessments of convergent and discriminant validity. Reliability testing is carried out using two measures: Cronbach's alpha and composite reliability (Ghozali & Latan, 2015).

Convergent Validity Test

According to Hair et al., (2014), convergent validity can be evaluated by examining the Loading Factor (LF) and the Average Variance Extracted (AVE). An indicator is considered valid if it has a loading factor above 0.7 in confirmatory research. However, in explanatory research, loading factor values between 0.6 and 0.7 are still acceptable (Ghozali & Latan, 2015). Furthermore, the AVE value meets the criterion if it is above 0.5, indicating that more than 50% of the indicator variance is explained by the latent variable. Therefore, indicators with loading factor values above 0.7 and AVE values above 0.5 can be considered to meet the criteria for convergent validity. The results of the convergent validity test in this study are presented in the following table:

Table 2. Convergent Validity Test

Variable	Code	Loading Factor	Average Variance Extracted	Description
Social Media Marketing	SOM1A	0.767	0.572	Valid
	SOM1B	0.842		Valid
	SOM2A	0.744		Valid
	SOM2B	0.763		Valid
	SOM3A	0.744		Valid
	SOM3B	0.763		Valid
	SOM4A	0.716		Valid
	SOM4B	0.702		Valid
Brand Trust	BRT1A	0.450	0.643	Invalid
	BRT1B	0.436		Invalid
	BRT2A	0.676		Invalid
	BRT2B	0.727		Valid
	BRT3A	0.769		Valid
	BRT3B	0.747		Valid
Customer Satisfaction	CUS1A	0.760	0.680	Valid
	CUS1B	0.754		Valid
	CUS2A	0.683		Invalid
	CUS2B	0.597		Invalid
	CUS3A	0.690		Invalid
	CUS3B	0.788		Valid
	CUS4A	0.811		Valid
	CUS4B	0.879		Valid
Repurchase Intention	REI1A	0.726	0.579	Valid
	REI1B	0.782		Valid
	REI2A	0.814		Valid
	REI2B	0.712		Valid
	REI3A	0.742		Valid
	REI3B	0.792		Valid

Source: Data Processed, 2026

Based on the table 2, it is known that several indicators have loading factor values below 0.70, namely BRT1A, BRT1B, BRT2A, CUS2A, CUS2B, and CUS3A. This condition indicates that these indicators do not meet the criteria for convergent validity. Therefore, model refinement was conducted by eliminating indicators with loading factor values below 0.70. After the indicator reduction process, the adjusted loading factor and Average Variance Extracted (AVE) values are presented in the following table:

Table 3. Convergent Validity Test After Indicator Reduction

Variable	Code	Loading Factor	Average Variance Extracted	Description
Social Media Marketing	SOM1A	0.769	0.572	Valid
	SOM1B	0.842		Valid
	SOM2A	0.746		Valid
	SOM2B	0.763		Valid
	SOM3A	0.739		Valid
	SOM3B	0.759		Valid
	SOM4A	0.716		Valid
	SOM4B	0.707		Valid
Brand Trust	BRT2B	0.766	0.643	Valid
	BRT3A	0.808		Valid
	BRT3B	0.831		Valid
Customer Satisfaction	CUS1A	0.803	0.680	Valid
	CUS1B	0.776		Valid
	CUS3B	0.775		Valid
	CUS4A	0.853		Valid
	CUS4B	0.909		Valid
Repurchase Intention	REI1A	0.719	0.579	Valid
	REI1B	0.779		Valid
	REI2A	0.820		Valid
	REI2B	0.703		Valid
	REI3A	0.737		Valid
	REI3B	0.802		Valid

Source: Data Processed, 2026

Based on the results of the convergent validity test after indicator reduction, it can be concluded that all retained indicator items in this study have loading factor values greater than 0.7 and therefore meet the criteria for convergent validity. The SOM variable initially consisted of 4 indicators with a total of 8 statement items, and all indicator items for this variable passed the convergent validity test without any reduction. The BRT variable consisted of 3 indicators with a total of 6 statement items, of which 3 indicator items did not meet the criteria and were eliminated. Thus, the BRT variable in the final model consists of 3 valid indicator items. Furthermore, the CUS variable had 4 indicators with a total of 8 statement items. The test results showed that 3 indicator items did not meet the criteria for convergent validity and were therefore eliminated. Consequently, the CUS variable in the final model consists of 5 valid indicator items. Meanwhile, the REI variable consisted of 4 indicators with a total of 8 statement items, and all indicator items for this variable met the criteria for convergent validity. In addition, the Average Variance Extracted (AVE) values for each latent variable were above 0.5, indicating that more than 50% of the indicator variance is explained by the measured latent variables. Thus, it can be concluded that the measurement model in this study has met the criteria for convergent validity and is suitable for use in the subsequent stages of analysis.

Discriminating Validity Test

Discriminant validity can be evaluated using cross-loading (CL) values as proposed by Henseler et al. (2015). An indicator is considered to meet the criteria for discriminant validity if it has a higher cross-loading value on the construct it measures than on other constructs

(Henseler et al., 2015). The cross-loading values obtained in this study are presented in the following table 4:

Table 4. Cross Loading Value

CODE	SOM	BRT	CUS	REI
SOM1A	0.769	0.500	0.662	0.552
SOM1B	0.842	0.332	0.670	0.536
SOM2A	0.746	0.230	0.530	0.345
SOM2B	0.763	0.599	0.610	0.713
SOM4A	0.739	0.268	0.500	0.591
SOM4B	0.759	0.298	0.540	0.530
BRT1A	0.716	0.549	0.660	0.600
BRT1B	0.707	0.39	0.616	0.431
BRT2A	0.244	0.766	0.400	0.468
BRT2B	0.379	0.808	0.512	0.509
BRT3A	0.615	0.831	0.663	0.570
BRT3B	0.624	0.600	0.803	0.589
CUS1A	0.564	0.560	0.776	0.529
CUS1B	0.620	0.410	0.775	0.631
CUS2A	0.699	0.547	0.853	0.673
CUS2B	0.762	0.643	0.909	0.734
CUS3A	0.451	0.388	0.516	0.719
CUS4A	0.609	0.397	0.535	0.779
REI1A	0.651	0.548	0.720	0.820
REI1B	0.331	0.488	0.416	0.703
REI2A	0.436	0.561	0.427	0.737
REI2B	0.708	0.561	0.775	0.802
REI3A	0.769	0.500	0.662	0.552
REI3B	0.842	0.332	0.670	0.536

Source: Data Processed, 2026

The table 4 shows that each indicator item has a higher cross-loading value on the construct it measures than on other constructs. This indicates that each indicator is better able to represent its respective variable compared to other variables (Henseler et al., 2015). Therefore, it can be concluded that the measurement model in this study has met the criteria for discriminant validity based on the cross-loading method.

Reliability

Reliability testing for variables with reflective indicators can be conducted using two measures, namely Composite Reliability (CR) and Cronbach's Alpha (CA) (Hair et al., 2014). A variable is considered to have adequate reliability if the CR and CA values exceed 0.7, although values as low as 0.6 are still acceptable in certain studies (Ghozali & Latan, 2015). This is consistent with the reliability classification proposed by Hinton et al. (2004), which categorizes reliability into four levels: excellent reliability when the value is above 0.90, high reliability in the range of 0.70–0.90, moderate reliability in the range of 0.50–0.70, and low reliability when the value is below 0.50. Therefore, Composite Reliability and Cronbach's Alpha values exceeding 0.6 can be considered to meet the reliability test criteria.

Table 5. Variable Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
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SOM	0.893	0.896
BRT	0.726	0.744
CUS	0.881	0.891
REI	0.857	0.875

Source: Data Processed, 2026

Based on the results shown in the table 5, the Composite Reliability and Cronbach's Alpha values for all constructs in this research model exceed the threshold of 0.7. It can therefore be concluded that the research model has an adequate level of reliability. This indicates that the instrument used is consistent and reliable in representing the data, making it suitable for testing with a larger number of respondents.

Structural Model (Inner Model)

The structural model (inner model) describes the causal relationships and the strength of influence among latent variables in a study. Testing the inner model aims to ensure that the constructed structural model has an adequate level of stability and accuracy. In this study, the evaluation of the inner model is carried out through analysis of path coefficients and assessment of R-square values.

Path Coefficient and Significance Test

In the initial stage of inner model evaluation, analysis is conducted by examining the path coefficients to measure the magnitude of the relationships among latent variables. This analysis aims to explain the direct effects of exogenous variables on endogenous variables in the research model. The results of the path coefficient analysis are presented in the following table:

Table 6. Path Coefficient Analysis

Variable	Original Sample	T Statistics (O/STDEV)	P Values	Keterangan
SOM => CUS	0.615	7.169	0.000	Significant
SOM => REI	0.299	2.109	0.035	Significant
BRT => CUS	0.340	3.984	0.000	Significant
BRT => REI	0.235	1.821	0.069	Not Significant
CUS => REI	0.374	2.154	0.031	Significant

The level of significance in this study is determined based on a T-statistic value greater than 1.96 and a P-value less than 0.05, obtained through the bootstrapping procedure (Hair et al., 2014). Based on the results shown in the table, of the five hypotheses tested, four hypotheses were found to have positive and significant effects on the relationships among variables, while one hypothesis did not show a significant effect and was therefore rejected.

R-Square

The next stage in evaluating the inner model is assessing the R-square value. The R-square value indicates the extent to which exogenous (independent) variables jointly explain the variance in endogenous (dependent) variables.

Table 7. R-Square Value

Variable	R-Square	R-Square Adjusted
CUS	0.718	0.713
REI	0.656	0.646

Source: Data Processed, 2026

Referring to the test results table 7, the R-square value for the CUS variable is 0.718, indicating that the exogenous variables in the model are able to explain 71.8% of the variance in this endogenous variable, while the remaining variance is explained by other factors outside this research model. Meanwhile, the REI variable has an R-square value of 0.656, indicating that 65.6% of the variance in the endogenous variable can be explained by the exogenous variables, with the remainder influenced by other factors not examined in this study. According to Chin (1998), R-square values are categorized as strong if they exceed 0.67, moderate if they fall within the range of 0.33 to 0.67, and weak if they are between 0.19 and 0.33. Based on these criteria, the R-square value for the CUS variable falls into the strong category, while the REI variable falls into the moderate category.

Mediation

Table 8. Mediation Analysis

Variable	Original Sample	T Statistics (O/STDEV)	P Values	Interpretation
SOM => CUS=> REI	0.23	2.197	0.028	Significant
BRT => CUS => REI	0.127	1.727	0.084	Not Significant

Source: Data Processed, 2026

Based on the results of the indirect effect testing presented in the table above, it is found that the SOM variable has an indirect effect on the REI variable with an original sample value of 0.157, a T-statistic of 2.747, and a P-value of 0.006. The T-statistic exceeding 1.96 and the P-value below 0.05 indicate that this indirect effect is significant. Thus, it can be concluded that the mediator variable plays a role in transmitting the effect of the SOM variable on the REI variable. Furthermore, the indirect effect of the BRT variable on the REI variable shows an original sample value of 0.240, a T-statistic of 3.030, and a P-value of 0.002. These results indicate that the indirect effect of BRT on REI is not significant; therefore, the mediator variable is unable to mediate the relationship between BRT and REI.

Discussion

Effect of Social Media Marketing on Repurchase Intention at HSN Group

Based on the statistical analysis conducted, social media marketing is proven to have a positive and significant effect on customer satisfaction. This is reflected in the T-statistic value of 2.109 > 1.96 and the P-value of 0.035 < 0.05. Thus, the hypothesis stating that social media marketing has a positive and significant effect on repurchase intention at HSN Group is accepted. These findings are consistent with studies by Murdiana and Archie (2025), Kaiwa, Yuliati, and Nurhayati (2024), as well as Mulyadi and Utami (2024), which state that social media marketing has a positive and significant effect on repurchase intention. This indicates that relationships built through social media marketing activities are able to encourage customers' intention to make repeat purchases. This aligns with Relationship Marketing Theory, which asserts that marketing success is not only measured by short-term transactions but also by a company's ability to maintain long-term relationships with customers through repurchase intention. Intensive and continuous communication plays a role in creating emotional closeness between the company and its customers, thereby encouraging customers to maintain the relationship through repeat purchases.

Effect of Brand Trust on Repurchase Intention at HSN Group

Based on the statistical analysis conducted to examine the effect of brand trust on repurchase intention at HSN Group, brand trust is not proven to have a significant effect on repurchase intention. This is evidenced by a T-statistic value of $1.821 < 1.96$ and a P-value of $0.069 > 0.05$. Therefore, the hypothesis stating that brand trust has a positive and significant effect on repurchase intention at HSN Group is rejected. These findings contradict the studies by Herawati, Rizan, and Suhud (2023), Shodiqul (2023), and Rizky, Yuliati, and Hasanah (2023), which state that brand trust has a positive and significant effect on repurchase intention. However, the results of this study support those of Mutiah and Marliani (2024), Aprilia and Andarini (2023), and Sari and Darma (2022), which indicate that brand trust does not have a direct effect on repurchase intention. These findings suggest that, within the context of Relationship Marketing, trust in a brand does not directly drive repeat purchase behavior without a satisfying experience. Trust serves as the foundation of the relationship but needs to be strengthened by the quality of interactions and relationship outcomes to encourage customer commitment in the form of repurchase intention. This indicates that the role of brand trust in Relationship Marketing is indirect and requires other variables, such as customer satisfaction, as a link to repeat purchase behavior.

Effect of Social Media Marketing on Customer Satisfaction at HSN Group

Based on the statistical analysis conducted to examine the effect of social media marketing on customer satisfaction at HSN Group, social media marketing is proven to have a positive and significant effect on customer satisfaction. This is evidenced by a T-statistic value of $7.169 > 1.96$ and a P-value of $0.000 < 0.05$. Therefore, the hypothesis stating that social media marketing has a positive and significant effect on customer satisfaction at HSN Group is accepted. These findings support previous studies by Lestari, Dura, and Alamsyah (2025), Sudirjo, Sutaguna, Sovianti, and Rukmana (2023), as well as Haryanti, Sa'diyah, Winarto, and Supriyono (2022), which found that social media marketing has a positive and significant effect on customer satisfaction. This indicates that the social media marketing activities carried out by HSN Group can enhance customer satisfaction. Informative content, two-way communication, and responsive interaction through social media play an important role in shaping positive customer experiences. Social media marketing not only functions as a promotional tool but also as a medium for building long-term relationships with customers. As emphasized in Relationship Marketing Theory, customer satisfaction is the result of consistently established relationships between companies and customers. When customers feel valued and involved in communication, their level of satisfaction with the company increases.

Effect of Brand Trust on Customer Satisfaction at HSN Group

Based on the statistical analysis conducted to examine the effect of brand trust on customer satisfaction at HSN Group, brand trust is proven to have a positive and significant effect on customer satisfaction. This is evidenced by a T-statistic value of $3.984 > 1.96$ and a P-value of $0.000 < 0.05$. Therefore, the hypothesis stating that brand trust has a positive and significant effect on customer satisfaction at HSN Group is accepted. These findings are consistent with previous studies conducted by Jeharus and Nuvriasari (2024), Handayani and Zuraida (2021), as well as Shidqi, Farida, and Pinem (2022), which found that brand trust has a positive and significant effect on customer satisfaction. This indicates that customers' trust in the HSN Group

brand serves as an important foundation in building long-term relationships. Within the framework of Relationship Marketing, trust is a key element that determines the quality of the relationship between the company and its customers. A high level of trust creates a sense of security and confidence among customers, thereby increasing satisfaction, which ultimately fosters sustainable and mutually beneficial relationships between the company and its customers.

Effect of Customer Satisfaction on Repurchase Intention at HSN Group

Based on the statistical analysis conducted to examine the effect of customer satisfaction on repurchase intention at HSN Group, customer satisfaction is proven to have a positive and significant effect on repurchase intention. This is evidenced by a T-statistic value of $2.154 > 1.96$ and a P-value of $0.031 < 0.05$. Therefore, the hypothesis stating that customer satisfaction has a positive and significant effect on repurchase intention at HSN Group is accepted. These findings support previous studies by Natalia and Suparna (2023) as well as Florendiana, Andriani, and Hariasih (2023), which found that customer satisfaction has a positive and significant effect on repurchase intention. This indicates that customer satisfaction is a key outcome of well-managed relationships. In Relationship Marketing, customer satisfaction serves as an indicator of long-term relationship success, which subsequently drives loyalty and repeat purchase intention.

The Role of Customer Satisfaction in Mediating the Effect of Social Media Marketing on Repurchase Intention at HSN Group

Based on the mediation test results, customer satisfaction plays a significant role in mediating the effect of social media marketing on repurchase intention at HSN Group. This is evidenced by a T-statistic value of $2.197 > 1.96$ and a P-value of $0.028 < 0.05$. Therefore, the hypothesis stating that customer satisfaction mediates the effect of social media marketing on repurchase intention at HSN Group is accepted. These findings are consistent with studies by Murdiana and Archie (2025) as well as Hasanah, Harini, and Yulianingsih (2025), which found that customer satisfaction can mediate the relationship between social media marketing and repurchase intention. This indicates that the social media marketing activities carried out by HSN Group not only have a direct effect on repurchase intention but also exert an indirect effect through increased customer satisfaction. In the context of Relationship Marketing, intensive interactions, continuous communication, and customer engagement through social media contribute to building high-quality relationships, which are reflected in higher levels of customer satisfaction. These findings align with Relationship Marketing Theory, which emphasizes that marketing success lies in a company's ability to create long-term relationships with customers, where customer satisfaction serves as a bridge linking marketing activities to repurchase intention behavior.

The Role of Customer Satisfaction in Mediating the Effect of Brand Trust on Repurchase Intention at HSN Group

Based on the mediation analysis, customer satisfaction is not proven to significantly mediate the effect of brand trust on repurchase intention at HSN Group. This is indicated by a T-statistic value of $1.727 < 1.96$ and a P-value of $0.084 > 0.05$. Therefore, the hypothesis stating that customer satisfaction mediates the effect of brand trust on repurchase intention at HSN Group is rejected. These findings are consistent with the study by Sari and Darma (2022), which found that brand trust does not affect repurchase intention through customer satisfaction. Thus,

the results of this study contradict those of Saraswati and Respati (2024) as well as Kennedy, Wijayanto, and Nursanti (2024), which state that brand trust has a positive effect on repurchase intention through customer satisfaction. These findings indicate that customers' trust in the HSN Group brand has not been able to indirectly influence repurchase intention through customer satisfaction. Although, from a Relationship Marketing perspective, trust is an important foundation in building relationships between companies and customers, such trust is not yet strong enough to generate a level of satisfaction that drives repeat purchase behavior. This suggests that customers who trust a brand do not necessarily experience truly satisfying service interactions in every encounter. Consequently, customer satisfaction has not effectively functioned as a bridge linking brand trust to repurchase intention. This condition indicates that the sustainability of long-term relationships is determined not only by trust but also by the quality of experiences and tangible benefits perceived by customers in encouraging repeat purchase decisions.

CONCLUSIONS

This study shows that social media marketing has a positive and significant effect on customer satisfaction and indirectly increases repurchase intention. Brand trust does not have a direct effect on repurchase intention but has a positive effect on customer satisfaction. Customer satisfaction is proven to have a significant effect on repurchase intention and mediates the effect of social media marketing, but it does not mediate the effect of brand trust. These findings indicate that customer satisfaction is a key variable in building long-term relationships between companies and customers in the context of digital marketing. The implications suggest that future research should expand the research scope and include other relevant variables to enhance the generalizability of the results. Practically, HSN Group needs to optimize its social media marketing strategies, maintain brand trust, and prioritize customer satisfaction in formulating marketing and service strategies.

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