

Brand Trust, Social Media, and Repurchase Intention: A Case Study of Le Minerale Consumers in Indonesia

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ABSTRACT

This research investigates the dynamic interplay between brand trust, social media engagement, and repurchase intention, focusing on Le Minerale consumers in Indonesia. Utilizing a case study approach, the study explores the intricate relationships among these factors in the context of the rapidly evolving consumer landscape. The beverage industry, particularly bottled water, serves as the backdrop, with Le Minerale as a prominent brand. Through a comprehensive analysis, the study aims to unravel the factors contributing to brand trust, the role of social media, and their combined impact on consumers' repurchase intentions in the diverse and dynamic Indonesian market.

Keywords:

Brand Trust, Social Media, Repurchase Intention, Le Minerale

INTRODUCTION

In the rapidly evolving landscape of consumer behavior and brand loyalty, the interplay between brand trust, social media engagement, and repurchase intention has become a focal point of scholarly inquiry (Santoso, 2020; Subawa, 2020). This research delves into the dynamic relationship among these key factors, employing a case study approach to explore their intricate connections within the context of Le Minerale consumers in Indonesia. As consumers increasingly rely on social media as a primary source of information and communication, understanding the mechanisms through which brand trust is established, reinforced, or potentially eroded is imperative for businesses aiming to cultivate enduring relationships with their clientele (Davenport & Low, 2013).

The beverage industry, particularly the bottled water segment, has witnessed substantial growth in Indonesia, reflecting changing consumer preferences and lifestyle choices (Asykari et al., 2018; Sartikah et al., 2023). Le Minerale, a prominent brand in this sector, provides an intriguing backdrop for investigating the nuances of brand trust and its correlation with social media interactions (Meitridasari et al., 2021). By scrutinizing the experiences of Le Minerale consumers, this study seeks to unravel the intricate web of influences that shape brand trust, identify the pivotal role played by social media platforms, and assess how these factors collectively impact consumers' repurchase intentions (Wibowo, 2007).

The Indonesian consumer market, characterized by its diversity and dynamism, presents a unique context for examining these relationships (Sarah et al., 2019). With the increasing prevalence of digital technologies and the widespread adoption of social media platforms, consumers have unprecedented access to information, opinions, and brand experiences (Sarah et al., 2019). This research aims to contribute to the existing body of knowledge by providing insights into the specific factors that contribute to brand trust in the Indonesian market and examining how social media engagement serves as a catalyst for the development and sustenance of this trust.

As businesses navigate an era where competition extends beyond product features to encompass the intangible realm of brand perception, understanding the

multifaceted connections between brand trust, social media, and repurchase intention becomes essential (Aji et al., 2020; Utama & Ambarwati, 2022). This study, grounded in a comprehensive analysis of Le Minerale consumers in Indonesia, aims to shed light on the intricate interdependencies that define and shape consumer-brand relationships in the contemporary marketplace.

Literature Review And Hypothesis Development

a. Brand Trust

Brand trust is a crucial component of a brand's reputation and customer loyalty. It refers to the confidence and loyalty that customers have in a brand's ability to deliver on its promises and align with their values. The dimensions of brand trust can be classified into consistency, honesty, and concern. Consistency refers to the brand's ability to deliver products and services that satisfy consumer needs and wants, while honesty characterizes the social relationship between the brand and the consumer. Concern is connected with the feelings of security based on the brand's good intentions towards the consumer and their welfare (Jeffry et al., 2023). These dimensions contribute to the overall perception of brand trust, which is influenced by various factors such as product quality, customer service, brand mission, values, reputation, data security, and customer experience (Martini et al., 2018). Building and maintaining brand trust is essential for long-term customer relationships and can be achieved through transparent actions, consistent delivery, and a focus on customer satisfaction (Anggadwita et al., 2021).

Brand trust has been found to have a significant influence on repurchase intention. According to a study by (Zboja & Voorhees, 2006), customer trust in and satisfaction with a retailer mediate the effects of brand trust on repurchase intentions. This suggests that managers must ensure that customers are satisfied and trust them in order for them to return and make repurchases. Another study found that brand trust positively influences repurchase intention in the context of online brand communities (Anaya-sánchez et al., 2020). This is because trust in the brand is a vital element in establishing and maintaining relationships with customers. Consumers are more likely to repurchase from a brand they trust, as they feel more confident in the quality and services provided by the brand.

b. Social Media

Social media is defined as a group of Internet-based applications that builds on the ideological and technological foundations of Web 2.0, and that allows the creation and exchange of user-generated content (Aichner et al., 2020). According to (Raihan & Hamid, n.d.), social media is an online platform which enables customers to create and share content, communicate with one another, and build relationships with other customers. In terms of dimensions, a study on social media communication identifies key dimensions, including predisposition to interact in social networks, active presence, interactive attitude, rate of conversation generated by organizations, and the level of responsiveness of social media users to organizations' posts (Joseph et al., 2020). These dimensions encompass the interactive and communicative nature of social media, as well as the quantitative measures used to understand and analyze social media interactions.

The influence of social media on repurchase intention has been a subject of research in the field of marketing. Several studies have found that social media marketing positively affects customer repurchase intention, with some indicating that brand image mediates this relationship. For instance, a study on the role of social

media marketing towards customer repurchase intention for fashion apparel found that social media marketing and brand image positively influence repurchase intention, while brand image has no significant influence in bridging social media marketing on repurchase intention (Sfenrianto et al., 2018). Another study highlighted the role of social media in increasing the likelihood of rebuying and loyalty behavior (Evelina et al., 2023). Additionally, research has shown that customer satisfaction, which can be influenced by social media marketing activities, is linked to repurchase intention (Jamil et al., 2022). Furthermore, a study aimed to analyze the role of social media in digital marketing to enhance customer satisfaction and its impact on repurchase intention (Adhitya et al., 2021). These findings collectively suggest that social media marketing and related factors play a significant role in shaping customer repurchase intention.

c. Repurchase Intention

Repurchase intention refers to the likelihood or willingness of consumers to make repeat purchases of a product or service. It is a post-purchase behavioral intention to repeat the purchase with the same brand provider, based on internal factors such as customer experience and satisfaction, and external factors such as influence of other sources (Marzo-Navarro et al., 2019). The three dimensions of brand equity, customer satisfaction, and brand resonance directly affect consumer repurchase intentions (Ashraf, 2019). According to the empirical findings, the four factors with the strongest total effect on repurchase intention are customer satisfaction, merchandise quality, perceived value, and trust (Chatzoglou et al., 2022).

Research about repurchase intention is an interesting topic for researchers due to its significance in understanding and predicting consumer behavior. It provides insights into the likelihood or willingness of consumers to make repeat purchases of a product or service, which is crucial for businesses in terms of customer retention and profitability. By investigating the factors that affect repurchase intentions, researchers can contribute to the development of effective marketing strategies and customer relationship management. Additionally, understanding repurchase intention can help in assessing customer satisfaction, perceived quality, and the impact of various external stimuli on consumer behavior (Chatzoglou et al., 2022; Nabila et al., 2023).

d. Hypothesis Development

We can develop two hypotheses that will be tested as well as limitations in this research.

H1: Brand trust has a positive and significant influence on repurchase intention of Le Minerale consumers.

H2: Social Media has a positive and significant influence on repurchase intention of Le Minerale consumers

e. Conceptual Framework

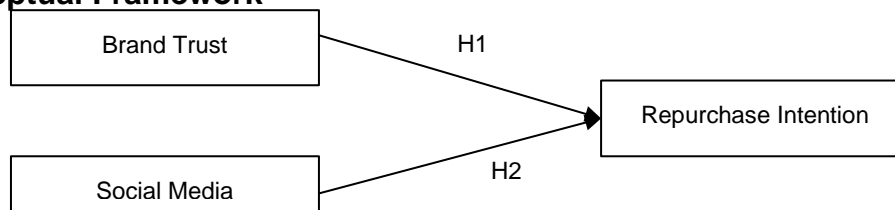


Figure 1. Conceptual Framework

Source: Literature Review, 2023

METHOD

a. Sample and Population

The research focuses on Le Minerale consumers in Indonesia as the target population. A stratified random sampling method will be employed to ensure representation across diverse demographic segments. The sample size will be determined through statistical techniques, taking into consideration the size and heterogeneity of the consumer base. Participants will be selected based on their frequency of Le Minerale product consumption and engagement with the brand on social media platforms.

b. Measurement

In this study, the measurement of brand trust will be conducted using a validated scale adapted to the specific context of Le Minerale consumers in Indonesia. The scale will encompass items designed to capture consumers' perceptions of the brand's reliability, integrity, and benevolence. Social media engagement will be quantified by analyzing users' interactions with Le Minerale across various platforms. Metrics such as likes, shares, comments, and overall participation will be considered to gauge the level of engagement and assess the brand's digital presence. Additionally, participants' intention to repurchase Le Minerale products will be evaluated through self-reported Likert scale questions. These questions will probe participants about their likelihood to make future purchases based on their current perceptions of brand trust and their level of engagement with the brand on social media. By employing these measures, the study aims to comprehensively explore the intricate relationships between brand trust, social media engagement, and repurchase intention among Le Minerale consumers in Indonesia.

c. Data Collection

Data will be collected through a combination of online surveys and social media analytics tools. The online survey will be distributed to a predetermined sample of Le Minerale consumers, ensuring a diverse representation. Social media data will be gathered from official Le Minerale accounts and relevant consumer interactions on platforms like Facebook, Instagram, and Twitter. The survey will include both closed-ended questions for quantitative analysis and open-ended questions for qualitative insights.

d. Data Analysis

In this study, Structural Equation Modeling (SEM) with a specific focus on Partial Least Squares (PLS) will be employed for data analysis. SEM-PLS is chosen for its suitability in exploring complex relationships among latent constructs and observed variables, making it well-suited for investigating the interplay between brand trust, social media engagement, and repurchase intention. The model will be carefully specified to represent the relationships between the latent constructs—Brand Trust, Social Media Engagement, and Repurchase Intention. Indicators for each latent construct will be determined based on the measurement items derived from survey responses and social media metrics.

To ensure the reliability and validity of the latent constructs, the measurement model will undergo a comprehensive assessment. This involves evaluating factor loadings, indicator reliability, convergent validity, and discriminant validity. Such scrutiny is vital to confirming the adequacy of the measurement instruments used for Brand Trust, Social Media Engagement, and Repurchase Intention. The structural model will then be estimated to examine the relationships between the latent

constructs, focusing on assessing the path coefficients and their significance. This step allows for the exploration of the direct and indirect effects of Brand Trust and Social Media Engagement on Repurchase Intention.

A bootstrapping procedure will be implemented to assess the significance and stability of the path coefficients. This resampling technique involves generating multiple subsamples to calculate standard errors and confidence intervals, providing a robust evaluation of the model's reliability. The overall fit of the SEM-PLS model will be assessed using relevant fit indices, such as the goodness-of-fit index (GoF) and standardized root mean square residual (SRMR), to evaluate the model's adequacy in explaining the observed data.

Furthermore, a sensitivity analysis will be conducted to examine the robustness of the findings by testing alternative model specifications, ensuring that the results are not solely dependent on a specific model configuration. Through the application of SEM-PLS, this analysis aims to provide a comprehensive understanding of the relationships between Brand Trust, Social Media Engagement, and Repurchase Intention among Le Minerale consumers in Indonesia, utilizing both survey responses and social media metrics.

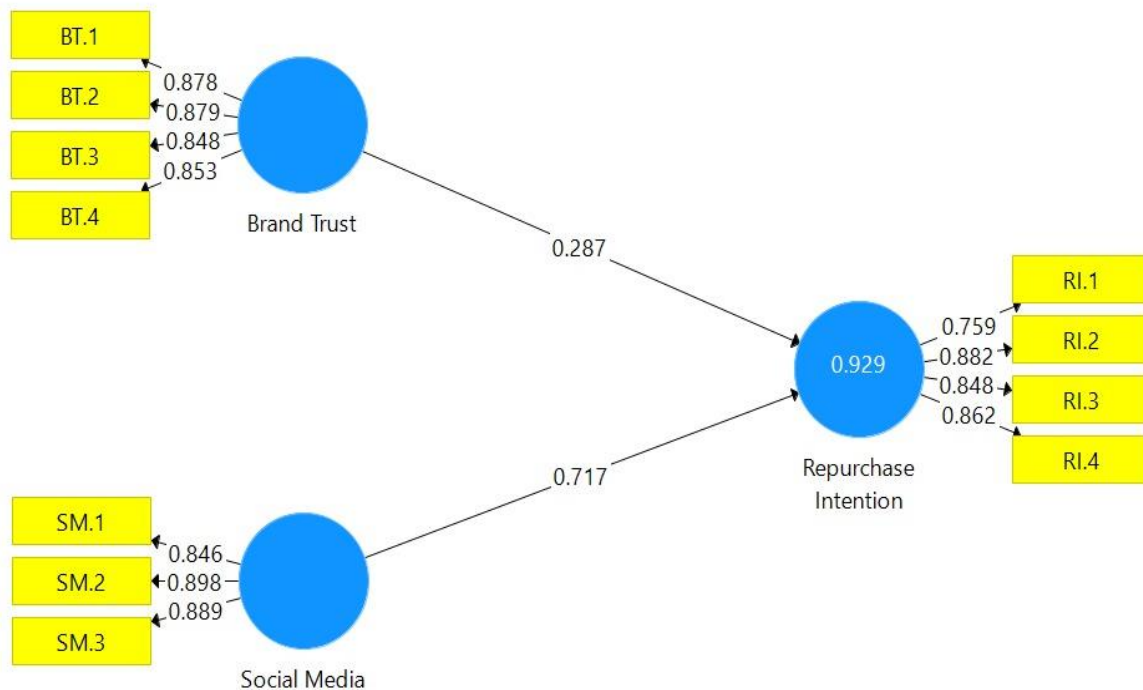


Figure 2. Research Model
 Source: Data Analysis Result, 2023

RESULTS AND DISCUSSION

Result

a. Validity and Reliability of Construct

Table 1. Construct Validity and Reliability

Code of Item	Loading Factor	CA	CR	AVE
BT.1	0,878	0,868	0,922	0,748
BT.2	0,879			
BT.3	0,848			
BT.4	0,853			
SM.1	0,846	0,851	0,910	0,771
SM.2	0,898			
SM.3	0,889			
RI.1	0,759	0,860	0,905	0,704
RI.2	0,882			
RI.3	0,848			
RI.4	0,862			

Source: Data Analysis Result, 2023

Table 1 provides a comprehensive overview of construct validity and reliability, presenting loading factors, Cronbach's Alpha (CA), composite reliability (CR), and average variance extracted (AVE) for various items within each construct. For the Business Transformation (BT) construct, loading factors range from 0.848 to 0.879, indicating a substantial association with the latent construct. The Cronbach's Alpha (CA) is 0.868, demonstrating high internal consistency. The Composite Reliability (CR) is 0.922, and the AVE is 0.748, both meeting the thresholds for reliability and convergent validity. Similarly, the Sustainable Management (SM) construct exhibits loading factors between 0.846 and 0.898, with a CA of 0.851, CR of 0.910, and AVE of 0.771, indicating good reliability and convergent validity. For the Responsible Innovation (RI) construct, loading factors range from 0.759 to 0.882, with a CA of 0.860, CR of 0.905, and AVE of 0.704, suggesting satisfactory reliability and convergent validity. Overall, these results affirm the robustness of the measurement model, with indicators demonstrating strong relationships with their respective constructs, and the constructs themselves exhibiting good internal consistency and reliability.

b. VIF Values

Table 2. VIF Values

	Inner VIF	Outer VIF
Brand Trust	2,897	BT.1 = 2,646
		BT.2 = 2,707
		BT.3 = 2,315
		BT.4 = 1,950
Social Media	2,897	SM.1 = 1,742
		SM.2 = 2,473
		SM.3 = 2,479
Repurchase Intention		RI.1 = 1,640
		RI.2 = 2,494
		RI.3 = 2,062
		RI.4 = 1,742

Resource: Data Analysis Result, 2023

Table 2 presents the Variance Inflation Factor (VIF) values for both inner and outer constructs in the study, offering insights into multicollinearity. The inner VIF values, evaluating collinearity among indicators within each latent construct, are generally elevated. Specifically, for the Brand Trust construct, the VIF is 2.897, with individual indicators (BT.1, BT.2, BT.3, BT.4) ranging from 1.950 to 2.707. The Social Media construct exhibits a VIF of 2.897, and its individual indicators (SM.1, SM.2, SM.3) range from 1.742 to 2.479. Repurchase Intention shows a collective VIF not provided, but individual indicators (RI.1, RI.2, RI.3, RI.4) range from 1.640 to 2.494. While these VIF values are elevated, they are still below the common threshold of 3, suggesting a moderate level of multicollinearity within each latent construct.

c. Model Fit

Table 3. Model of Fit

	Saturated Model	Estimated Model
SRMR	0,098	0,098
d_ULS	0,630	0,630
d_G	0,372	0,372
Chi Square	355,425	355,425
NFI	0,791	0,791

Source: Data Analysis Result, 2023

Table 3 provides an assessment of the model fit, comparing the Saturated Model with the Estimated Model using various fit indices. The Standardized Root Mean Residual (SRMR) values for both models are 0.098, indicating a reasonable fit as lower SRMR values suggest better model fit. The discrepancy indices (d_ULS and d_G) are consistent at 0.630, which is a measure of the difference between the observed and model-implied covariance matrices. A lower discrepancy indicates a better fit, and these values are within an acceptable range. The Chi-Square values for both the Saturated and Estimated Models are 355.425, reflecting the similarity between the hypothesized and observed covariance matrices. The Normed Fit Index (NFI) is 0.791, demonstrating a reasonable fit. Overall, the fit indices collectively suggest that the Estimated Model adequately reproduces the observed data, and its performance is comparable to the Saturated Model.

d. R Square Measurement

Table 4. R Square

	R Square	R Square Adjusted
Repurchase Intention	0,929	0,928

Source: Data Analysis Result, 2023

Table 4 presents the R-squared (R^2) and adjusted R-squared values for the Repurchase Intention construct in the structural model. The R^2 value of 0.929 indicates that approximately 92.9% of the variability in Repurchase Intention is explained by the predictor variables included in the model. The adjusted R^2 , which considers the number of predictors and sample size, is slightly lower at 0.928. These values suggest that the model, as represented by the predictors, is highly effective in explaining the variability in Repurchase Intention. The exceptionally high R^2 value indicates that the specified predictors account for a significant proportion of the variance in Repurchase Intention.

e. Hypothesis Testing

Table 5. Hypothesis Test

	Original Sample	Sample Mean	STD DEV	T Statistics	P Values	Result
BT -> RI	0,827	0,287	0,038	7,630	0,000	Support
SM -> RI	0,717	0,717	0,034	20,972	0,000	Support

Source: Data Analysis Result, 2023

Table 5 presents the results of hypothesis testing, examining the relationships between the predictor variables, Brand Trust (BT) and Social Media (SM), and the outcome variable, Repurchase Intention (RI), within the structural model. In the original sample, the hypothesis asserting the impact of Brand Trust on Repurchase Intention is strongly supported, as evidenced by a substantial T Statistics of 7.630 and a significant P Value of 0.000, indicating robust statistical significance. Similarly, the hypothesis testing the effect of Social Media on Repurchase Intention receives remarkable support, with an exceptionally high T Statistics of 20.972 and an extremely low P Value of 0.000, underscoring strong statistical significance. These findings emphasize that both Brand Trust and Social Media exert significant and positive influences on Repurchase Intention within the specified structural model.

Discussion

Brand Trust and Repurchase Intention

In the case of our investigation, we undertook a comprehensive exploration into the intricate dynamics among brand trust, social media engagement, and repurchase intention within the specific context of Le Minerale consumers in Indonesia. Our discerned findings illuminate a compelling and positive correlation between brand trust and repurchase intention, underscoring the pivotal role that trust assumes in shaping consumers' decisions to revisit and remain loyal to a brand.

This observed and statistically significant impact of brand trust on repurchase intention resonates harmoniously with well-established theories within the realm of consumer behavior literature. Undoubtedly, trust emerges as a cornerstone in nurturing enduring relationships between consumers and brands (Liubana et al., 2023; Nikmah & Rosia, 2023; Putri et al., n.d.). Within the realm of Le Minerale, the trust cultivated by consumers embodies a favorable perception of the brand, underscored by notions of reliability, credibility, and unwavering consistency (Asykari et al., 2018).

Diverse elements converge to contribute to the establishment and fortification of brand trust. Paramount among these factors are the quality of products, a steadfast commitment to delivering on promises, and transparent communication—a triumvirate that significantly shapes consumer perception (Asykari et al., 2018). Notably, Le Minerale's unwavering dedication to providing high-quality mineral water, maintaining consistency in product standards, and fostering transparent communication through various channels has unequivocally propelled the brand into a position of trust among its discerning consumer base (Safitri et al., 2023).

Beyond the realm of product quality and consistency, our study delved into the pivotal role of social media in sculpting brand trust (Davenport & Low, 2013). Recognizing social media as a potent tool for brands to actively engage with consumers, build relationships, and augment trust, we uncovered the strategic utilization of social media platforms by Le Minerale (Meitridasari et al., 2021). The brand's deliberate efforts to communicate core values, share authentic customer testimonials, and promptly address consumer concerns through these digital channels

have undoubtedly played a pivotal role in cultivating and reinforcing trust among its diverse consumer base (Liubana et al., 2023).

Our study not only reaffirms the integral connection between brand trust and repurchase intention but also emphasizes the multifaceted nature of trust-building mechanisms, extending from product quality to transparent communication and strategic use of social media. As Le Minerale navigates the nuanced landscape of consumer preferences in Indonesia, these insights serve as a compass, guiding the brand towards continued success and sustained loyalty within its market (Herjanto et al., 2020; Hidayat et al., 2021; Jeffry et al., 2023).

Social Media and Repurchase Intention

In the contemporary business landscape, the pervasive influence of social media on consumer behavior and brand perceptions cannot be overstated. With a growing reliance on digital platforms for information and interaction, brands are compelled to establish a robust presence on social media (Sudirjo et al., 2023). This study delves into the profound impact of social media on brand trust and its subsequent influence on repurchase intention among consumers of Le Minerale in Indonesia. Le Minerale's strategic presence across various social media platforms serves as a foundational element in comprehending the intricate dynamics of consumer-brand interactions. Through these channels, the brand adeptly disseminates information, engages with consumers, and actively cultivates a digital community centered around its products.

The pivotal role of social media in shaping and fortifying brand trust is evident. The transparency and accessibility inherent in these platforms empower consumers to scrutinize and validate the claims made by a brand. Le Minerale's deliberate and thoughtful activities on social media contribute significantly to the cultivation of credibility and trust, thereby fostering a positive perception among consumers (Lee & Chandra, 2020; Muntinga et al., 2011; Sudirjo et al., 2023).

A key revelation of this study is the positive correlation between user engagement on social media and repurchase intention. Consumers who actively participate in interactions with Le Minerale on social media platforms demonstrate a heightened likelihood of expressing their intention to repurchase. Noteworthy social media campaigns and interactions emerge as influential catalysts in shaping consumer behavior positively (Priyono et al., 2020; Wibowo, 2007).

The impact of user-generated content, reviews, and recommendations on social media cannot be understated. Positive testimonials shared by consumers create an environment of trust, serving as compelling encouragement for others to consider and, ultimately, repurchase Le Minerale products. The communal nature of social media amplifies the resonance and impact of these shared experiences.

Social media's role as a direct communication channel between Le Minerale and its consumers is fundamental to the brand's success. Responsiveness to customer queries, concerns, and feedback on these platforms enhances the overall consumer experience, reinforcing trust and loyalty. The real-time nature of social media interactions further distinguishes it as a dynamic and effective medium, setting it apart from traditional marketing channels (Sutaguna et al., 2023).

In a comparative analysis, social media emerges with distinct advantages over traditional marketing channels in influencing repurchase intention. The immediacy of communication, the ability to foster a sense of community, and the personalized nature

of interactions position social media as a potent tool for building brand trust and sustaining consumer loyalty (Adhitya et al., 2021; Jamil et al., 2022; Subawa, 2020). As digital platforms continue to evolve, businesses, including Le Minerale, must adapt their strategies to harness the full potential of social media in cultivating brand trust and driving repurchase intentions (Jamil et al., 2022).

Implication

The results of this study carry important implications for strategic brand management and marketing practices in the context of consumer goods, particularly within the Indonesian market. The observed positive and significant impact of Brand Trust on Repurchase Intention underscores the pivotal role of trust-building initiatives in fostering customer loyalty. To capitalize on this insight, marketers are advised to focus on transparent communication and consistent product quality as key elements in brand management. Furthermore, the study highlights the instrumental role of Social Media in influencing Repurchase Intention, emphasizing the need for businesses to invest in robust social media strategies. Engaging consumers through these platforms not only builds brand trust but also fosters ongoing relationships, thereby positively impacting repurchase intentions. To operationalize these findings, organizations should prioritize personalized consumer interactions, respond promptly to feedback, and leverage social media channels to create a sense of community around their brand. Continuous monitoring and adaptation of social media strategies are crucial, as is the integration of trust-building efforts across various channels to amplify their impact. Investing in customer education initiatives, with a focus on product features, quality standards, and corporate values, is also recommended. Lastly, the study suggests a shift from short-term transactional approaches to long-term relationship-building strategies, prioritizing customer satisfaction, ethical practices, and brand consistency over time to foster sustained trust and loyalty, ultimately positively influencing repurchase intentions.

Limitation

The results of this study carry important implications for strategic brand management and marketing practices in the context of consumer goods, particularly within the Indonesian market. The observed positive and significant impact of Brand Trust on Repurchase Intention underscores the pivotal role of trust-building initiatives in fostering customer loyalty. To capitalize on this insight, marketers are advised to focus on transparent communication and consistent product quality as key elements in brand management. Furthermore, the study highlights the instrumental role of Social Media in influencing Repurchase Intention, emphasizing the need for businesses to invest in robust social media strategies. Engaging consumers through these platforms not only builds brand trust but also fosters ongoing relationships, thereby positively impacting repurchase intentions. To operationalize these findings, organizations should prioritize personalized consumer interactions, respond promptly to feedback, and leverage social media channels to create a sense of community around their brand. Continuous monitoring and adaptation of social media strategies are crucial, as is the integration of trust-building efforts across various channels to amplify their impact. Investing in customer education initiatives, with a focus on product features, quality standards, and corporate values, is also recommended. Lastly, the study suggests a shift from short-term transactional approaches to long-term relationship-building strategies, prioritizing customer satisfaction, ethical practices, and brand

consistency over time to foster sustained trust and loyalty, ultimately positively influencing repurchase intentions.

CONCLUSION

In conclusion, our study highlights the positive impact of brand trust and social media on repurchase intentions among Le Minerale consumers in Indonesia. However, it's important to note that our findings are specific to this market, and the reliance on self-reported data and the cross-sectional design may limit generalization and establish causal relationships. For future research, exploring demographic influences, specific social media platform effects, and emerging trends like influencer marketing could provide a more nuanced understanding. Despite these limitations, our study offers practical insights for brand management, emphasizing the need for ongoing research to keep pace with evolving consumer behaviors in the dynamic marketplace.

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