

The Effect of Social Media Marketing on Repurchase Intention: Mediating Roles of Satisfaction and Brand Image

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ABSTRACT

The rapid expansion of e-commerce in Indonesia, driven by platforms like Shopee, underscores the critical role of social media marketing in building customer loyalty amid intense competition. Grounded in the Theory of Planned Behavior, this study aims to investigate the direct and indirect effects of social media marketing on repurchase intention, with brand image and satisfaction as mediators. A quantitative approach was applied, surveying 351 Shopee customers aged 17 and above who had made multiple purchases in the past six months and engaged with Shopee's social media. Data were analyzed using Structural Equation Modeling Partial Least Squares. Results indicate that social media marketing, brand image, and satisfaction all positively and significantly affect repurchase intention. Moreover, social media marketing strengthens brand image and satisfaction, which partially mediate its impact, with satisfaction emerging as the stronger mediator. This study contributes to e-commerce literature by clarifying the mechanisms through which social media marketing fosters repeat purchases. Practically, it suggests that Shopee should invest in engaging content and high-quality service to reinforce loyalty, offering actionable insights for e-commerce platforms competing in dynamic markets.

Keywords: Brand Image, Customer Satisfaction, E-Commerce, Repurchase Intention, Shopee, Social Media Marketing.

ABSTRAK

Ekspansi e-commerce yang pesat di Indonesia, didorong oleh platform seperti Shopee, menggarisbawahi peran penting pemasaran media sosial dalam membangun loyalitas pelanggan di tengah persaingan yang ketat. Berdasarkan Teori Perilaku Terencana, studi ini bertujuan untuk menyelidiki efek langsung dan tidak langsung dari pemasaran media sosial terhadap niat pembelian ulang, dengan citra merek dan kepuasan sebagai mediator. Pendekatan kuantitatif diterapkan, mensurvei 351 pelanggan Shopee berusia 17 tahun ke atas yang telah melakukan beberapa pembelian dalam enam bulan terakhir dan terlibat dengan media sosial Shopee. Data dianalisis menggunakan Structural Equation Modeling Partial Least Squares. Hasil menunjukkan bahwa pemasaran media sosial, citra merek, dan kepuasan semuanya secara positif dan signifikan memengaruhi niat pembelian ulang. Selain itu, pemasaran media sosial memperkuat citra merek dan kepuasan, yang sebagian memediasi dampaknya, dengan kepuasan muncul sebagai mediator yang lebih kuat. Studi ini berkontribusi pada literatur e-commerce dengan mengklarifikasi mekanisme yang melaluinya pemasaran media sosial mendorong pembelian berulang. Secara

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praktis, hal ini menunjukkan bahwa Shopee harus berinvestasi dalam konten yang menarik dan layanan berkualitas tinggi untuk memperkuat loyalitas, menawarkan wawasan yang dapat ditindaklanjuti bagi platform e-commerce yang bersaing di pasar yang dinamis.

Kata kunci: *Citra merek, Kepuasan Pelanggan, E-Commerce, Niat Pembelian Kembali, Toko, Pemasaran Media Sosial.*

INTRODUCTION

Another impact of the development of the internet is to shorten distance and time, which is also one of the media in developing the market digitally or what is called e-commerce. E-commerce has advantages over manual transactions in traditional markets. Buyers can easily compare prices from several online sellers without having to come to a physical store. This digital transformation has revolutionized consumer behavior, enabling platforms like Shopee to leverage social media marketing (SMM) to enhance customer engagement and loyalty (Kotler & Keller, 2016; Oktavia & Mariam, 2024).

Shopee is the most superior e-commerce in Indonesia with a Gross Merchandise Value (GMV) share of 40%. According to Statista (2024), the highest annual GMV from the digital economy in Indonesia comes from the e-commerce sector. This means that Shopee is the largest e-commerce contributor to Indonesia's digital economy. Shopee's annual GMV has increased year by year (Momentum Works, 2024). However, the emergence of TikTok Shop in Indonesia has forced Shopee to innovate and adjust its strategy to survive in the dynamic e-commerce market. TikTok Shop's interactive short video content has challenged Shopee to strengthen its SMM strategies to maintain customer retention and counter competitive pressures (cube.asia, 2023).

TikTok Shop first appeared in Indonesia in 2021. However, TikTok Shop's GMV has skyrocketed from year to year. In its second year, TikTok Shop experienced an increase in GMV of around four times its first year's GMV, much higher than Shopee when it was first launched. In 2024, TikTok Shop merged with Tokopedia. According to cube.asia (2023), the merger of TikTok Shop with Tokopedia made TikTok Shop able to compete with Shopee on the same scale. TikTok Shop attracts consumers with viral short video content. According to DataReportal (2024), regarding the application ranking based on active users in 2024, Shopee is one rank above TikTok, but the DataReportal (2025) report shows that Shopee is two ranks below TikTok. This shows a decrease in the number of active users on the Shopee application.

Shopee is in a competitive environment. Challenges in a competitive market include price wars, trying to maintain loyalty amid aggressive promotions, similar features, and logistical issues. This competition underscores the importance of using the right marketing. In Southeast Asia, especially in Indonesia, social media usage is very high. According to DataReportal (2024), 97.8% of Indonesians use the internet for social media. Thus, many marketers use SMM, including Shopee, extensively to drive user engagement and sales. SMM is how a company uses social media in a thoughtful way by understanding why customers use social media for brands, and then it uses planned actions to create connections and interactions and turns them into tools that help the company reach its marketing goals (Evans, 2010). SMM encompasses a variety of strategies, such as partnerships with influencers, content marketing, promotional campaigns, and real-time communication with consumers, which are carried out to influence consumer behavior. Understanding consumer behavior is important because it can determine the success of marketers. By understanding consumer behavior, marketers can intensify competitiveness and maintain consumer loyalty.

According to Hellier et al. (2003), repurchase intention means how likely a customer is to buy again from an online store. It is an important indicator of customer loyalty. Godey et al. (2016) and Asyhari et al. (2022) found that SMM positively influences repurchase intention by fostering engagement and trust. However, research gaps exist due to inconsistent findings. For instance, according to Bilgin (2018), some studies report a

negative effect of SMM on repurchase intention, possibly due to varying consumer perceptions or market contexts. These inconsistencies highlight the need to explore mediating factors such as brand image and satisfaction, which can enhance loyalty and drive repeat purchases (Bruhn et al., 2012).

This study aims to investigate the effect of SMM on repurchase intention among Shopee Indonesia customers, both directly and indirectly through the mediating roles of brand image and satisfaction, using the Theory of Planned Behavior (TPB) as a theoretical foundation (Ajzen, 2002). The analysis was conducted using PLS-SEM (Partial Least Squares Structural Equation Modeling). The findings of this study provide theoretical and practical implications that give insights into SMM's contribution to repurchase intention, bridged by customer satisfaction and brand image.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effects of Social Media Marketing and Repurchase Intention

The TPB is a comprehensive social psychology framework widely applied in fields like marketing to explain consumer behavior. According to Ajzen (2002), TPB posits that behavioral intentions, such as repurchase intention, are shaped by behavioral beliefs (attitudes toward the behavior), normative beliefs (social influences), and control beliefs (perceived behavioral control). In this study, TPB underpins the relationship between SMM and repurchase intention, as SMM influences consumer attitudes and perceived control through engaging content and interactions (Zhang, 2024; Hu et al., 2024). Repurchase intention refers to a customer's likelihood of buying again from the same online store, reflecting loyalty and influencing long-term profitability (Hellier et al., 2003; Jalil et al., 2021). Understanding factors that drive repurchase intention allows companies like Shopee to design effective marketing strategies that align with consumer needs.

SMM is a marketing approach that leverages social media to build brand awareness and promote products through online platforms (Evans, 2010). Godey et al. (2016) categorize SMM activities into entertainment, interaction, trendiness, advertisement, and customization, which enhance consumer engagement and influence purchasing decisions. A person's intention to repurchase is unpredictable but can be influenced by SMM as it conveys product information effectively (Susan, 2011; Liao et al., 2017). Research by Godey et al. (2016), Asyhari et al. (2022), and Suharto et al. (2022) demonstrates that SMM positively affects repurchase intention by fostering engagement and trust. However, inconsistent findings exist, as Bilgin (2018) notes some studies report a negative effect of SMM on repurchase intention, possibly due to information overload or misaligned content, highlighting the need for further investigation.

SMM also influences brand image, defined as the public's perception of a company or its products (Keller, 1993). A strong brand image enhances consumer trust and loyalty, encouraging repeat purchases (Woo, 2019). Similarly, satisfaction, a post-consumption evaluation comparing product performance to expectations, is critical for loyalty and repurchase behavior (Oliver, 1999).

H1: SMM has a significant positive influence on repurchase intention.

H2: Brand image has a significant positive influence on repurchase intention.

H3: Satisfaction has a significant positive influence on repurchase intention.

H4: SMM has a significant positive influence on brand image.

H5: SMM has a significant positive influence on satisfaction.

Mediating Roles of Brand Image and Satisfaction

Brand image and satisfaction are critical mediators in the relationship between SMM and repurchase intention. Brand image, as defined by Keller (1993), reflects consumer perceptions stored in memory, influencing attitudes and behaviors toward a brand. According to Bruhn et al. (2012), SMM activities, such as consistent and appealing brand messaging, strengthen brand image, thereby increasing consumer attachment and loyalty. Studies by Godey et al. (2016), Bilgin (2018), and Oka et al. (2024) confirm that SMM

enhances brand image, which in turn boosts repurchase intention. For instance, Maskuroh et al. (2022) and Dadi et al. (2023) found that a positive brand image significantly mediates the effect of marketing activities on repurchase intention, as it shapes consumer trust and preference. This mediating role suggests that SMM's impact on repurchase intention is amplified when it fosters a strong brand image.

Satisfaction, a feeling of pleasure or disappointment based on whether product performance meets or exceeds expectations, is another key mediator (Kotler & Armstrong, 2015). Hamid et al. (2023) demonstrate that SMM enhances satisfaction by providing interactive and relevant content, which improves the consumer experience. Satisfied consumers are more likely to exhibit loyalty and repurchase behavior (Meilatinova, 2021). Research by Sohaib et al. (2022), Ginting et al. (2023), and Purnamasari and Fadli (2024) supports that satisfaction positively influences repurchase intention. Moreover, Asyhari et al. (2022) highlight that satisfaction partially mediates the relationship between SMM and repurchase intention, as engaging in SMM activities enhances consumer experiences, thereby strengthening repurchase intentions. These findings indicate that both brand image and satisfaction serve as partial mediators, bridging SMM's effect on repurchase intention.

H6: Brand image mediates the influence of SMM on repurchase intention.
H7: Satisfaction mediates the influence of SMM on repurchase intention.

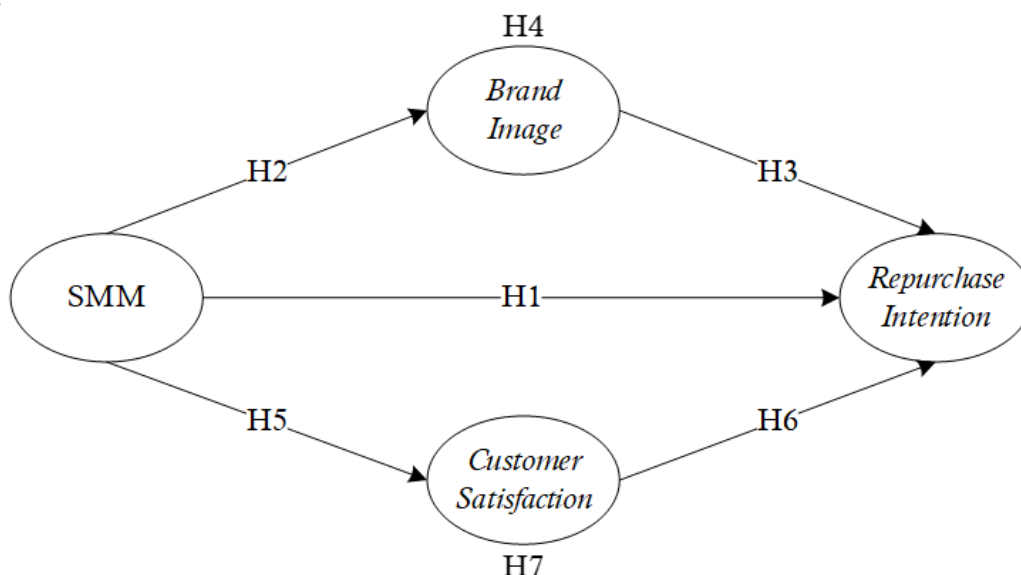


Figure 1. Conceptual Framework

The relationships among the variables in this study are illustrated in Figure 1, which presents the conceptual framework developed based on relevant theories and previous empirical findings. This framework serves as a visual guide to explain the hypothesized paths connecting Social Media Marketing, Brand Image, Satisfaction, and Repurchase Intention.

RESEARCH METHOD

This study adopts a quantitative approach to examine the effect of SMM on repurchase intention among Shopee Indonesia customers, mediated by brand image and satisfaction. The population comprises all Shopee consumers in Indonesia, with the exact population size unknown. According to Hair et al. (2010), non-probability sampling is suitable when the population size is indeterminate. Thus, this study adopts a non-probability sampling strategy, combining purposive and snowball sampling. Purposive sampling was chosen to ensure that respondents met specific research-relevant criteria, namely being at least 17 years old, owning a Shopee account, having made multiple purchases in the past six

months, and having interacted with Shopee's social media or advertisements on platforms such as Facebook, Instagram, or YouTube (Haryono, 2017). This approach allows the selection of participants who possess sufficient experience and engagement with the platform to provide informed responses. Snowball sampling was then employed to expand the sample size by leveraging referrals from initial participants, enabling access to more active Shopee users within relevant networks. While this method is effective for reaching targeted and hard-to-access populations, it carries inherent limitations, such as potential sampling bias and reduced representativeness of the wider Shopee customer base. These constraints are acknowledged, and the results are interpreted with caution regarding their generalizability.

The sample size was determined based on Structural Equation Modeling-Partial Least Squares (SEM-PLS) requirements, which recommend 5-10 times the number of indicators (Fornell & Larcker, 1981). With 29 indicators used, a minimum of 290 respondents was targeted, and 351 responses were collected. The questionnaire was distributed online via social media platforms, including Instagram, WhatsApp groups, and Twitter, to reach diverse Shopee users across Indonesia. A 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used to measure SMM (entertainment, interaction, trendiness, advertisement, customization), brand image (recognition, quality perception), satisfaction (post-consumption evaluation), and repurchase intention (likelihood of repeat purchases). A pretest with 40 respondents, selected through convenience sampling from active Shopee users, confirmed the validity (p -value < 0.05) and reliability (Cronbach's Alpha > 0.7) of all items.

SEM-PLS was employed for data analysis using SmartPLS, as it accommodates non-normally distributed data and smaller sample sizes (Chin, 1998). This method was chosen to ensure robust parameter estimation with a sample size exceeding 250, enhancing accuracy (Hair et al., 2017). The study defines variables based on established frameworks, with SMM influencing brand image and satisfaction, which mediate repurchase intention. To address potential bias from snowball sampling, such as over-representation of similar demographics, the study ensured diverse respondent recruitment through multiple social media channels. The analysis evaluates both direct effects of SMM on repurchase intention and indirect effects through brand image and satisfaction, providing insights into consumer behavior in the e-commerce context.

RESULTS

This section presents the findings of the study, which investigates the effect of SMM on repurchase intention among Shopee Indonesia customers, mediated by brand image and satisfaction, using SEM-PLS. Data were collected from 351 respondents, and the analysis includes respondent characteristics, outer model evaluation (validity and reliability), inner model evaluation (R^2 , Q^2 , and Goodness of Fit), and hypothesis testing. The results provide insights into how SMM influences consumer behavior in the e-commerce context, with implications for Shopee's marketing strategies. The findings are supported by statistical tests and visualized through tables and a proposed structural model diagram, ensuring a comprehensive understanding of the relationships among variables.

A total of 351 respondents participated in the study, classified by gender, age, domicile, educational background, occupation, and monthly income, as presented in Table 1. Most respondents were female (80.06%, $n=281$), aged 17-28 years (92.88%, $n=326$), domiciled in West Java Province (25.36%, $n=89$), had a high school or equivalent education (58.40%, $n=205$), were students (74.07%, $n=260$), and had a monthly income of less than Rp1,500,000 (47.86%, $n=168$). This demographic distribution, with a strong bias toward young female students, may reflect Shopee's primary user base but could limit the generalizability of findings to older or higher-income consumers. The diverse domiciles, including regions like D.I. Yogyakarta (13.96%) and East Java (17.66%), indicate broad geographic representation across Indonesia. The predominance of younger respondents aligns with the high social media usage among Indonesian youth, as noted by

DataReportal (2024), but suggests the need for caution when applying results to broader demographics.

Table 1. Respondent Characteristics

Characteristics	Frequency	Percentage (%)	
Gender	Male	70	19.94
	Female	281	80.06
Age	17-28 y.o.	326	92.88
	29-44 y.o.	23	6.55
	45-60 y.o.	1	0.28
	>60 y.o.	1	0.28
Domicile	Bali	2	0.57
	Bangka Belitung	2	0.57
	Banten	21	5.98
	Bengkulu	2	0.57
	DI. Yogyakarta	49	13.96
	DKI Jakarta	46	13.11
	Jambi	3	0.85
	West Java	89	25.36
	Center Java	29	8.26
	East Java	62	17.66
	West Kalimantan	4	1.14
	South Kalimantan	1	0.28
	East Kalimantan	6	1.71
	North Kalimantan	1	0.28
	Lampung	4	1.14
	North Maluku	2	0.57
	West Nusa Tenggara	1	0.28
	Riau	6	1.71
	South Sulawesi	6	1.71
	Southeast Sulawesi	3	0.85
West Sumatera	6	1.71	
South Sumatera	3	0.85	
North Sumatera	3	0.85	
Educational background	Elementary School	3	0.85
	Junior high school or equivalent	3	0.85
	High school or equivalent	205	58.40
	Bachelor/ Diploma	12	3.42
	Master degree	122	34.76
	Doctoral degree	6	1.71
Occupation	Student	260	74.07
	ASN/TNI/ POLRI	6	1.71
	Private employer	57	16.24
	self-employed	16	4.56
Monthly Income	Others	12	3.42
	<Rp1,500,000	168	47.86
	Rp1,500,000-Rp2,500,000	100	28.49
	Rp2,500,000-Rp3,500,000	35	9.97
	>Rp3,500,000	48	13.68

The outer model evaluation assesses the validity and reliability of the measurement model, ensuring that the constructs (SMM, brand image, satisfaction, and repurchase intention) are accurately measured. Convergent validity was tested using outer loading factor values and Average Variance Extracted (AVE). As shown in Table 2, all items across latent variables have loading factors above 0.50, indicating validity, except for SMM (AVE = 0.416) and brand image (AVE = 0.412), which are below the threshold of 0.50.** According to Chin (1998), variables with AVE values below 0.50 are acceptable if their composite reliability exceeds 0.60. Table 2 confirms that all latent variables have composite reliability and Cronbach's Alpha values above 0.6, indicating reliability despite lower AVE values. This suggests that while some constructs capture less variance, their items are consistently measured, supporting their use in the model.

Table 2. Convergent Validity Test and Reliability Test

Variable	Item	Loading Factor	AVE	Composite Reliability	Cronbach Alpha	Conclusion
SMM	ENT1	0.639	0.416	0.908	0.892	Valid and Reliable
	ENT2	0.711				
	ENT3	0.713				
	INT1	0.594				
	INT2	0.536				
	INT3	0.549				
	TRE1	0.587				
	TRE2	0.651				
	ADV1	0.611				
	ADV2	0.676				
	ADV3	0.707				
	CUS1	0.703				
	CUS2	0.660				
CUS3	0.665					
Brand Image	BI1	0.637	0.412	0.830	0.764	Valid and Reliable
	BI2	0.672				
	BI3	0.678				
	BI4	0.652				
	BI5	0.631				
	BI6	0.597				
	BI7	0.622				
Satisfaction	SAT1	0.721	0.540	0.855	0.787	Valid and Reliable
	SAT2	0.697				
	SAT3	0.737				
	SAT4	0.756				
	SAT5	0.763				
Repurchase Intention	RI1	0.814	0.608	0.823	0.679	Valid and Reliable
	RI2	0.778				
	RI3	0.745				

Table 3. HTMT Test

Variable	SMM	BI	SAT	RI
SMM				
BI	0.757			
SAT	0.828	0.942		
RI	0.643	0.771	0.763	

Discriminant validity was evaluated using the Heterotrait-Monotrait (HTMT) ratio test, with results presented in Table 3. A value below 0.85 indicates good discriminant validity. The results show that all variable pairs meet this criterion, except for satisfaction and brand image (SAT – BI), with an HTMT value of 0.942. This high correlation suggests potential overlap between satisfaction and brand image, prompting further analysis of cross-loading values.

Table 4. Cross Loading between Brand Image and Satisfaction

Indicator	BI	SAT
BI1	0.637	0.427
BI2	0.672	0.452
BI3	0.678	0.444
BI4	0.652	0.471
BI5	0.631	0.506
BI6	0.597	0.540
BI7	0.622	0.459
SAT1	0.499	0.721
SAT2	0.495	0.697
SAT3	0.588	0.737
SAT4	0.556	0.756
SAT5	0.582	0.763

As shown in Table 4, item BI6 (brand image) exhibited cross-loading with satisfaction (0.597 vs. 0.540), indicating it was not distinctly related to one construct. Following Hair et al. (2017), item BI6 was removed, as it was not theoretically plausible to reassign it to another construct, and other items sufficiently represented brand image.

Table 5. HTMT Test of the New Model

Variable	SMM	BI	SAT	RI
SMM				
BI	0.675			
SAT	0.828	0.877		
RI	0.643	0.707	0.763	

The revised model was retested, and Table 5 confirms that all HTMT values are below 0.85, ensuring discriminant validity for all constructs. This adjustment enhances the model's robustness, allowing accurate measurement of distinct constructs.

The inner model evaluation examines the structural relationships among SMM, brand image, satisfaction, and repurchase intention, using R^2 , Predictive Relevance (Q^2), and Goodness of Fit (GoF). The R^2 values indicate the proportion of variance explained by the model. As detailed in the analysis, brand image has an R^2 of 0.328 (weak), suggesting that SMM explains 32.8% of its variance, possibly due to other unexamined factors like product quality or competitors' influence (Kotler & Keller, 2016). Satisfaction has an R^2 of 0.508 (moderate), indicating that SMM explains 50.8% of its variance, while repurchase intention has an R^2 of 0.368 (moderate), explained by SMM, brand image, and satisfaction. The Q^2 value of 0.7910 demonstrates strong predictive relevance, as 79.10% of the variance in repurchase intention is explained by the model, with the remaining 20.90% attributed to external factors. The GoF, calculated as the square root of the product of average AVE and average R^2 , yields a value of 0.4502, as reported by Tenenhaus et al. (2004). This value exceeds 0.38, indicating a large GoF and confirming that the structural model effectively explains empirical data.

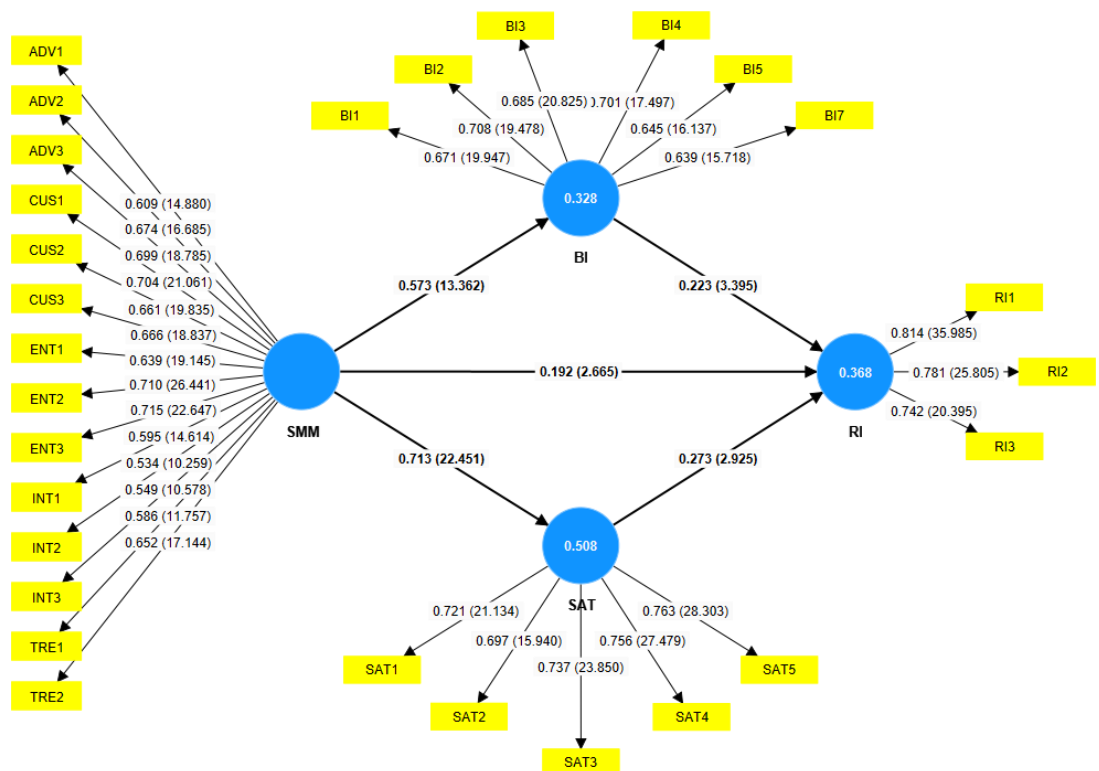


Figure 2. Structural Model Evaluation

Table 6. Significance Test

Hypothesis	Path	Coefficient	t	p-value	Conclusion
H1	SMM → RI	0.192	2.665	0.008	Significant
H2	BI → RI	0.223	3.395	0.001	Significant
H3	SAT → RI	0.273	2.925	0.003	Significant
H4	SMM → BI	0.573	13.362	0.000	Significant
H5	SMM → SAT	0.713	22.451	0.000	Significant
H6	SMM → BI → RI	0.127	3.214	0.001	Significant
H7	SMM → SAT → RI	0.195	2.851	0.004	Significant

Hypothesis testing was conducted using SEM-PLS with bootstrapping to assess the significance of relationships among latent variables, as illustrated in Figure 2. The results, summarized in Table 6, show path coefficients, t-values, and p-values for all hypotheses. A t-value above 1.96 and a p-value below 0.05 indicate significance. All hypotheses (H1–H7) are supported, confirming that SMM directly influences repurchase intention and indirectly through brand image and satisfaction. SMM positively affects brand image and satisfaction, which in turn influences repurchase intention. To enhance visualization, a proposed path diagram in Figure 2 illustrates these relationships, showing standardized path coefficients and their significance, aiding in understanding the model's structure.

The findings highlight the critical role of SMM in driving repurchase intention, with brand image and satisfaction as partial mediators. However, the demographic skew toward young, female respondents may influence the strength of these relationships, as younger consumers may prioritize interactive SMM content. The relatively low R² for brand image suggests that additional variables, such as perceived value or trust, could enhance the model's explanatory power (Wu et al., 2014). These results provide a robust foundation for understanding consumer behavior in Shopee's e-commerce ecosystem.

DISCUSSION

The findings confirm that SMM performance has a positive and significant effect on repurchase intention among Shopee Indonesia customers. According to El Shiffa et al. (2021) and Banerji and Singh (2024), SMM fosters engagement through interactive content, which directly enhances consumers' desire to repurchase, aligning with this study's results. This suggests that Shopee's strategies, such as influencer partnerships and promotional campaigns, effectively drive repeat purchases. These results are consistent with research by Godey et al. (2016) and Suharto et al. (2022), which highlight SMM's role in building consumer loyalty in e-commerce. However, Bilgin (2018) notes that SMM's effectiveness can vary due to factors like content relevance or market saturation, suggesting that Shopee must tailor its SMM to Indonesian consumers' preferences.

SMM significantly enhances brand image, as evidenced by a strong path coefficient. Bruhn et al. (2012) emphasize that consistent and appealing SMM content strengthens brand image, which this study confirms in Shopee's context. A robust brand image, in turn, positively influences repurchase intention, supported by studies from Dogra et al. (2023) and Febi et al. (2024). Brand image partially mediates the relationship between SMM and repurchase intention, indicating that while SMM directly drives repurchasing, its impact is amplified through a positive brand perception. This partial mediation aligns with Asyhari et al. (2022) and Kartika and Pandjaitan (2023), who found that brand image enhances the effect of marketing activities on consumer behavior. Shopee's recognizable logo and vibrant social media presence contribute to a trusted brand image, encouraging repeat purchases.

SMM also significantly increases consumer satisfaction, which positively affects repurchase intention. Hamid et al. (2023) argue that SMM's interactive elements, such as real-time customer support, enhance satisfaction, a finding mirrored in this study. Satisfaction partially mediates the relationship between SMM and repurchase intention, as supported by Sohaib et al. (2022) and Purnamasari and Fadli (2024). The stronger mediating effect of satisfaction compared to brand image suggests that meeting consumer expectations through quality service and engaging content is critical for loyalty (Oliver,

1999). These findings underscore the importance of maintaining high service quality and interactive SMM to foster satisfied customers who are more likely to repurchase.

Despite these insights, the study has limitations. The sample's skew toward young, female respondents (80.06% female, 92.88% aged 17-28) may limit generalizability to older or male consumers, as their SMM preferences may differ (DataReportal, 2025). The use of snowball sampling could introduce referral bias, potentially over-representing similar demographics. Additionally, the moderate R^2 for brand image (0.328) suggests that unexamined factors, such as trust or perceived value, may influence the model (Li et al., 2021). These results have significant implications for Shopee and the e-commerce industry. Shopee should prioritize engaging, culturally relevant SMM content to maintain loyalty amid competition from platforms like TikTok Shop. For the broader e-commerce sector, these findings highlight the importance of integrating SMM with strong brand image and customer satisfaction strategies to drive repeat purchases, as supported by Anas et al. (2023). Future research could explore additional mediators like trust or compare SMM effectiveness across different e-commerce platforms.

CONCLUSION

This study demonstrates that social media marketing (SMM) significantly influences repurchase intention among Shopee Indonesia customers, both directly and indirectly through brand image and satisfaction. All proposed hypotheses are supported, indicating that SMM drives repeat purchases by delivering engaging, targeted content and fostering positive consumer experiences. Satisfaction emerges as a stronger mediator than brand image, underscoring the importance of meeting consumer expectations through quality service and products to build loyalty. The findings have practical implications for Shopee and other e-commerce platforms, highlighting the need to design SMM strategies that align with consumer preferences, employ visually appealing and interactive content, and maintain responsive engagement to strengthen brand trust and encourage long-term purchasing behavior.

Several limitations should be acknowledged. The sample is skewed toward young, female respondents, which may limit the generalizability of results to Shopee's broader customer base. The use of snowball sampling introduces potential referral bias, and the moderate explanatory power for brand image suggests that additional factors, such as trust or perceived value, may also influence repurchase intention. Future research could examine other mediating variables, compare SMM effectiveness across different e-commerce platforms, or adopt mixed-methods approaches to capture deeper insights into consumer motivations. Such studies would refine the understanding of how SMM can foster customer loyalty in Indonesia's dynamic and competitive digital marketplace.

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