

Social Media, Price Perception, and Repurchase Intention: The Role of Trust

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Menhard

Universitas Putra Indonesia YPTK; Padang, Indonesia
E-Mail: Menhard1967@gmail.com

Syafwandi

Universitas Putra Indonesia YPTK; Padang, Indonesia
E-Mail: Syafwandi@upiypk.ac.id

Yulasmı

Universitas Putra Indonesia YPTK; Padang, Indonesia
E-Mail: yulasmı@upiypk.ac.id

3675

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ABSTRACT

This research examines the influence of Social Media Marketing (SMM) and perceived pricing on consumers' repurchase intentions, with trust serving as a mediating factor, in the context of modern retail outlets in Padang City. A quantitative method was utilized, employing Partial Least Squares–Structural Equation Modeling (PLS-SEM) for data analysis. Data were obtained through questionnaires administered to 250 participants, all of whom were patrons of Budiman Swalayan. The analysis revealed that both SMM and price perception have a positive and significant influence on customer trust. Moreover, price perception has a direct and essential effect on repurchase intention, whereas SMM does not exhibit a substantial direct effect on repurchase intention. Trust demonstrated a significant impact on repurchase intention and was confirmed as a significant mediator in the relationship between both SMM and price perception with repurchase intention. These outcomes highlight the crucial role of trust in connecting SMM and pricing perceptions to consumer loyalty. From a practical standpoint, the study emphasizes the necessity of consistent digital marketing efforts and equitable pricing strategies as fundamental drivers for building trust and encouraging repeat purchases.

Keywords: *Modern Retail, Repurchase Intention, Social Media Marketing, Trust.*

ABSTRAK

Penelitian ini menyelidiki dampak Pemasaran Media Sosial (SMM) dan persepsi harga terhadap niat pembelian ulang konsumen, dengan kepercayaan bertindak sebagai faktor mediasi, dalam konteks gerai ritel modern di Kota Padang. Metode kuantitatif digunakan, menggunakan Partial Least Squares–Structural Equation Modeling (PLS-SEM) untuk analisis data. Data diperoleh melalui kuesioner yang diberikan kepada 250 peserta, yang semuanya adalah pelanggan Budiman Swalayan. Analisis mengungkapkan bahwa SMM dan persepsi harga secara positif dan signifikan memengaruhi kepercayaan pelanggan. Selain itu, persepsi harga secara langsung dan signifikan memengaruhi niat pembelian ulang, sedangkan SMM tidak menunjukkan efek langsung yang signifikan terhadap niat pembelian ulang. Kepercayaan menunjukkan dampak yang signifikan terhadap niat pembelian ulang dan dikonfirmasi sebagai mediator yang signifikan dalam hubungan antara SMM dan persepsi harga dengan niat pembelian ulang. Hasil ini menggarisbawahi peran penting kepercayaan dalam menghubungkan SMM dan persepsi harga dengan loyalitas konsumen. Dari sudut pandang praktis, studi ini menekankan perlunya upaya

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INTRODUCTION

The growth of local modern retail in Padang City has accelerated following the enforcement of a municipal regulation limiting national retail chains, such as Indomaret and Alfamart, as stipulated in Mayor Regulation No. 5 of 1999. This has encouraged the rise of local retailers, including Budiman Swalayan, which now operates 20 branches and has over 77,000 registered members. In such a competitive setting, building and maintaining customer loyalty is vital for business sustainability (Jeaheng et al., 2020; Pristanti et al., 2022; Taufik et al., 2023).

Customer loyalty is a vital asset for sustaining business success in the highly competitive modern retail sector. Retaining customers is both more cost-effective and challenging than acquiring new ones (Weinstein, 2018). Repurchase intention, defined as the consistent preference to buy from the same company, serves as a key measure of loyalty (Liao et al., 2023). In physical retail settings, loyalty is crucial for staying competitive amid increasing rivals and evolving consumer behavior (Sen et al., 2023). Moreover, loyal customers drive long-term revenue and act as brand advocates through referrals and positive online reviews (Dewnarain et al., 2021). Customer loyalty signifies a retailer's ability to build lasting relationships through positive experiences, trust, and a positive perception of value (Sundström & Hjelm-Lidholm, 2020). Social media marketing (SMM) enhances this by fostering emotional connections through personalized and engaging content that builds loyal communities (Wibowo et al., 2020). Additionally, when prices are perceived as fair and aligned with product quality, they strengthen satisfaction and trust, increasing the likelihood of repeat purchases (Alderighi et al., 2022; Hydock & Wathieu, 2023). Thus, effective SMM and fair pricing jointly shape trust, acting as a psychological bridge to repurchase behavior (Wu & Huang, 2023).

This study integrates the Theory of Planned Behavior (TPB) and Consumer Behavior Theory (CBT) to examine repurchase intentions. TPB, as proposed by Ajzen (1985), explains that attitudes, subjective norms, and perceived behavioral control influence behavioral intentions (Kristina & Sugiarto, 2020; Ibrahim et al., 2021; Puspita et al., 2023). In this context, social media marketing and price perception influence positive consumer attitudes, while trust represents the perceived control over repurchasing. CBT complements this by emphasizing that consumer decisions are shaped by both rational evaluations and emotional experiences with marketing stimuli, such as price and promotions (Babin et al., 2017; Hoyer et al., 2021). Together, these frameworks explain how SMM and price perception contribute to building trust, which in turn strengthens repurchase intention in modern retail.

Recent studies emphasize the strategic role of Social Media Marketing (SMM) and price perception in shaping consumer attitudes and behavior, although results differ across contexts. Research has shown that SMM significantly influences customer trust (Rukmana & Abrian, 2023; Wijaya et al., 2023; Salhab et al., 2023) and repurchase intention (Kristina & Sugiarto, 2020; Noviani et al., 2022; Shuyi et al., 2024). Likewise, perceived pricing impacts trust and repurchase behavior (Yasri et al., 2020; Amalia & Nurtiahiadi, 2024; Anggolo & Fachrodji, 2024). Moreover, trust has been found to mediate the effect of both SMM and price perception on repurchase intention (Rizki et al., 2022; Ediwar et al., 2023; Yulia & Mulyowahyudi, 2023).

Nevertheless, some researchers have reported divergent findings. Mahendri and Husen (2022) and Primananda et al. (2022) found that SMM does not significantly influence customer trust, while Kristina and Sugiarto (2020) and Leksono and Prasetyaningtyas (2021) found no significant effect of SMM on repurchase intention. Similarly, Lombart and Louis (2014) and Al-Ekam (2016) reported an insignificant impact of price perception

on customer trust, and Alicia and Lailita (2024), along with Anggolo and Fachrodji (2024) found no significant relationship between price perception and repurchase intention. The varying results found in previous studies reveal a gap in the existing literature, which this research aims to fill by investigating the influence of Social Media Marketing (SMM) and price perception on repurchase intention, specifically within the context of modern retail outlets in Padang City, with customer trust acting as a mediating factor. The outcomes of this study are expected to provide practical insights for retail professionals in formulating effective social media strategies and pricing approaches that enhance consumer trust and foster sustained customer loyalty.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Social Media Marketing, Customer Trust, and Repurchase Intention

According to the Theory of Planned Behavior (TPB), behavioral intention is shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1985). In the context of Social Media Marketing (SMM), these factors influence customer trust, which subsequently drives repurchase intention. SMM can foster positive consumer attitudes toward a brand by delivering consistent, informative, relevant, and enjoyable content (Wang, 2021). Informative and engaging SMM content enhances brand evaluation, strengthens confidence in product quality, and improves brand credibility (Wang, 2021; Lou & Xie, 2021). From the perspective of CBT, SMM serves as a strategic communication channel that enables two-way engagement between brands and customers (Paintsil & Kim, 2022; Liu et al., 2024). When consumers feel acknowledged and valued, trust develops organically. Content that emphasizes transparency, such as authentic reviews, honest testimonials, and prompt brand responses, strengthens the perception that the brand possesses integrity and trustworthiness (Montecchi et al., 2024). Beyond trust-building, the emotional closeness and personal involvement facilitated by such interactions form a critical foundation for developing customer loyalty and repurchase intention (ElSayad & Md Saad, 2024). According to Librianty et al. (2025), social media marketing is a highly strategic approach that has a significant impact on business success. Empirical support for the strategic role of SMM is provided by studies such as Rukmana and Abrian (2023), Wijaya et al. (2023), and Salhab et al. (2023), who confirm that SMM has a positive and significant impact on customer trust. Similarly, research by Kristina and Sugiarto (2020), Noviani et al. (2022), and Shuyi et al. (2024), demonstrates that SMM directly enhances repurchase intention through emotional connection and positive customer experience.

H1: Social media marketing has a positive and significant effect on customer trust.

H2: Social media marketing has a positive and significant effect on repurchase intention.

Price Perception, Customer Trust, and Repurchase Intention

When consumers perceive product prices as fair, transparent, and commensurate with the benefits received, TPB suggests that this perception contributes to the formation of a positive attitude toward the brand (Tong & Su, 2023). The perception of fair pricing further reinforces subjective norms. In social contexts, competitive and non-manipulative pricing fosters favorable views among peers, which in turn influences individual preferences to trust the brand. Additionally, perceived behavioral control increases when consumers feel they can evaluate and compare prices easily, without pressure or confusion. This sense of control contributes to greater comfort in the decision-making process, ultimately enhancing trust and increasing the likelihood of repurchase intention. From the CBT perspective, trust is established when consumers assess that the company is fair, honest, and refrains from exploiting them (Khamitov et al., 2024). Furthermore, positive price perception fosters emotional attachment and a pleasant shopping experience, key factors in building loyalty and repurchase intention (Liu et al., 2024). Previous studies lend empirical support to the influence of price perception on consumer behavior. Jeaheng et al. (2020), Pristanti et al. (2022), and Taufik et al. (2023) found a

significant positive relationship between price perception and customer trust. Meanwhile, Yasri et al. (2020), Amalia and Nurtiahiadi (2024), and Anggolo and Fachrodji (2024) reported that fair and rational pricing not only enhances trust but also fosters continuous repurchase intentions. Drawing from these theoretical and empirical foundations, the following hypotheses are proposed:

H3: Price perception has a positive and significant effect on customer trust.

H4: Price perception has a positive and significant effect on repurchase intention.

Customer Trust and Repurchase Intention

The Theory of Planned Behavior (TPB) provides a robust conceptual framework for understanding how trust influences attitudes, subjective norms, and perceived behavioral control, ultimately leading to increased repurchase intention (Ajzen, 1985). When customers have high confidence in a retail store, they tend to develop positive attitudes, feeling secure and confident in product quality while perceiving lower transactional risks. Trust also reinforces subjective norms by creating the belief that important others, such as friends, family, or social media peers, share the same confidence in the brand, thus encouraging repeated behavior through social validation. From the perspective of perceived behavioral control, trust minimizes uncertainty and enhances consumers' sense of autonomy and competence in making purchasing decisions. Consumers are more likely to feel capable of navigating the purchase process when they trust the retailer, thereby strengthening their behavioral intention to repurchase.

From a Consumer Behavior Theory (CBT) standpoint, trust is both a cognitive and emotional construct. Cognitively, it is formed through rational evaluation of past experiences, perceived consistency, and brand reliability. Emotionally, it grows from personal connections, satisfaction, and a sense of being valued by the brand (Isaeva et al., 2020). These two aspects reinforce loyalty and reduce the likelihood of switching behavior. For example, in the context of Budiman Swalayan, consistent product availability, transparent pricing, and responsive service contribute to customer trust, which in turn fosters sustained loyalty. Empirical studies support this conceptual relationship, showing that trust is a key determinant of repurchase intention (Trivedi & Yadav, 2020; Istanbulluoglu & Sakman, 2022; Zeqiri et al., 2023).

H5: Customer trust has a positive and significant effect on repurchase intention.

Trust as Mediator

According to the Theory of Planned Behavior (TPB), repurchase intention is shaped by three fundamental components: attitudes, subjective norms, and perceived behavioral control (Ajzen, 1985). In the context of social media marketing (SMM), these components collectively influence the formation of consumer trust, which serves as a critical driver of repurchase behavior. SMM strategies that incorporate informative content, authentic customer testimonials, and interactive communication can positively impact consumer perceptions by fostering a sense of involvement and control. These elements contribute to building brand trust by shaping favorable attitudes and reinforcing the consumer's belief in their decision-making ability (Wang & Chan-Olmsted, 2024). From the perspective of Consumer Brand Trust (CBT), SMM also enhances emotional connection and perceived transparency between the consumer and the brand. Digital interactions on social platforms humanize the brand and offer real-time engagement, which helps consumers evaluate the brand's integrity and reliability (Wibowo et al., 2020). This emotional trust becomes a psychological foundation that supports sustained purchasing behavior, as consumers tend to repurchase from brands they perceive as honest and consistent (Zou et al., 2023).

Furthermore, perceived price fairness plays a complementary role in this process. Transparent pricing that reflects product quality fosters positive consumer attitudes and reinforces trust in the brand (Kim et al., 2020). When consumers believe that a brand

maintains consistent and honest pricing practices, they are more likely to feel secure in their purchase decisions and demonstrate long-term loyalty (Septianto et al., 2021). Therefore, trust functions as a mediating variable linking the impacts of SMM and pricing perceptions to the intention to repurchase.

H6: Customer trust mediates the effect of SMM on repurchase intention.

H7: Customer trust mediates the effect of price perception on repurchase intention.

Drawing upon the preceding literature review, the conceptual framework of this study is depicted in Figure 1.

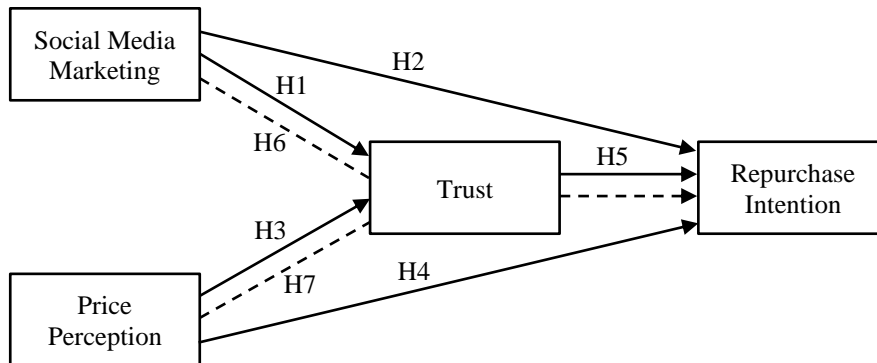


Figure 1. Research Model

Figure 1 illustrates a conceptual framework that depicts trust as a mediating variable linking Social Media Marketing (SMM) and price perception to repurchase intention. In this model, both SMM and price perception are shown as independent variables that influence the level of consumer trust in a brand. Trust, in turn, directly affects repurchase intention, highlighting its central role in driving continued purchasing behavior. The arrows in the diagram indicate the direction of influence, suggesting that effective social media strategies and positive price perceptions enhance trust, which ultimately fosters a stronger intention among consumers to repurchase products or services from the same brand.

RESEARCH METHODS

This research adopts a quantitative approach, employing statistical methods to analyze the relationships among the studied variables. An explanatory design is utilized to identify and explain the causal connections between the constructs. The study was conducted in Padang City, focusing on Budiman Swalayan as the unit of analysis, from June to August 2024. Data were obtained from 250 customers of Budiman Swalayan, selected through purposive sampling based on specific criteria: respondents had to be over 17 years old, officially registered as residents of Padang City, and enrolled as members of Budiman Swalayan. The sample was proportionally distributed across all Budiman Swalayan branches within Padang City.

The measurement of the research variables in this study was carried out using standardized instruments adapted from established prior studies to ensure validity and reliability. The Social Media Marketing (SMM) construct was measured using indicators derived from the works of Kim and Ko (2012) and Jamil et al. (2022), which capture aspects such as entertainment, interaction, trendiness, customization, and word-of-mouth communication on digital platforms. For the price perception variable, the measurement items were adapted from Yasri et al. (2020), focusing on consumer evaluations of price fairness, transparency, and value for money. Customer trust was assessed based on the framework proposed by Cardoso et al. (2022), which includes trust in the brand's honesty, reliability, and integrity. Lastly, the repurchase intention variable was measured using

items developed by Chatzoglou et al. (2022), emphasizing consumers' willingness and likelihood to make repeated purchases from the same brand.

The data collection process utilized a structured questionnaire designed with a 5-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5). This format allowed respondents to express the intensity of their agreement with each statement, which was then translated into numerical data suitable for statistical analysis. Data were gathered through a combination of online and offline methods to maximize reach and participation. To maintain the integrity of the dataset, all submitted questionnaires were carefully reviewed to ensure that respondents met the predefined inclusion criteria. After verification, the data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique, utilizing the SmartPLS software. This method was chosen for its effectiveness in testing complex models and its suitability for exploratory research with latent variables.

RESULTS

The results of this study were derived from data collected from 250 customers of Budiman Swalayan and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. The measurement model showed high reliability and validity across all constructs. All indicators for Social Media Marketing (SMM), price perception, trust, and repurchase intention had outer loading values above the acceptable threshold, indicating strong indicator reliability. Each construct also demonstrated good convergent validity, as reflected by Average Variance Extracted (AVE) values greater than 0.5. Cronbach's Alpha and Composite Reliability values exceeded 0.7 for all constructs, confirming internal consistency reliability. Furthermore, discriminant validity was confirmed using the Fornell-Larcker criterion, where the square root of each AVE was higher than the correlations with other constructs.

In terms of hypothesis testing, six out of seven proposed hypotheses were supported by the data. First, SMM had a significant positive effect on trust, suggesting that the more active and engaging the social media marketing efforts, the higher the level of consumer trust. However, SMM did not have a direct significant effect on repurchase intention. This implies that while SMM enhances engagement and trust, it does not alone lead to repeated purchasing behavior unless accompanied by other psychological or contextual factors.

Price perception had a significant effect on both trust and repurchase intention. Customers who perceived the pricing at Budiman Swalayan as fair and reflective of product value were more likely to trust the brand and express an intention to repurchase. Trust itself was also found to significantly influence repurchase intention, reinforcing the idea that trust is a vital psychological mechanism in fostering customer loyalty. The mediating role of trust was also validated. Trust significantly mediated the relationship between SMM and repurchase intention, as well as between price perception and repurchase intention. These findings highlight that trust serves as a psychological bridge, connecting marketing efforts and pricing strategies to actual consumer behavior. Therefore, cultivating trust is essential in ensuring the effectiveness of both digital engagement and pricing policies in generating customer loyalty.

The PLS-SEM analysis of the research data was conducted in accordance with the guidelines provided by Hair Jr. et al. (2017), which involve two main stages: evaluating the measurement model and evaluating the structural model. The results of the measurement model evaluation are presented in Table 1.

The evaluation results of the measurement model, as shown in Table 1, demonstrate that all indicators for each construct possess adequate individual reliability, as indicated by outer loading values exceeding the recommended threshold of 0.70. The indicator RI2 achieved the highest outer loading at 0.932, while SMM10 recorded the lowest at 0.791, affirming that each indicator makes a meaningful contribution to its associated construct. Convergent validity is also confirmed, with all constructs showing Average Variance Extracted (AVE) values above the minimum requirement of 0.50. The Repurchase

Intention (RI) construct showed the highest AVE at 0.834, whereas Social Media Marketing (SMM) had the lowest at 0.690, both falling within the acceptable range.

Table 1. Results of Measurement Model Evaluation

Construct	Indicator	Outer Loadings	Information
Social Media Marketing	SMM1	0.795	Valid
	SMM2	0.860	
	SMM3	0.845	
	SMM4	0.832	
	SMM5	0.810	
	SMM6	0.867	
	SMM7	0.827	
	SMM8	0.844	
	SMM9	0.831	
	SMM10	0.791	
Price Perception	PP1	0.822	Valid
	PP2	0.804	
	PP3	0.878	
	PP4	0.801	
	PP5	0.898	
	PP6	0.884	
Trust	TR1	0.862	Valid
	TR2	0.854	
	TR3	0.849	
	TR4	0.891	
	TR5	0.913	
	TR6	0.862	
	TR7	0.818	
Repurchase Intention	RI1	0.910	Valid
	RI2	0.932	
	RI3	0.931	
	RI4	0.880	

Table 2. Validity and Reliability

Variable	AVE	CA	CR
Social Media Marketing	0.690	0.950	0.957
Price Perception	0.721	0.922	0.939
Trust	0.748	0.944	0.954
Repurchase Intention	0.834	0.934	0.953

Based on Table 2, regarding internal consistency reliability, all constructs demonstrated strong reliability, with both Cronbach's Alpha (CA) and Composite Reliability (CR) values exceeding the acceptable threshold of 0.70. The Trust construct yielded the highest Cronbach's Alpha of 0.944 and a corresponding CR of 0.954. Similarly, the Social Media Marketing (SMM) construct demonstrated high reliability, with a Cronbach's Alpha of 0.950 and a Cronbach's Alpha of 0.957. The Repurchase Intention construct also demonstrated strong internal consistency, as reflected in a Cronbach's Alpha of 0.934 and a Cronbach's Alpha of 0.953. These results collectively confirm that all constructs possess excellent internal reliability.

Table 3. Fornell-Larcker Criterion

Variable	Fornell-Larcker Criterion
Social Media Marketing	0.831
Price Perception	0.849
Trust	0.865
Repurchase Intention	0.913

Furthermore, discriminant validity, assessed using the Fornell-Larcker criterion, confirmed that the square root of each construct's AVE (displayed on the diagonal of the

correlation matrix) was greater than its correlations with other constructs in Table 3. For instance, the square root of the AVE for the Trust construct was 0.865, which exceeded its correlations with the SMM (0.637) and RI (0.816) constructs, indicating adequate discriminant validity.

Table 4. Direct Effect

Hypothesis	β	p-value	Result
H1. SMM \rightarrow TR	0.637	0.000	Supported
H2. SMM \rightarrow RI	0.090	0.053	Not Supported
H3. PP \rightarrow TR	0.695	0.000	Supported
H4. PP \rightarrow RI	0.266	0.004	Supported
H5. TR \rightarrow RI	0.540	0.000	Supported

Based on the results of the hypothesis testing presented in Table 4, it can be concluded that the data supported six out of seven hypotheses, while one was not supported. The analysis revealed that Social Media Marketing (SMM) has a positive and significant effect on customer trust, with a path coefficient (β) of 0.637 and a p-value of 0.000, thereby supporting H1. However, the direct effect of SMM on repurchase intention was found to be statistically insignificant ($\beta = 0.090$; p-value = 0.053), leading to the rejection of H2. Conversely, price perception was found to have a positive and significant effect on both customer trust ($\beta = 0.695$, p-value = 0.000) and repurchase intention ($\beta = 0.266$, p-value = 0.004), thereby supporting H3 and H4, respectively. Customer trust also demonstrated a significant positive influence on repurchase intention ($\beta = 0.540$; p-value = 0.000), confirming H5.

Table 5. Indirect Effect

Hypothesis	β	p-value	Result
H6. SMM \rightarrow TR \rightarrow RI	0.106	0.002	Supported
H7. PP \rightarrow TR \rightarrow RI	0.375	0.000	Supported

Based on Table 5, customer trust was found to significantly mediate the relationship between SMM and repurchase intention, with an indirect effect (β) of 0.106 and a p-value of 0.002, supporting H6. Similarly, trust also significantly mediated the effect of price perception on repurchase intention ($\beta = 0.375$, $p < 0.001$), thereby confirming H7.

DISCUSSION

The results reveal that Social Media Marketing (SMM) significantly enhances customer trust, indicating that Budiman Swalayan's digital strategy effectively builds brand credibility. In the Theory of Planned Behavior (TPB) framework, trust is formed through positive attitudes, social influences like peer reviews, and a sense of control over purchasing decisions (Ajzen, 1991). From the perspective of Consumer Behavior Theory (CBT), trust emerges from emotional engagement and interactive communication through social media (Wang & Chan-Olmsted, 2024). Budiman's transparent and responsive content supports findings by Rukmana and Abrian (2023), Wijaya et al. (2023), and Salhab et al. (2023). However, SMM does not have a direct, significant effect on repurchase intention, suggesting that engagement alone is insufficient without psychological enablers, such as trust. This aligns with TPB and CBT, which emphasize that emotional attachment and credibility must precede behavioral loyalty, as confirmed by Kristina and Sugiarto (2020) and Leksono and Prasetyaningtyas (2021).

The analysis reveals that price perception has a significant positive impact on customer trust, suggesting that when consumers perceive Budiman Swalayan's pricing as fair, affordable, and reflective of quality, their confidence in the brand increases. This aligns with the Theory of Planned Behavior (TPB), which suggests that such perceptions shape attitudes and intentions, and with Consumer Behavior Theory (CBT), which views transparent pricing as a basis for positive psychological evaluation (Jeaheng et al., 2020; Pristanti et al., 2022; Taufik et al., 2023). Additionally, price perception directly and

significantly influences repurchase intention, as fair and value-based pricing fosters favorable attitudes and emotional connections that encourage customer loyalty (Yasri et al., 2020; Amalia & Nurtiahiadi, 2024; Anggolo & Fachrodji, 2024).

Customer trust has a significant influence on repurchase intention, providing psychological security and fostering long-term loyalty. In the TPB framework, trust strengthens perceived control and social norms, boosting consumer confidence in purchase decisions. This aligns with findings by Trivedi and Yadav (2020), Zeqiri et al. (2023), and Istanbuluoglu and Sakman (2022), who highlight the impact of product quality, interaction, and reputation on trust. Even amid alternatives, strong trust builds lasting emotional bonds, making Budiman Swalayan's consistency and service quality key to enhancing customer loyalty.

The data further reveal that trust plays a mediating role in the relationship between SMM and repurchase intention. Effective digital marketing strategies not only spark consumer interest but also foster emotional bonds and trust in the brand. This trust, in turn, acts as a psychological mechanism that converts engagement into behavioral loyalty. This finding aligns with those of Kristina and Sugiarto (2020), Ibrahim et al. (2021), and Puspita et al. (2023), which emphasize the centrality of trust in bridging the impact of SMM on consumer loyalty. TPB highlights the role of trust in shaping perceived control and attitudes toward repurchasing, while CBT emphasizes that trust originates from transparent communication, consistent brand interaction, and positive user experiences. Budiman Swalayan's timely and relevant social media content has successfully generated trust, leading to increased repurchase behavior.

Trust also mediates the relationship between price perception and repurchase intention, indicating that fair pricing influences consumer behavior both directly and indirectly through the establishment of trust. In the TPB framework, trust formed from price fairness enhances attitudes and perceived control, while CBT emphasizes that fair pricing fosters emotional bonds and long-term loyalty. This mediation role is supported by Rizki et al. (2022), Ediwari et al. (2023), and Yulia and Mulyowahyudi (2023). Thus, beyond offering competitive prices, Budiman Swalayan must maintain transparency and consistency to build lasting customer trust.

CONCLUSION

The findings of this study demonstrate that both Social Media Marketing (SMM) and price perception are pivotal in fostering customer trust, which subsequently exerts a significant influence on repurchase intention at Budiman Swalayan. Of the seven proposed hypotheses, six were empirically supported. The results highlight that SMM and price perception significantly affect trust, positioning trust as a core mediating factor linking these variables to repurchase intention. However, the direct relationship between SMM and repurchase intention was found to be insignificant, emphasizing the importance of establishing trust as a prerequisite for social media efforts to effectively drive customer loyalty. From a theoretical standpoint, this study enriches existing literature by integrating the Theory of Planned Behavior (TPB) and Consumer Behavior Theory (CBT), illustrating that trust serves as a crucial psychological construct that connects external marketing influences such as SMM and pricing with actual consumer behavior.

Practically, these findings suggest that Budiman Swalayan and similar retail businesses should focus on strengthening customer trust through consistent, transparent, and responsive social media marketing, along with fair and competitive pricing. Trust is a key factor in sustaining customer loyalty and driving repurchase intention in today's competitive retail landscape. However, this study is limited to a single modern retail context in Padang City and uses a cross-sectional quantitative approach. Future studies could overcome these limitations by employing longitudinal designs, involving more diverse consumer segments, or incorporating qualitative methods to gain a deeper understanding of how trust is formed. It is also recommended that future research explore additional mediating or moderating variables, such as customer satisfaction, service

quality, or engagement, and apply the model to different sectors or regions to enhance its generalizability and deepen insights into digital consumer behavior.

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