

Influence of Digital Marketing and E-WoM on Repurchase Intention through Brand Trust of Feel Matcha Surabaya

M. Hendrew Priasmono¹, Muhammad Fachmi², Dhiyan Septa Wihara³, Ika Diyah Candra Arifah⁴
^{1,2,3,4}Digital Business / Faculty of Economics and Business, State University of Surabaya

*Corresponding Author

Email: mohammadhendrew.22192@mhs.unesa.ac.id

Abstract

This study aims to analyze the influence of digital marketing and electronic word of mouth (E-WoM) on repurchase intention through brand trust among Feel Matcha consumers in Surabaya. Using a quantitative explanatory approach, data were collected from 101 active TikTok users who had purchased Feel Matcha products and analyzed using SEM-PLS. The results indicate that digital marketing significantly influences repurchase intention ($\beta = 0.256$; $p = 0.035$) and brand trust ($\beta = 0.375$; $p < 0.001$). Likewise, E-WoM has a stronger significant effect on repurchase intention ($\beta = 0.415$; $p = 0.001$) and brand trust ($\beta = 0.526$; $p < 0.001$). However, brand trust does not significantly mediate the effect of digital marketing ($\beta = 0.044$; $p = 0.394$) or E-WoM ($\beta = 0.062$; $p = 0.400$) on repurchase intention. These findings indicate that consumer repurchase decisions are driven more by the attractiveness, authenticity, and credibility of TikTok content than by long-term trust formation. The study contributes to consumer behavior theory in digital platform contexts and offers practical insights for optimizing TikTok-based marketing strategies to strengthen customer loyalty.

Keywords: Digital Marketing, Electronic Word of Mouth (E-WoM), Brand Trust, Repurchase Intention, TikTok

INTRODUCTION

Companies no longer rely on conventional media such as television or print, but instead turn to interactive digital platforms to build closer relationships with consumers. One of the most effective approaches in this context is digital marketing and electronic word of mouth (E-WOM), which has been proven to increase consumer engagement and strengthen brand loyalty (Bahri & Murtadho, 2025).

Globally, TikTok has become one of the most influential platforms in digital marketing strategies due to its ability to create *customer engagement*. Through short, emotional, and shareable video content, the platform enables brands to build authentic connections with consumers through a compelling combination of visuals, music, and narrative (Le et al., 2024). According to reports *We Are Social* (2025), TikTok users in Indonesia have reached over 126 million people, making it the platform with the highest engagement rate among the younger generation. These statistics demonstrate TikTok's significant potential in shaping brand perceptions and consumer purchasing decisions.

In Indonesia, the development of digital marketing and E-WOM on the TikTok platform plays a major role in changing consumption patterns, especially among young consumers who tend to trust recommendations from *content creator* or other users compared to conventional advertising (Raka Firdhausiah, 2025). This phenomenon has encouraged various local brands to utilize TikTok as the main medium for developing their products *brand engagement* and strengthen *brand trust* (Safira Puteri, Suhud, & Krissanya, 2025).

One of the industries most impacted by this digital transformation is the matcha-based beverage industry, which combines visual aesthetics, a healthy lifestyle, and a booming consumption trend on social media. In Surabaya, Feel Matcha is one local brand actively utilizing TikTok in its marketing strategy. Through creative content such as *behind-the-scenes*, customer reviews, and collaboration with *influencer* Feel Matcha strives to build positive perceptions and emotional connections with its consumers. This strategy aligns with findings (Liando & Keni,

2025), which shows that digital marketing through social media has a significant impact on repurchase intentions when supported by relevant and authentic interactions.

However, despite the level of *brand awareness* Feel Matcha's popularity is quite high, but the company still faces challenges in maintaining repurchase intentions. Increasing competition from similar brands like Haus!, Kokumi, and Street Boba has left consumers with numerous alternatives with little product differentiation. In this context, e-WOM on TikTok is a determining factor in building brand trust, as consumer perception of reviews and recommendations from other users plays a crucial role in shaping confidence in a brand's quality and credibility (Le et al., 2024; Raka Firdhausiah, 2025).

This condition confirms that the success of a digital marketing strategy does not only depend on the quality of content or the frequency of promotions, but also on the extent to which a company is able to build trust through transparent and authentic interactions on digital platforms (Gede Bagus Dwijaya Dharmanatha et al., 2025). Therefore, this study focuses on analyzing the influence of digital marketing and e-WOM on the TikTok platform on repurchase intention through brand trust among Feel Matcha consumers in Surabaya. The results of this study are expected to provide theoretical contributions to the development of digital consumer behavior literature, as well as provide practical implications for business actors in designing marketing strategies based on trust and customer loyalty.

The Stimulus–Organism–Response (SOR) model introduced by Mehrabian and Russell (1974) explains that consumer behavior is the result of a three-stage process : *stimulus* (external stimuli), *organism* (internal reaction), and *response* (action). In the context of this research, digital marketing and E-WOM function as *stimuli* which influences consumer perception and trust in the brand (*organism*), which then produces *response* in the form of repurchase intention (Gede Bagus Dwijaya Dharmanatha et al., 2025; Liando & Keni, 2025). This model is relevant for explaining how digital exposure shapes repeat purchasing behavior in the contemporary beverage sector.

Digital marketing is a marketing activity that utilizes digital media to create value and strengthen long-term relationships with customers (Bahri & Murtadho, 2025). Based on relationship marketing theory, an ongoing relationship between a brand and its customers can foster emotional closeness and increase customer loyalty (Le et al., 2024). Research by Liando & Keni (2025) shows that digital marketing has a positive effect on *repurchase intention* through increasing customer satisfaction, while Annisa & Jaelani (2025) emphasized that consistent digital campaigns are able to streng then *brand equity* And *brand trust*.

Electronic Word of Mouth (E-WOM) is a form of informal communication in the digital realm that contains reviews, recommendations, or comments about products or services (Raka Firdhausiah, 2025). Based on Social Influence theory, consumer behavior can be influenced by the opinions of others who are considered credible (Safira Puteri et al., 2025). Positive e-WOM increases the perception of brand quality and credibility (Le et al., 2024). Research by (Nasrulloh, Rohim, & Idries, 2025; Willy Gunawan & Gusti Ngurah Jaya Agung Widagda, 2025) shows that e-WOM has a significant effect on *repurchase intention* through the formation of perceptions and trust in the brand.

Brand trust is consumer confidence in the reliability and integrity of a brand (Gede Bagus Dwijaya Dharmanatha et al., 2025). Based on the Trust–Commitment Relationship Marketing theory (Morgan & Hunt, 1994), trust is a key element in building long-term relationships between consumers and companies. Brand trust is formed through two main sources: positive experiences with digital marketing activities and the reliability of information obtained from e-WOM (Le et al., 2024). (Liando & Keni, 2025) proved that brand *trust* mediating influence *digital marketing* to *repurchase intention*, while (Raka Firdhausiah, 2025) showed a similar role between *E-WOM* And *repurchase intention*. Thus *brand trust* acts as a psychological mechanism that bridges the influence of digital strategies on consumer behavior.

Meanwhile, repurchase intention describes a consumer's tendency to repurchase the same product based on previous experiences (I Gst. Agung Gede Dirgantara Kusumajaya & I Gst. A. Kt. Gd. Suasana, 2025). Based on the Theory of Planned Behavior (TPB) (Ajzen, 1991), intention is a key indicator of actual behavior. Consumers who have high trust and satisfaction with a brand tend to demonstrate stronger repurchase intentions (Cahyadi, Teguh, Karnain, Dewi, & Daengs, 2024; Gede Bagus Dwijaya Dharmanatha et al., 2025). In the context of Feel Matcha, *repurchase intention* is an important indicator of the success of a digital marketing strategy and the building of consumer trust. Based on the theoretical study above, the relationship between the variables in this study can be formulated as follows:

1. Digital marketing has a positive impact on brand trust and repurchase intention.
2. E-WOM has a positive effect on brand trust and repurchase intention.
3. Brand trust has a positive effect on repurchase intention and mediates the relationship between digital marketing and E-WOM on repurchase intention.

A number of previous studies have discussed the influence of digital marketing, E-WOM, and brand trust on repurchase intention in various industrial contexts such as *coffee shop* (Gede Bagus Dwijaya Dharmanatha et al., 2025; Liando & Keni, 2025), *e-commerce* (Oktavianti, Nugroho, Sulisty, & Nurcholis, 2025), and cosmetic products (Annisa & Jaelani, 2025). However, there is limited research specifically examining this relationship in the context of digital marketing activities on the TikTok platform, particularly in the local matcha-based beverage industry in Surabaya.

The novelty of this research lies in its focus on the TikTok platform as an interactive medium for digital marketing, a perspective that remains underexplored in existing literature. Most previous studies have primarily examined social media platforms such as Instagram or Facebook, overlooking TikTok's distinctive characteristics as a short video-based platform capable of influencing brand trust through interactive engagement and user-generated content (Le et al., 2024; Raka Firdhausiah, 2025). Recent studies, however, have started to highlight TikTok's unique role in shaping consumer behavior. For instance, Widiantari, Sari, Suidarma, & Saputra (2025) found that user-generated content and brand trust on TikTok significantly encourage repurchase intention in the cosmetics industry. Similarly, Rohmah & Indarwati (2025) demonstrated that e-WoM and brand trust strongly influence purchase intention among Generation Z consumers through TikTok Shop in Indonesia. In addition, Utra & Widoretno, (2025) emphasized the importance of digital trust as a driver of repurchase intention within TikTok-based social commerce.

Moreover, prior research generally positions brand trust as an outcome variable rather than a mediating construct that bridges the effects of digital marketing and electronic word of mouth (E-WoM) on repurchase intention. This gap is also evident in previous TikTok-related studies, where trust is often examined only as a direct antecedent of purchase intention rather than as an internal psychological mechanism. For example, Anggara et al. (2025) examined consumer trust as a mediating variable between influencer credibility and e-WoM on TikTok Shop purchase intention, yet did not specifically integrate digital marketing content variables and repurchase behavior in a local MSME beverage context. Likewise, Setiawan et al. (2024) focused on the effect of TikTok-based e-WoM on purchase intention in skincare products, leaving the repurchase intention mechanism through brand trust relatively underexplored.

Therefore, this study offers novelty in several dimensions. First, it empirically examines the relationship between digital marketing, E-WoM, and repurchase intention within the TikTok platform, highlighting its role as an interactive medium for consumer engagement. Second, it adopts the Stimulus Organism Response (SOR) theoretical framework to explain how digital stimuli in the form of TikTok content affect consumers' internal states specifically their trust in the brand which in turn influences repurchase intentions. The use of the SOR framework is further supported by recent TikTok studies showing that platform-based stimuli such as

influencer credibility, content interactivity, and user-generated reviews can shape internal trust and behavioral outcomes (Le et al., 2024; Widiyanti et al., 2025). Third, the research integrates digital marketing and E-WoM variables on TikTok simultaneously to investigate their combined effect on brand trust, which functions as a key determinant of repurchase intention among Feel Matcha consumers in Surabaya.

Based on the background and identification of research gaps, the objectives of this study are as follows: (1) to analyze the effect of digital marketing on TikTok on consumer repurchase intention toward Feel Matcha products in Surabaya; (2) to examine the influence of electronic word of mouth (E-WoM) on repurchase intention; (3) to determine the impact of digital marketing and E-WoM on brand trust; (4) to analyze the effect of brand trust on repurchase intention; and (5) to test the role of brand trust as a mediating variable linking digital marketing and E-WoM on TikTok with repurchase intention among Feel Matcha consumers in Surabaya.

RESEARCH METHODS

Types of Research

This study employed a quantitative approach with an explanatory survey method. This method was used to test the causal relationship between variables formulated in the conceptual model, namely the influence of digital marketing and electronic word of mouth (E-WOM) on repurchase intention through brand trust as a mediating variable. The quantitative approach was chosen because it provides measurable empirical data that can be analyzed statistically to objectively explain consumer behavior phenomena (Gede Bagus Dwijaya Dharmanatha et al., 2025; Liando & Keni, 2025).

This study was cross-sectional, meaning data collection occurred over a single time period. This design allowed researchers to obtain a comprehensive picture of how Feel Matcha consumers in Surabaya assess digital marketing strategies and the influence of e-WOM on their trust and repurchase intentions.

Population and Sample

The population in this study was all Feel Matcha consumers in Surabaya who had made at least one purchase in the past six months. This population was deemed relevant because they had direct experience with the brand's digital communication strategy. The sampling technique used was purposive sampling, with the criteria being that respondents were at least 17 years old, had previously purchased Feel Matcha products, and were active TikTok users.

The sample size was determined based on (Hair, Risher, Sarstedt, & Ringle, 2019) guidelines, which is a minimum of five to ten times the number of research indicators. With a total of 19 indicators used, the recommended minimum number of respondents is between 95 and 190. To obtain more representative results, this study involved 100 respondents. A similar approach was also used in the studies of (Gede Bagus Dwijaya Dharmanatha et al., 2025; Liando & Keni, 2025) who examined the relationship between digital marketing, brand trust, and repurchase intention in the beverage industry.

Data Collection Techniques

The data used in this study consisted of primary and secondary data. Primary data were obtained through an online questionnaire (online survey) using the Google Form platform, shared through social media and the Feel Matcha consumer community. The questionnaire instrument was designed based on indicators adapted from previous research and measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The use of this online questionnaire was chosen because it is efficient and allows researchers to reach a wider range of respondents (Bahri & Murtadho, 2025; Le et al., 2024).

In addition to primary data, this study also utilized secondary data obtained from various sources, including scientific publications and industry reports. This secondary data served as a supporting tool to strengthen the analysis of the phenomenon and support the interpretation of the research results. The data collection process was conducted over four weeks, ensuring the validity of responses by screening respondents based on their suitability for the criteria.

Mathematical Analysis

Mathematically, the relationship between variables in this research model can be expressed in two main equations as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 Z + e \quad (1)$$

$$Z = \beta_4 X_1 + \beta_5 X_2 + e \quad (2)$$

Information:

Y = Repurchase Intention

Z = Brand Trust

X_1 = Digital Marketing

β = Path coefficient

X_2 = E-WOM

e = error terms.

The first equation explains that repurchase intention (Y) is directly influenced by digital marketing (X_1), E-WOM (X_2), and brand trust (Z). The second equation shows that brand trust (Z) is influenced by digital marketing and E-WOM.

Data Analysis Techniques

The data analysis technique was carried out using the SEM-PLS approach because this technique is able to analyze complex causal relationships involving mediating variables and does not require normal data distribution (Hair et al., 2019) and using SmartPLS software version 3.0. The measurement model (outer model) was tested through construct validity and reliability analysis using factor loading values, average variance extracted (AVE), composite reliability (CR), and Cronbach's alpha. The construct is said to be valid if the factor loading value is more than 0.70 and AVE is more than 0.50, while reliability is considered met if the CR and Cronbach's alpha values exceed 0.70 (Liando & Keni, 2025).

Next, the structural model (inner model) was analyzed to assess the relationship between latent variables by examining the path coefficient, t-statistic, and p-value. Significance testing was performed using the bootstrapping method with 5,000 samples, and the relationship between variables was considered significant if the p-value was less than 0.05 (Gede Bagus Dwijaya Dharmanatha et al., 2025). Testing for the mediation effect was conducted by assessing the indirect effect between the independent and dependent variables through the mediating variable brand trust. The mediation effect was considered significant if the t-statistic value was greater than 1.96 (Le et al., 2024).

Hypothesis testing was conducted based on the t-statistic and p-value from bootstrapping results. The hypothesis was accepted if the p-value was less than 0.05, indicating a significant relationship between variables (Hair et al., 2019; Liando & Keni, 2025). This analysis process allowed researchers to identify the direct and indirect effects of digital marketing and e-WOM on repurchase intention through brand trust.

This analysis method is in line with the approach used by Dharmanatha et al. (2025), (Le et al., 2024; Raka Firdhausiah, 2025), who used PLS-SEM to assess the relationship between digital communication, brand trust, and consumer repurchase behavior.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Characteristics

n = 101			
		Frequency	Percentage
Gender	Man	61	49.33%
	Woman	40	50.67%
Age	17 - 20 Years	17	1,33%
	21 – 25 Years	81	80.00%
	> 25 Years	3	18.67%
Product Purchase	1 time	51	68,6%
Frequency <3 months	2-3 Times	11	14%
	>3 Times	13	17,4%

Source; Processed by the author

Based on Table 1, the number of respondents in this study was 101 people who were Feel Matcha consumers in Surabaya. Based on gender, respondents consisted of 61 men (49.33%) and 40 women (50.67%). This composition indicates a relatively balanced male-female consumer base, thus reflecting diverse perceptions of the digital marketing and electronic word-of-mouth (E-WoM) strategies implemented through the TikTok platform. In terms of age, the majority of respondents were between 21 and 25 years old, amounting to 81 people (80.00%). Meanwhile, 17 respondents were aged 17–20 years old (1.33%), and 3 respondents were over 25 years old (18.67%). These findings indicate that the majority of Feel Matcha consumers are young people who actively use social media, especially TikTok, thus having a high level of exposure to digital marketing content and online recommendations (E-WoM). Based on the frequency of product purchases in the last three months, 51 respondents (68.6%) made a single purchase, 11 respondents (14%) made two to three purchases, and 13 respondents (17.4%) made more than three purchases. This indicates that most respondents are new consumers or have the potential to become repeat customers, making Brand Trust a crucial factor in shaping Repurchase Intention. Overall, the characteristics of the respondents indicate that this study is dominated by young consumers with active engagement on the TikTok platform. This supports the relevance of the analysis of how digital marketing and e-WoM contribute to increased repurchase intention through brand trust among Feel Matcha consumers in Surabaya.

Outer Model

Test of Construct Validity and Reliability

Table 2. Outer Model Test

Construct	Item	Loading	AVE	CR	<i>a</i>
Digital Marketing	I easily found Feel Matcha product information through its official TikTok account.	0.810	0.629	0.895	0.853
	Feel Matcha's video content on TikTok is engaging and creative.	0.796			
	Feel Matcha actively interacts with TikTok users through comments or message replies.	0.807			
	Promotional and pricing information delivered through TikTok is easy to understand.	0.784			

	I found the process of purchasing Feel Matcha products through the link on TikTok easy.	0.768			
	I often see other TikTok users sharing their experiences with Feel Matcha.	0.709	0.610	0.886	0.839
	TikTok users' reviews and comments about Feel Matcha seem honest and genuine.	0.830			
E-WoM	Another TikTok user's recommendation influenced my decision to try Feel Matcha.	0.779			
	Information from TikTok users helped me understand the benefits of Feel Matcha products.	0.762			
	I trust the positive reviews TikTok users have given about Feel Matcha.	0.821			
	I believe Feel Matcha delivers products with consistent quality.	0.804	0.692	0.900	0.852
	I am confident that Feel Matcha always keeps its promises to its customers.	0.791			
Brand Trust	I feel safe when consuming Feel Matcha products.	0.812			
	Feel Matcha has a good reputation on social media.	0.803			
	I believe Feel Matcha is committed to providing the best service to its customers.	0.799			
	I intend to repurchase Feel Matcha products in the future.	0,826	0,643	0,900	0,862
Repurchase Intention	I would recommend Feel Matcha to friends or family.	0,853			
	I would choose Feel Matcha over any other matcha drink brand.	0,816			
	I will still buy Feel Matcha even if there are new similar brands.	0,831			

Source; Processed by the author

Based on the test results *Confirmatory Factor Analysis (CFA)* In Table 2, all constructs in this study namely Digital Marketing, Electronic Word of Mouth (E-WoM), Brand Trust, and Repurchase Intention show values that meet the construct validity and reliability criteria. Convergent validity is shown through the value *loading factor* And *Average Variance Extracted (AVE)*. Each indicator has a value *loading factor* above 0.70, meaning all statement items have a strong contribution to the construct they measure. The AVE value for each construct is also greater than 0.50, namely 0.629 for Digital Marketing, 0.610 for E-WoM, 0.692 for Brand Trust, and 0.643 for Repurchase Intention. This indicates that the proportion of indicator variance that can be explained by the latent construct is at an adequate level and meets the convergent validity criteria as suggested by (Hair et al., 2019).

Construct reliability was evaluated using the value *Composite Reliability (CR)* and Cronbach's Alpha (α). The CR values of all constructs are above 0.70, namely 0.895 for Digital Marketing, 0.886 for E-WoM, 0.900 for Brand Trust, and 0.900 for Repurchase Intention. The Cronbach's Alpha value also shows excellent results, with values above 0.80 for all constructs (Digital Marketing = 0.853; E-WoM = 0.839; Brand Trust = 0.852; Repurchase Intention =

0.862). Thus, this research instrument can be declared reliable, because it shows a high level of internal consistency.

These results demonstrate that all indicators effectively reflect the measured latent variables. The Digital Marketing construct demonstrates dominant indicators in the aspects of ease of information access and active interaction through TikTok. The E-WoM construct demonstrates a strong contribution from the authenticity of reviews and the influence of recommendations between users. In the Brand Trust construct, Feel Matcha's consistent quality and positive reputation on social media are the most prominent dimensions. Meanwhile, Repurchase Intention is dominated by consumers' tendency to continue purchasing and recommending Feel Matcha products despite the presence of other brands on the market. Overall, these findings support that all constructs have met the requirements *validity* And *reliability*, so it is suitable for use in advanced analysis stages, such as *Structural Equation Modeling (SEM)* to test the causal relationship between Digital Marketing, E-WoM, Brand Trust, and Repurchase Intention on Feel Matcha consumers in Surabaya.

Inner Model

Hypothesis Testing

Table 3. Hypothesis Testing

	Relationship between variables	Path Coefficient (β)	t-Statistic	p-Value	Information
H1	Digital Marketing \rightarrow Repurchase Intention	0.256	2.109	0.035	Significant
H2	E - WoM \rightarrow Repurchase Intention	0.415	3.310	0.001	Significant
H3	Digital Marketing \rightarrow Brand Trust	0.375	4.298	0.000	Significant
H4	E-WoM \rightarrow Brand Trust	0.526	5.765	0.000	Significant
H5	Brand Trust \rightarrow Repurchase Intention	0,117	0,879	0,380	Not Significant
H6	Digital Marketing \rightarrow Repurchase Intention through brand trust	0,044	0.853	0,394	Not Mediating
H7	E - WoM \rightarrow Repurchase Intention through brand trust	0,062	0,841	0,400	Not Mediating

Source; Processed by the author

The Influence of Digital Marketing on Repurchase Intention (H1)

The statistical results demonstrate that Digital Marketing has a positive and significant effect on Repurchase Intention, as indicated by the coefficient value of $\beta = 0.256$, t-statistic = 2.109, and p-value = 0.035. This finding confirms that the effectiveness of Feel Matcha's digital marketing activities on TikTok significantly contributes to consumers' intention to repurchase the product. In the current digital era, social media marketing no longer functions merely as a promotional communication tool, but also as an experiential platform that shapes consumer perceptions, emotions, and post-purchase behavior. Through short-form videos, live selling, educational content, and visually appealing product storytelling, Feel Matcha is able to continuously maintain brand visibility in consumers' minds.

The continuous exposure created by TikTok's algorithmic ecosystem, particularly through the For You Page (FYP), strengthens consumer familiarity and product recall. This repeated exposure gradually builds habitual consumption behavior, where consumers become more likely to purchase the same product again after being repeatedly stimulated by persuasive and engaging content. This finding is consistent with previous studies which found that social media marketing significantly increases repurchase intention because interactive and emotionally

engaging content enhances customer attachment and consumption continuity (Gökerik, 2024; Muhammad Rizky, Yuliati, & Hasanah, 2023).

Field findings also support this relationship. Consumers frequently encounter videos about matcha preparation, health benefits, aesthetic serving styles, and flash-sale promotions during TikTok live sessions. These real conditions indicate that repurchase intention is not solely driven by functional product needs, but also by the continuous digital stimulation generated by TikTok content. Therefore, digital marketing in this context acts as a direct behavioral trigger that repeatedly reactivates consumer desire to buy Feel Matcha again.

The Influence of E-WoM on Repurchase Intention (H2)

The findings reveal that Electronic Word of Mouth (E-WoM) has a positive and significant effect on Repurchase Intention, with $\beta = 0.415$, t -statistic = 3.310, and p -value = 0.001. This indicates that positive reviews, testimonials, and recommendations shared by TikTok users significantly strengthen consumers' willingness to repurchase Feel Matcha. The larger coefficient compared to Digital Marketing suggests that peer-generated communication plays a stronger role in influencing repeat purchase decisions.

This result is aligned with previous research which states that positive word of mouth and online reviews directly affect repurchase intention by reducing uncertainty and increasing confidence in product quality (Pertiwi, Putri Nirmala, Saputri, & Andriawan, 2023). In TikTok's highly social environment, user-generated content such as honest reviews, taste reactions, and daily lifestyle videos tends to be perceived as more authentic than company-generated promotions. As a result, consumers are more likely to trust peer experiences when deciding whether the product is still worth purchasing again.

The field findings clearly illustrate this mechanism. Many consumers reported that repeated exposure to positive comments regarding taste consistency, premium matcha quality, and attractive packaging encouraged them to repurchase. This indicates that E-WoM functions as a form of social validation that directly stimulates repeat purchase decisions through social proof and perceived credibility.

The Influence of Digital Marketing on Brand Trust (H3)

The analysis shows that Digital Marketing has a positive and significant effect on Brand Trust, with $\beta = 0.375$, t -statistic = 4.298, and p -value = 0.000. This finding indicates that Feel Matcha's digital marketing strategy on TikTok successfully strengthens consumer trust toward the brand.

This result is in line with previous studies confirming that social media marketing positively influences brand trust because consistent, transparent, and responsive communication increases perceived credibility and professionalism (Kevin Putra Bawono & Subagio, 2020; Muhammad Rizky et al., 2023). In this study, Feel Matcha's TikTok content provides consumers with visible proof of product authenticity through ingredient explanations, preparation methods, and direct responses to customer inquiries.

Field findings strongly reinforce this explanation. Consumers perceive Feel Matcha as trustworthy because the brand consistently delivers informative content, maintains visual consistency, and actively interacts with customers in the comment section. These conditions create the perception that the brand is reliable, transparent, and committed to service quality, thereby strengthening brand trust.

The Influence of E-WoM on Brand Trust (H4)

The results indicate that E-WoM has a positive and significant effect on Brand Trust, with $\beta = 0.526$, t -statistic = 5.765, and p -value = 0.000. This is the strongest coefficient among the variables influencing Brand Trust, suggesting that trust is more strongly shaped by peer communication than by company-generated content.

This finding supports previous studies which emphasize that positive reviews and customer recommendations significantly strengthen consumer trust because they provide

powerful social proof and reduce skepticism toward the brand (Pertiwi et al., 2023). In TikTok's social environment, trust is often constructed collectively through repeated exposure to favorable peer experiences.

The field findings show that prospective Feel Matcha consumers pay close attention to the number of positive testimonials, repeated honest reviews, and authentic user reactions. When positive narratives regarding taste, quality, and packaging repeatedly appear, consumers gradually form collective confidence that Feel Matcha is a reliable and credible brand.

The Influence of Brand Trust on Repurchase Intention (H5)

Interestingly, the findings reveal that Brand Trust does not significantly affect Repurchase Intention, with $\beta = 0.117$, t -statistic = 0.879, and p -value = 0.380. This indicates that although consumers trust Feel Matcha, such trust alone is not sufficient to become the primary driver of repeat purchase behavior.

This finding differs from previous studies which found that brand trust significantly influences repurchase intention because trust strengthens loyalty and long-term customer commitment (Kevin Putra Bawono & Subagio, 2020; Subawa, 2020). However, in the TikTok context, consumer behavior appears to be more strongly driven by emotional appeal, viral trends, creator influence, and limited-time promotions than by rational trust evaluation.

Field findings clearly support this interpretation. Consumers often repurchase Feel Matcha due to newly launched menu variants, trending creator collaborations, and flash-sale momentum rather than because of trust-based loyalty. This suggests that trust functions as a supporting perception, while the actual behavioral trigger is more strongly activated by digital content attractiveness and viral momentum.

The Mediating Role of Brand Trust in the Relationship between Digital Marketing and Repurchase Intention (H6)

The mediation test results show that Brand Trust does not mediate the relationship between Digital Marketing and Repurchase Intention, with $\beta = 0.044$, t -statistic = 0.853, and p -value = 0.394. This means that digital marketing affects repurchase intention directly, without passing through trust as an intervening mechanism.

This result contrasts with previous studies showing that brand trust can mediate the effect of social media marketing on repurchase behavior (Gökerik, 2024; Kevin Putra Bawono & Subagio, 2020). However, in Feel Matcha's TikTok ecosystem, the direct persuasive power of engaging videos, promotional live sessions, and FYP repetition appears to be more dominant than deeper trust formation.

Field findings indicate that consumers frequently decide to repurchase immediately after watching live promotions, new product launches, or viral preparation videos. This suggests that immediate digital stimulation is more influential than cognitive trust processes.

The Mediating Role of Brand Trust in the Relationship between E-WoM and Repurchase Intention (H7)

The findings further show that Brand Trust does not mediate the relationship between E-WoM and Repurchase Intention, with $\beta = 0.062$, t -statistic = 0.841, and p -value = 0.400. This indicates that although E-WoM successfully strengthens consumer trust, the trust pathway is not strong enough to transmit a significant influence toward repeat purchase intention.

This result remains relevant to previous findings suggesting that trust may not always serve as a strong mediator, particularly when consumer decisions are highly influenced by peer interaction, trend participation, and content virality (Pertiwi et al., 2023). In the context of TikTok, positive reviews often directly stimulate curiosity, craving, and social conformity without requiring gradual trust development.

Field findings show that consumers are often motivated to repurchase Feel Matcha after repeatedly seeing positive review videos that revive matcha trends and reactivate product

cravings. This indicates that the behavioral pathway from E-WoM to repurchase intention is more immediate and socially contagious than cognitively mediated through trust.

CONCLUSION

This study concludes that Digital Marketing and Electronic Word of Mouth (E-WoM) are the main determinants of Repurchase Intention toward Feel Matcha products on TikTok. Quantitatively, E-WoM shows the strongest direct influence on Repurchase Intention with a path coefficient of $\beta = 0.415$, $t = 3.310$, and $p = 0.001$, followed by Digital Marketing with $\beta = 0.256$, $t = 2.109$, and $p = 0.035$. These findings indicate that consumers' repeat purchase decisions are strongly driven by positive peer reviews, authentic testimonials, and continuous exposure to engaging TikTok marketing content. The study also finds that both independent variables significantly influence Brand Trust. E-WoM has the strongest effect on Brand Trust with $\beta = 0.526$, $t = 5.765$, and $p = 0.000$, while Digital Marketing also shows a significant positive influence with $\beta = 0.375$, $t = 4.298$, and $p = 0.000$. This suggests that trust toward Feel Matcha is primarily built through positive consumer-to-consumer communication and reinforced by consistent, informative, and transparent digital marketing content on TikTok. However, an important finding of this study is that Brand Trust does not significantly influence Repurchase Intention, as indicated by $\beta = 0.117$, $t = 0.879$, and $p = 0.380$. This result implies that, within the TikTok social commerce environment, consumers' repeat purchase behavior is not primarily determined by rational trust evaluation, but rather by emotional stimulation, viral content exposure, promotional momentum, and social trends. Furthermore, the mediation analysis confirms that Brand Trust does not mediate the relationship between Digital Marketing and Repurchase Intention ($\beta = 0.044$, $t = 0.853$, $p = 0.394$) nor the relationship between E-WoM and Repurchase Intention ($\beta = 0.062$, $t = 0.841$, $p = 0.400$). This indicates that both Digital Marketing and E-WoM affect repurchase intention more directly, without requiring trust as an intervening mechanism. Overall, these findings highlight that in the context of TikTok-based social commerce, repeat purchase intention is more strongly shaped by direct digital engagement and peer-generated communication than by trust-based cognitive processes. Practically, this suggests that Feel Matcha should prioritize strategies that enhance user-generated reviews, creator collaborations, viral campaigns, and interactive short-video marketing to sustain repeat purchase behavior.

REFERENCES

- Annisa, A. F., & Jaelani, E. (2025). THE INFLUENCE OF DIGITAL MARKETING, BRAND TRUST, AND BRAND IMAGE ON PURCHASE DECISION OF SOMETHINC COPY PASTE BREATHABLE CUSHION PRODUCTS. In *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)* (Vol. 8).
- Bahri, M. al, & Murtadho, K. (2025). Pengaruh Digital Marketing dan Customer Trust Terhadap Repurchase Intention Melalui Keputusan Pembelian. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 4108–4121. <https://doi.org/10.31004/riggs.v4i3.2593>
- Cahyadi, F., Teguh, H., Karnain, B., Dewi, R., & Daengs, A. (2024). *Pengaruh Brand Trust dan Brand Loyalty terhadap Repurchase Intention pada Produk Cat Avian di Gresik*.
- Gede Bagus Dwijaya Dharmanatha, I., Gst Ayu Kt Giantari, I., Nyoman Kerti Yasa, N., Putu Gde Sukaatmadja, I., Wayan Santika, I., & Author, C. (2025). *International Journal of Management, Accounting & Finance (KBIJMAF) Investigating the Mediating Role of*

- Brand Trust and Brand Engagement in the Relationship Between Social Media Marketing and Repurchase Intention (A Case Study of Coffee Shop Nyeduh Kopi).* <https://doi.org/10.70142/kbijmaf.v2i4.336>
- Gökerik, M. (2024). The mediating role of brand trust in the effect of social media marketing on repurchase behaviour. *Turkish Journal of Marketing*, 9(2), 36–51. <https://doi.org/10.30685/tujom.v9i2.195>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019, January 14). When to use and how to report the results of PLS-SEM. *European Business Review*, Vol. 31, pp. 2–24. Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- I Gst. Agung Gede Dirgantara Kusumajaya, & I Gst. A. Kt. Gd. Suasana. (2025). The Influence of Brand Trust, Brand Image, and E-WOM on Repurchase Intention. *Digital Innovation : International Journal of Management*, 2(4), 275–284. <https://doi.org/10.61132/digitalinnovation.v2i4.568>
- Kevin Putra Bawono, T., & Subagio, H. (2020). ANALISA PENGARUH SOCIAL MEDIA MARKETING TERHADAP REPURCHASE INTENTION MELALUI BRAND TRUST SEBAGAI VARIABEL MEDIASI PADA INSTAGRAM ADIDAS INDONESIA DI SURABAYA.
- Le, M. T. H., Thi Thao, V. N., Le Huynh Huu, A., Nguyen Tuan, H., Nguyen Ngoc Thanh, N., & Thi Hong, V. N. (2024). Establish Trust With Electronic Word-of-Mouth to Improve Brand Equity. *SAGE Open*, 14(4). <https://doi.org/10.1177/21582440241292815>
- Liando, V. R., & Keni. (2025). PENINGKATAN REPURCHASE INTENTION DARI PERAN DIGITAL MARKETING, CUSTOMER EXPERIENCE, DAN CUSTOMER SATISFACTION TERHADAP PELANGGAN COFFEE SHOP DI JAKARTA. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 9, 984–997.
- Muhammad Rizky, Yuliati, L. N., & Hasanah, N. (2023). Pengaruh Social Media Marketing Instagram Terhadap Repurchase Intention Melalui Experiential Marketing dan Brand Trust. *Jurnal Aplikasi Bisnis Dan Manajemen*, 9(2), 658. <https://doi.org/10.17358/jabm.9.2.658>
- Nasrulloh, R. S., Rohim, A. N., & Idries, F. A. (2025). Analysis of the Influence of E-Wom on Repurchase Intention: the Mediating Role of Customer Loyalty and Satisfaction. *Studi Akuntansi, Keuangan, Dan Manajemen*, 4(2), 337–349. <https://doi.org/10.35912/sakman.v4i2.3940>
- Oktavianti, R. I., Nugroho, M., Sulisty, H., & Nurcholis, L. (2025). Pengaruh Digital Marketing dan E-Service Quality terhadap Repurchase Intention dengan Brand Image Sebagai Variabel Mediasi Pada Platform E-Commerce Blibli. *JAFM*, 6(3). <https://doi.org/10.38035/jafm.v6i3>
- Pertiwi, A. P., Putri Nirmala, R., Saputri, R., & Andriawan, I. T. (2023). The influence of social media promotion, word of mouth, and quality service on repurchase intention: The role of trust. *Sebelas Maret Business Review*, 8(2), 98–108. Retrieved from <https://jurnal.uns.ac.id/snbr>
- Putra, C. I. M., & Widoretno, E. P. (2025). THE ROLE OF DIGITAL TRUST IN DRIVING REPURCHASE INTENTION ON TIKTOK SHOP IN INDONESIA PERAN KEPERCAYAAN DIGITAL DALAM MEMPENGARUHI NIAT PEMBELIAN ULANG DI TIKTOK SHOP DI INDONESIA.
- Raka Firdhausiah, A. (2025). Marketing Management Studies The impact of electronic word-of-mouth and perceived value on Iphone users' repurchase intention: The mediating role of brand trust. *Marketing Management Studies*, 5(1), 1–13. <https://doi.org/10.24036/jkmp.v1i1>
- Rohmah, F. N., & Indarwati, T. A. (2025). Examining The Impact Of User Experience, Electronic Word Of Mouth, And Brand Trust On Purchase Intention Among Generation Z Consumers Of Local Skincare Products Via Tiktok Shop In Indonesia. *JDBIM (Journal of*

Digital Business and Innovation Management), 4(2), 455–483.

<https://doi.org/10.26740/jdbim.v4i2.71955>

Safira Puteri, A., Suhud, U., & Krissanya, N. (2025). The Role of E-Wom, Brand Image, Brand Experience, and Brand Trust in Shaping Repurchase Intention on Healthy Instant Noodle Products. In *International Journal of Education* (Vol. 5). Retrieved from <http://lppipublishing.com/index.php/ijessm>

Subawa, N. S. (2020). The effect of experiential marketing, social media marketing, and brand trust on repurchase intention in Ovo applications. *International Research Journal of Management, IT and Social Sciences*. <https://doi.org/10.21744/irjmis.v7n3.881>

Widiantari, K. S., Sari, K. A. N., Suidarma, I. M., & Saputra, I. G. N. W. H. (2025). Pengaruh UGC, Brand Trust, dan Perceived Value dalam Mendorong Repurchase Intention MakeOver di TikTok. *INOVASI: Jurnal Ilmiah Ilmu Manajemen*, 12(2), 534–543.

Willy Gunawan, M., & Gusti Ngurah Jaya Agung Widagda, I. K. (2025). The Role of Trust in Moderating The Effect of Feel Experience on Repurchase Intention. *Jurnal Nusantara Aplikasi Manajemen Bisnis*, 10(1), 61. <https://doi.org/10.29407/nusamba.v10i1.23279>