

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND TRUST ON REPURCHASE INTENTION ON ZALORA INDONESIA'S SOCIAL MEDIA

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ABSTRACT

The purpose of this study was to examine the positive effect of social media marketing and brand trust on repurchase intention, the positive influence of social media marketing on brand trust, and the positive influence of social media marketing on repurchase intention through brand trust. The survey method was applied in this study to obtain data. The target population of this research is all Zalora customers in the city of Semarang, Indonesia, in August–October 2020. The number of samples collected is 400 respondents. The sampling technique was done by purposive sampling. Data analysis with Partial Least Square-Structural Equation Modeling (PLS-SEM) approach with the help of SmartPLS 3.0 program. The results showed that social media marketing and brand trust had a positive effect on repurchase intention, social media marketing had a positive effect on brand trust, and social media marketing had a positive effect on repurchase intention through brand trust.

Keywords: Social Media Marketing; Repurchase Intention; Brand Trust

ABSTRAK

Tujuan penelitian ini adalah menguji pengaruh positif *social media marketing* dan *brand trust* terhadap *repurchase intention*, pengaruh positif *social media marketing* terhadap *brand trust*, dan pengaruh positif *social media marketing* terhadap *repurchase intention* melalui *brand trust*. Metode survey diaplikasikan dalam penelitian ini untuk mendapatkan data. Target populasi penelitian ini adalah seluruh pelanggan Zalora di kota Semarang, Indonesia, dalam bulan Agustus–Oktober 2020. Jumlah sampel yang terkumpul sebanyak 400 responden. Teknik pengambilan sampel dilakukan dengan *purposive sampling*. Analisis data dengan pendekatan *Partial Least Square-Structural Equation Modeling (PLS-SEM)* dengan bantuan program *SmartPLS 3.0*. Hasil penelitian menunjukkan bahwa *social media marketing* dan *brand trust* berpengaruh positif terhadap *repurchase intention*, *social media marketing* berpengaruh positif terhadap *brand trust*, dan *social media marketing* berpengaruh positif terhadap *repurchase intention* melalui *brand trust*.

Kata Kunci: *Zalora Indonesia; Social Media Marketing; Repurchase Intention; Brand Trust*

INTRODUCTION

The development of technology has impacts on people's lives. One of the impacts caused is the change in shopping from conventional to online shopping (Putera, 2018). According to Credibel's data during 2019, fraud trends in Indonesia were recorded as many as 50,000 thousand fraud reports, with an average loss of IDR 1.7 million per transaction (Ryza, 2019). This fraud occurred through the use of social media, such as fraud at 46.2% on Instagram, 28.9% on Whatsapps, and 12.9% on Facebook. The number of fraud cases in Indonesia can make customer repurchase decisions decrease due to the issue of trust in online businesses. With the issue of trust between customers and online sellers, e-commerce is here to become an intermediary between the two parties. E-commerce provides a sense of security and convenience so that customers can shop online without worry. According to Binus (2019), there was an increase of 5.9% from the previous year with a total of 107 million product purchases via e-commerce by Indonesians in 2019 and there was a penetration of 40% which caused the e-market commerce in Indonesia will continue to grow. E-commerce uses social media marketing to rebuild customer trust in Indonesia to lead to repeat purchasing decisions.

The object of observation used in this study is Zalora Indonesia. Zalora is one of the largest e-commerce companies in Indonesia that uses social media to introduce its products to the Indonesian public online. Zalora was founded in Indonesia since 2012, sells its products through the Zalora.co.id website, and is part of the Global Fashion Group. Sales and product promotions are carried out by Zalora through social media such as websites, Instagram and apps. CEO of Zalora Anthony Fung has the expectation of many customers to enthusiastically use or visit Zalora on social media such as on Instagram, websites and apps, leading to an increase in repurchases of 160 million pieces of clothing, an increase in visitors, and keeping Zalora a one-stop shopping destination for fans of fashion in Indonesia in 2019 (Dinisari, 2018; Kunjana, 2015). The reality is that Zalora Indonesia visitors have decreased from the fourth quarter of 2018 of 5.5 million to 2.3 million in the second quarter of 2020 (iPrice Insights, 2020). In 2020 Zalora Indonesia only ranks 9 based on data for the second quarter of 2020 and it is known that only more than 2.3 million customers visited the Zalora Indonesia website and Zalora was ranked 5th on the AppStore and 8th on the PlayStore (iPrice Insights, 2020). Zalora is still far from being in the top five and has not been able to get ahead of other e-commerce sites such as Tokopedia with more than 86 million visitors on the website and Shopee with more than 93 million visitors. With a decrease in the number of customers visiting Zalora's social media, it will affect repeat customer purchases because customers cannot know the marketing Zalora has done. There are 69.2 million active Instagram users in Indonesia (Iman, 2020). The number of followers of "Zalora" Indonesia is 621 thousand, as of October 2020 (reaching less than 1% of Instagram users in Indonesia). A survey of 10 people, 9 out of 10 people have made purchases on Zalora, 5 out of 10 people don't follow Zalora's Instagram, only 6 out of 10 people said they visited Zalora's social media, and only 6 out of 10 people repurchase at Zalora. So it can be concluded that there is a gap between expectations and reality from Zalora Indonesia.

Based on the background that has been presented, this study will examine the variables that have an influence on repurchase intention. The variables that give effect are social media marketing and brand trust as mediating variables. The variables that give effect are social media marketing and brand trust as mediating variables. Tong and Subagio (2020) have conducted research on the social media marketing variable on repurchase intention through brand trust as a mediating variable. Tong and Subagio (2020) conducted this research on Adidas in Surabaya, while this study used Zalora as the research object. This research is a replication research and will test the study of Tong and Subagio (2020) to be applied and

carried out at Zalora Indonesia in the city of Semarang, so that the results of the research may not be the same as previous research. The variables that give effect are social media marketing and brand trust as mediating variables. Tong and Subagio (2020) have conducted research on the social media marketing variable on repurchase intention through brand trust as a mediating variable. Tong and Subagio (2020) conducted this research on Adidas in Surabaya, while this study used Zalora as the research object.

LITERATURE REVIEW AND HYPOTHESIS SUBMISSION

The relationship between Social Media Marketing and Brand Trust

Brand trust is one of the important points to improve the relationship between customers and the company. In order to have a long-term relationship with customers, companies need to pay attention and gain trust to be able to build and maintain a relationship of trust (Santika & Suwardi, 2020). With trust, the company will be able to build long-term relationships with customers. Brand trust is a perception held by customers in entrusting their choice of products to a brand and being loyal to a brand (Delgado-Ballester, Munuera-Aleman, & Yague-Guillen, 2003; Ha & Perks, 2005; Lukman, Hartono, & Budiwati, 2019; Tjiptono, 2014). One way to gain customer trust is the use of social media as a marketing tool. Social media marketing is an online marketing channel that utilizes social media such as Instagram to reach many customers and promote products (Weinberg, 2009). The use of social media marketing in the digital era has a huge impact on product sales because customers can exchange ideas, information, and interact with other customers and companies. So that with social media marketing, customer trust in a brand will increase because they can see reviews from other consumers, exchange information between buyers, and prove the credibility of the products that the company sells through social media according to expectations. Brand trust can be tested using viability and intentionality (Kustini, 2011). Kustini (2011) also said that viability is a perception that is owned by a brand that can create and fulfill customer interests and values, and can be measured using satisfaction and value. Meanwhile, intentionality is a feeling of security that is reflected by individuals on a brand, and can be tested with security and trust. In research conducted by Anggraeni, Layaman, and Djuwita (2019); Irawan and Hadisumarto (2020); and Zulfikar and Mikhriani (2017), show positive and significant results between social media marketing and brand trust. Based on this description, the following hypothesis can be formed:

H1: Social Media Marketing has a positive influence on Brand Trust

The relationship between Brand Trust and Repurchase Intention

In the digital era, companies must be able to gain customer trust in their brands because they greatly influence purchasing factors. By trusting the company, consumers will feel that all risks and uncertainties are reduced in product choice (Subawa, Widhiasthini, & Suastika, 2020). When the customer believes and decides to make a purchase, the company needs to maintain the trust given by the customer so that the customer wants to repurchase the products the company sells. To make customers repurchase intention, companies need to make sure to build realistic customer expectations, provide guidance on the proper use and care of the items purchased, provide guarantees and guarantee products to reduce the risk of negative feelings, make regular contact with customers about customer satisfaction, fixing problems, and reminding about company availability (Levy, Weitz, & Grewal, 2015). Repurchase intention is a positive consumer response to a company in the form of a desire to make return visits or consume products because the product matches expectations or exceeds expectations and consumers are willing to share positive things (Kotler & Armstrong, 2016). Research

conducted by Dharmayana and Rahanatha (2017) revealed that brand trust has a positive and significant effect on repurchase intention. The results of Wulansari's research (2013) reveal that there are positive and significant results of brand trust on repurchase decisions. Research by Juwairiyah (2019) states that there is a positive and significant relationship between brand trust and repurchase intention. Based on this description, the following hypothesis is formed:

H₂: Brand Trust has a positive influence on Repurchase Intention

Relationship between Social Media Marketing and Repurchase Intention

Companies by implementing marketing through social media can influence repeat consumer purchasing decisions. In the digital era, people cannot be separated from the use of social media. By uploading interesting social media marketing content, consumers will be interested in buying company products that are marketed through social media. When consumers like the product that has been received, the customer will continue to monitor or visit the company's social media. When companies can continue to upload content and offer new and interesting products, customer repurchase decisions will increase. Social media marketing can be measured by 5 dimensions (Kim & Ko, 2012), namely: Entertainment, Interaction, Trendiness, Customization, and Word of mouth (WOM). This is evident from research conducted by Subawa, Widhiasthini, and Suastika (2020), which reveals that social media marketing has a positive and significant impact on repurchase intention. Research conducted by Fahmi et al. (2020) shows positive and significant results between social media marketing and repeat purchases. The results of research by Rahmadhani and Ariyanti (2019) reveal that social media marketing has a positive and significant effect on repurchase intention. Based on the description above, the following hypothesis is formed:

H₃: Social Media Marketing has a positive influence on Repurchase Intention

Relationship between Social Media Marketing and Repurchase Intention through Brand Trust as a mediating variable

Social media marketing is used by companies to attract consumer attention through content uploaded on corporate social media and through this content, consumers are expected to have a buying process. The uploaded content is always updated and up to date to continue to attract consumers' attention to make repeat purchases. This content can be in the form of discount promotions on products on the company's social media. After consumers make a purchase, the company will voluntarily ask for responses or product reviews received by consumers. These reviews can be about personal opinions conveyed on social media or reviews that don't need to be uploaded but can be used as a shopping experience. This review can then support the trust of consumers and other consumers when they want to buy the company's products. That way, brand trust can mediate the relationship between social media marketing and repurchase intention. Research conducted by Rohani, Hufron, and Rizal (2020) revealed that brand trust can positively and significantly mediate the relationship between social media variables and repurchase intention. Based on the description above, the following hypothesis is formed:

H₄: Social Media Marketing has a positive influence on Repurchase Intention through Brand Trust as a mediating variable.

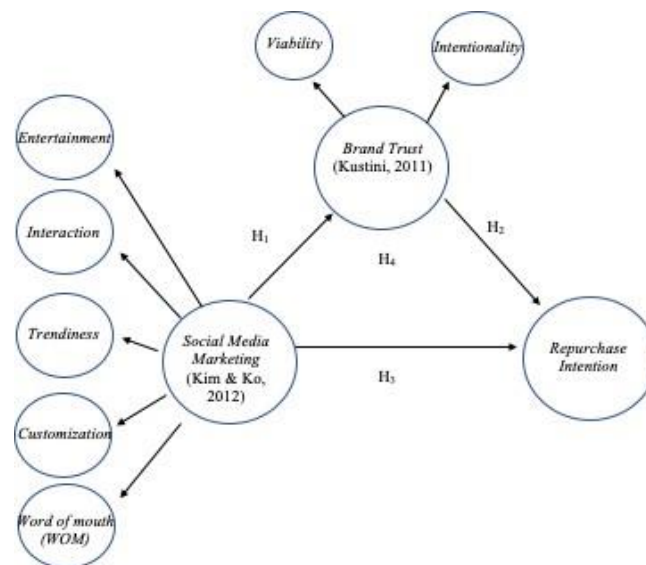


Figure 1. Research Model
 Source: Tong and Subagio (2020)

RESEARCH METHODS

This study uses primary data obtained by conducting a survey. The survey was conducted using a questionnaire distributed via a Googleform questionnaire to respondents who have characteristics that match predetermined criteria and will be distributed online via social media. The target population is all Zalora customers in Semarang that transacting from August to October 2020. The technique used in sampling is non-probability purposive sampling. The criteria or considerations used in the research are Zalora Indonesia customers who have transacted more than once in the last three months (August to October 2020). Determination of the number of samples using the formula $n = \pi(1 - \pi)(\frac{z}{E})^2$ (Lind, Marchal, & Wathen, 2018), where the minimum sample required in the study is 385. These results are obtained using the proportion of the population (π) used by 50%, confident level (z) of 95% or 1.96, and margin of error (E) of 5%. This study will collect a sample size of 400 respondents. Questionnaire items for social media marketing variables, brand trust, and repurchase intention are measured on a 5-point Likert scale, with the information 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

The construct items on social media marketing are taken from Kim & Ko (2012); and scale development, the construct of brand trust is taken from Japarianto & Koharyanto (2020); Kustini (2011); and scale development, the repurchase intention construct is taken from Japarianto & Koharyanto (2020); Sustaningrum (2020); Wiradarma & Respati (2020); and scale development. The technique of this research analysis method is Partial Least Square-Structural Equation Modeling (PLS-SEM) through the use of the SmartPLS 3.0 program.

Measurement Model

In this section, validity and reliability tests will be carried out before evaluating the structural model. Validity testing is carried out by calculating outer loading and Average Variance Explained (AVE), provided that the expected loading value is more than 0.7 so that it is declared significant and the expected AVE value is > 0.5 (Sekaran & Bougie, 2016). After

that, discriminant validity testing was carried out with the condition that the value of each variable in the Heterotrait-Monotrait (HTMT) discriminant validity test must have an HTMT value > 0.9 (Garson, 2016). In table 1 it can be seen that the AVE value obtained in the test is 0.708, 0.804 and 0.582, so that it shows a value above 0.5 and states it is valid. All variables have an HTMT value less than 0.9 so they are declared valid. In measuring reliability, the value of composite reliability is used as a guideline, which is a variable that can be said to be reliable if it provides a composite reliability value of > 0.70 (Sekaran & Bougie, 2016). Table 1 shows the value of composite reliability obtained by 0.924, 0.891, and 0.918, so it has a value above 0.7, which means that the questions that have been tested are reliable.

Table 1. Evaluation of the measure model

Construct and item		Outer loading
Social Media Marketing/SMM (AVE=0,708, CR=0,924)		
SE01	Using Zalora Indonesia's social media is fun	0,846
SE02	The content from Zalora Indonesia's social media looks interesting	0,867
SE03	Zalora Indonesia often holds promotions on social media	0,842
SE04	I am happy when Zalora Indonesia provides discount promotions on social media	0,789
SI01	Zalora Indonesia's social media allows me to share information with other users	0,815
SI02	Conversation or exchange of opinions with other people is possible through Zalora Indonesia's social media	0,822
SI03	It is very easy to express my opinion through Zalora Indonesia's social media	0,842
SI04	Zalora provides customer support services on social media	0,866
SI05	Zalora Indonesia's customer support is very responsive	0,844
ST01	The content from Zalora Indonesia's social media is the latest information	0,834
ST02	Zalora Indonesia's social media offers the latest products	0,844
ST03	Zalora Indonesia's social media provides the latest information about products	0,802
ST04	Zalora Indonesia's social media keeps remind about the time limit for discount promotions	0,807
ST05	Using social media, Zalora Indonesia is very modern	0,764
SC01	Zalora Indonesia's social media offers customized information search	0,840
SC02	Zalora Indonesia's social media provides customized services	0,804
SC03	I can customize product choices on Zalora Indonesia's social media	0,847
SW01	I would like to convey information on Zalora Indonesia's brands, products or services from social media to friends	0,852
SW02	I would like to share information about promotions on Zalora Indonesia's social media	0,825
SW03	I am willing to upload Zalora Indonesia products that I use on social media	0,851
SW04	I am willing to upload content from Zalora Indonesia's social media on personal social media	0,858
Brand Trust/BT (AVE=0,804, CR=0,891)		
BV01	Zalora Indonesia delivers the quality as promised	0,763

BV02	Zalora Indonesia has quality standards that can be accounted for	0,741
BV03	Zalora Indonesia continues to maintain the quality provided	0,748
BV04	Zalora Indonesia can meet my needs	0,760
BV05	I feel happy shopping at Zalora Indonesia	0,812
BV06	I believe Zalora Indonesia has provided the best quality	0,785
BI01	I believe Zalora Indonesia keeps my personal data safe	0,806
BI02	I feel safe when shopping at Zalora Indonesia	0,844
BI03	Zalora Indonesia is responsible if there are problems related to the products or services that have been provided	0,815

Repurchase Intention/RI (AVE=0,582, CR=0,918)

RI01	I want to reuse the Zalora Indonesia platform online	0,789
RI02	I am willing to buy back Zalora Indonesia's products in the future	0,809
RI03	I will buy back when Zalora Indonesia has a promotion	0,766
RI04	Zalora Indonesia will be my top choice when shopping online	0,786
RI05	I am willing to recommend Zalora Indonesia to others	0,719
RI06	If I buy another product, I will likely buy it from the Zalora Indonesia platform	0,748
RI07	If I can, I want to reuse the Zalora Indonesia platform for my next purchase	0,743
RI08	I intend to revisit the Zalora Indonesia platform in the future	0,741

Noted: AVE=average variance of extracted; CR=composite reliability; *=significant (5%, one-tailed test)

Source: Primary data processing results with SmartPLS 3.0

Table 2 shows the results of the validity test that have met the requirements for the value of HTMT less than 0.9

Table 2. Discriminant validity (Heterotrait-Monotrait)

Variabel	SE	SI	ST	SC	SW	BV	BI	RI	SM M	BT
<i>Entertainment</i>										
<i>Interaction</i>	0,800									
<i>Trendiness</i>	0,765	0,686								
<i>Customization</i>	0,737	0,695	0,80 6							
<i>Word of Mouth</i>	0,718	0,663	0,77 4	0,84 9						
<i>Viability</i>	0,651	0,474	0,60 0	0,49 6	0,60 8					
<i>Intentionality</i>	0,635	0,522	0,60 9	0,56 4	0,65 5	0,77 8				
<i>Repurchase Intention</i>	0,698	0,570	0,60 9	0,64 0	0,67 7	0,74 6	0,76 5			
<i>Social Media Marketing</i>	*	*	*	*	*	0,63 9	0,67 2	0,71 5		
<i>Brand Trust</i>	0,685	0,520	0,64 0	0,55 0	0,66 2	*	*	0,79 8	0,68 9	

Source: Primary data processing results with SmartPLS 3.0

Structural Model

This section will analyze the results of data coefficient of determination (R^2), collinearity statistics (VIF), and hypothesis testing. R^2 analysis aims to determine how much the relationship affects the dependent variable and the independent variable. In other words, through R^2 , it can be seen how much influence the independent variable contributes to the dependent. Based on table 3, it can be seen that the R^2 value in the number in the brand trust variable is 0.401, this proves that the brand trust variable is influenced by the social media marketing variable by 0.041, and it can be interpreted that social media marketing affects brand trust by 41%. The R^2 value on the number in the repurchase intention variable is influenced by social media marketing and brand trust of 0.582, which means that social media marketing and brand trust affect repurchase intention by 58.2% and the rest is influenced by other variables.

Table 3. Coefficient of Determination evaluation (R^2)

Variable	R^2
Brand Trust	0,401
Repurchase Intention	0,582

Source: Primary data processing results with SmartPLS 3.0

Next, testing is carried out on each variable for evidence of multicollinearity using variance inflation factor (VIF) with a VIF value limit of less than 5 for each variable. If the variable has a value of more than 5, then the test results show multicollinearity and the variable has a strong correlation or relationship with other variables (Hair et al., 2017). Based on table 4, the VIF value of brand trust is 1.699 and social media marketing is 1.669. From these results it can be interpreted that in this study it is free from multicollinearity.

Table 4. Collinearity Statistics evaluation (VIF)

As a predictor of Repurchase Intention	
Variable	VI F
Brand Trust	1,6 69
Social Media Marketing	1,6 69

Source: Primary data processing results with SmartPLS 3.0

At the hypothesis testing stage, the p value is used to assess the level of significance, the p value is the probability of incorrectly rejecting the correct null hypothesis (Hair et al., 2017). This study uses the assumption of a significance level of 5% and one tail, so that the p value must be less than 0.05 to conclude that the considered relationship is significant at the 5% level. One tail is used to see the direction of a positive or negative relationship. Table 5 shows that all hypotheses have a positive effect because they approach the standard path coefficient value +1 and are significant because they have a p value less than 0.05.

Table 5. Hypothesis test results

Hypothesis	Standardized Path Coefficient	ρ -values	Decision
H ₁ : Social Media Marketing has a positive influence on Brand Trust	0,633	0,000*	Supported
H ₂ : Brand Trust has a positive influence on Repurchase Intention	0,489	0,000*	Supported
H ₃ : Social Media Marketing has a positive influence on Repurchase Intention	0,353	0,000*	Supported
H ₄ : Social Media Marketing has a positive influence on Repurchase Intention through Brand Trust	0,310	0,000*	Supported
Noted: *=significant (5%, one-tailed test)			

Source: Primary data processing results with SmartPLS 3.0

RESULTS AND DISCUSSION

The first result of this research is that social media marketing is proven to have a positive and significant effect on brand trust on Zalora Indonesia's social media in Semarang. The results of this first study were supported by research conducted by Anggraeni, Layaman, and Djuwita (2019); Irawan and Hadisumarto (2020); and Zulfikar and Mikhriani (2017), show a positive and significant influence between social media marketing and brand trust. This research is in line with research conducted by Tong and Subagio (2020), who found that social media marketing has a positive and significant impact on the brand trust of Adidas Indonesia. The results of the tests that have been carried out are in line with previous studies and further strengthen the results of these previous studies, where social media marketing has a positive and significant effect on brand trust. This shows that Zalora Indonesia must continue to maintain marketing through social media. By increasing marketing on social media it will also increase customer trust in a brand.

The second result in this study is that brand trust is proven to have a positive and significant effect on repurchase intention on Zalora Indonesia's social media in Semarang. The results of this second study are supported by research conducted by Dharmayana and Rahanatha (2017), which reveals that brand trust has a positive and significant effect on repurchase intention. Research by Juwairiyah (2019) states that there is a positive and significant relationship between brand trust and repurchase intention. In addition, Wulansari's research (2013) reveals that there is a positive and significant effect of brand trust on repurchase decisions. This study is in line with research conducted by Tong and Subagio (2020), who found that Brand Trust has a positive and significant effect on Adidas Indonesia's repurchase intention. The results of the tests that have been carried out further strengthen the results of these previous studies, where brand trust has a positive and significant effect on repurchase intention. Zalora Indonesia needs to continue to maintain brand trust from customers. With the trust of the customer, a repeat purchase decision will occur and be made by the customer.

The third result in this study is that social media marketing is proven to have a positive

and significant effect on repurchase intention on Zalora Indonesia's social media in Semarang. This research is not in line with the research conducted by Tong and Subagio (2020), which found that social media marketing has a positive and insignificant effect on Adidas Indonesia's repurchase intention. This shows that the greater the social media marketing, the greater the repurchase intention, but it does not have a big influence on customers so that it is rejected. However, the results of this third study are supported by research conducted by Subawa, Widhiasthini, and Suastika (2020), which reveal that social media marketing has a positive and significant impact on repurchase intention. Research conducted by Fahmi et al. (2020) shows that social media marketing has a positive and significant effect on repeat purchases. The results of research by Rahmadhani and Ariyanti (2019) reveal that social media marketing has a positive and significant effect on repurchase intention. The results of the tests that have been carried out further strengthen the results of these previous studies, where social media marketing has a positive and significant effect on repurchase intention. Zalora Indonesia must maintain social media marketing because it influences customers' repurchase decisions.

The fourth result in this study is that social media marketing is proven to have a positive and significant effect on repurchase intention through brand trust on social media Zalora Indonesia in Semarang. This study is in line with the research conducted by Tong and Subagio (2020), who found that social media marketing has a positive influence on repurchase intention through the Adidas Indonesia brand trust. The results of these four studies are also supported by research conducted by Rohani, Hufon, and Rizal (2020), which reveal that brand trust can positively and significantly mediate the relationship between social media variables and repurchase intention. It is hoped that Zalora Indonesia can maintain social media marketing so that customers continue to trust Zalora so that it makes Zalora the first choice when shopping online and making repeat purchases.

CONCLUSION

The results showed that social media marketing has a positive and significant effect on brand trust, brand trust has a positive and significant effect on repurchase intention, social media marketing has a positive and significant effect on repurchase intention, and social media marketing has a positive and significant effect on repurchase intention through brand trust on Zalora Indonesia's social media in Semarang.

LIMITATIONS AND SUGGESTIONS FOR NEXT RESEARCH

The first limitation of this study is that the sample in this study only focuses on Zalora Indonesia customers in Semarang, so the results are not optimal and cannot be generalized to customers outside the city of Semarang. Suggestion for further research is to do similar research on different objects and populations to validate this research. The second limitation is the limited time which makes the respondents less and less. Suggestions for the next researcher to be able to conduct research with a longer duration in order to get more respondents so that the research results are maximized and valid. The third limitation is that the only variables used to measure repurchase intention in this study are social media marketing and brand trust. It is suggested for further research to add other variables which are strongly suspected to influence repurchase intention, such as brand image, brand awareness and service quality.

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