



Influencer Marketing and TikTok Electronic Word of Mouth: Examining Their Effects on Repurchase Intention with Brand Trust as a Mediator

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ABSTRACT

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The rapid growth of social media, particularly TikTok, has transformed how consumers build relationships with brands and develop intentions to repurchase products. This study aims to examine the effects of influencer marketing and electronic word of mouth (eWOM) on repurchase intention, with brand trust acting as a mediating variable. A quantitative research approach was employed using a survey of 200 active TikTok users who had previously purchased or tried products promoted on the platform. The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that influencer marketing has a significant effect on both repurchase intention and brand trust. Meanwhile, TikTok eWOM significantly influences brand trust but does not directly affect repurchase intention. Brand trust is found to have a significant effect on repurchase intention and plays an important mediating role in strengthening the relationship between influencer marketing, eWOM, and repurchase intention. These findings highlight the importance of building brand trust to transform digital marketing communication into sustainable consumer loyalty and repeated purchase behavior in social media–driven markets.

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INTRODUCTION

The rapid development of digital technology has fundamentally transformed how consumers interact with brands and make purchasing decisions in contemporary markets. Social media platforms are no longer limited to communication and entertainment functions but have evolved into strategic environments where consumers discover products, evaluate experiences, and form long-term relationships with brands. This transformation is particularly evident in the emergence of social commerce, which integrates social interaction

with commercial activities within digital platforms (Hefniy & Alwahedi, 2025; Holidi, 2025; Khofsah, 2025; Manshur, 2026). Through this system, consumers are able to access product information, share reviews, and influence the purchasing behavior of others in real time. As a result, companies increasingly rely on digital engagement strategies to maintain consumer loyalty and encourage repeat purchasing behavior. Evidence from recent digital market reports indicates that social media-driven commerce continues to expand rapidly across various industries, particularly among younger consumers who rely heavily on online recommendations. Therefore, understanding how digital interactions shape consumer trust and purchasing behavior has become essential for both academic research and business practice in the digital economy.

Despite the rapid expansion of social commerce, businesses still face significant challenges in converting online engagement into sustained consumer loyalty and repeat purchasing behaviour (Hikmah & Mudarris, 2026; Kusumawati, 2025; Syafiih, 2025). While social media platforms can generate high levels of visibility and initial purchase intention, maintaining consumer trust and encouraging repurchase remains a complex process. Consumers are frequently exposed to a vast amount of promotional content, influencer endorsements, and user-generated reviews, making it increasingly difficult to determine which information is credible. This condition often leads to skepticism toward promotional messages and may reduce the effectiveness of digital marketing strategies. Furthermore, the abundance of product alternatives in online marketplaces increases competition among brands and weakens long-term customer attachment. Consequently, companies must develop strategies that not only attract initial attention but also build trust and credibility over time. Understanding the mechanisms through which digital marketing communication influences repurchase intention is therefore crucial, as repurchase behavior reflects consumer satisfaction, loyalty, and the sustainability of business performance in social commerce environments.

One of the most influential platforms within the social commerce ecosystem today is TikTok, which has significantly reshaped digital marketing practices through short-video content and live commerce features. According to Momentum Works (2024), Indonesia ranks second globally in terms of Gross Merchandise Value (GMV) generated through TikTok Shop, reaching approximately US\$6.198 billion. This figure illustrates the massive economic potential of video-based commerce and highlights the platform's role in shaping brand perception and consumer purchasing behavior. Influencer collaborations and viral promotional content frequently drive consumer interest and product sales within a very short period. Live-stream shopping events, for instance, often generate millions of interactions and substantial sales volume in a matter of hours. These dynamics demonstrate how influencer marketing and electronic word of mouth (eWOM) on TikTok can rapidly amplify product visibility and

consumer engagement. However, viral popularity does not always guarantee long-term consumer satisfaction or loyalty, making it important to examine the factors that influence consumers' willingness to repurchase products promoted on social media.

Previous studies have extensively examined the role of digital marketing strategies in shaping consumer attitudes and purchasing behavior. Influencer marketing has been widely recognized as an effective tool for enhancing brand awareness and credibility by leveraging the perceived authenticity and expertise of social media personalities (Hanaysha, 2022; Weismueller et al., 2020). Similarly, electronic word of mouth (eWOM) has been identified as a powerful mechanism that allows consumers to exchange information and influence the decisions of others through online reviews and recommendations. Empirical evidence suggests that positive eWOM can significantly improve brand perception and increase consumers' willingness to purchase products (Adeoye & Munawwaroh, 2025; Naningsih et al., 2024). In addition, brand trust has been consistently highlighted as a critical factor in strengthening customer relationships and encouraging long-term loyalty. Studies have shown that consumers are more likely to engage in repeat purchasing behavior when they perceive a brand as trustworthy and reliable. These findings emphasize the importance of trust-building strategies in digital marketing environments where consumers rely heavily on peer opinions and influencer endorsements.

Although numerous studies have explored the relationship between digital marketing and consumer behavior, several limitations remain in the existing literature. Many previous studies have focused primarily on purchase intention rather than repurchase intention, which represents a stronger indicator of customer loyalty and long-term brand relationships. For example, Naibaho (2024) examined the influence of influencer marketing and trust on repurchase intention in the skincare industry but did not incorporate electronic word of mouth or platform-specific contexts. Similarly, Fikriah and Mahendra (2024) investigated the effect of social media marketing on repurchase intention with brand trust as a mediator, yet the study treated social media as a general concept rather than focusing on a specific platform such as TikTok. Consequently, there is still limited empirical evidence explaining how influencer marketing and TikTok-based eWOM jointly influence repurchase intention. Furthermore, brand trust is often positioned as a direct independent or dependent variable rather than as a mediating mechanism that links digital marketing communication with consumer loyalty outcomes.

Considering these limitations, further research is needed to better understand the mechanisms through which digital marketing strategies influence consumer loyalty in social commerce environments. The novelty of this study lies in its integrated examination of influencer marketing and TikTok electronic word of mouth as key drivers of repurchase intention, while

positioning brand trust as a mediating variable that connects digital exposure to consumer loyalty outcomes. This approach provides a more comprehensive understanding of the psychological processes underlying consumer decision-making in digital marketplaces. Additionally, the study contributes to the literature by focusing on the rapidly growing online food and beverage sector, which has received relatively limited attention compared with industries such as fashion and skincare. Given the increasing popularity of food products promoted through short-video platforms and live commerce, examining consumer behavior in this sector offers valuable insights for both researchers and practitioners. Understanding these dynamics is essential for developing effective marketing strategies in highly competitive digital markets.

Based on the issues discussed above, this study aims to analyze the influence of influencer marketing and TikTok electronic word of mouth (eWOM) on consumers' repurchase intention, with brand trust acting as a mediating variable. The research is grounded in the argument that digital promotional content alone may not be sufficient to generate long-term consumer loyalty unless it successfully builds trust toward the brand. Influencers and online reviews can attract consumer attention and stimulate initial purchase decisions, but the formation of brand trust ultimately determines whether consumers will continue purchasing the product in the future. Therefore, this study proposes that influencer marketing and eWOM positively influence brand trust, which in turn strengthens repurchase intention. By empirically examining these relationships using quantitative analysis, the study seeks to provide both theoretical and practical contributions to the understanding of consumer behavior in social commerce. The findings are expected to enrich the literature on digital marketing and offer insights for businesses seeking sustainable customer relationships.

RESEARCH METHODS

This study employed a quantitative causal research design to examine the relationships between influencer marketing, electronic word of mouth (eWOM), brand trust, and repurchase intention. A quantitative approach was selected because it allows researchers to measure relationships between variables objectively and test hypotheses through statistical analysis. The causal design was used to identify the potential cause-and-effect relationships among the variables studied, particularly the influence of digital marketing factors on consumer behavioral intentions. Data were collected using a structured questionnaire distributed to respondents who met predetermined criteria. The questionnaire utilized a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure respondents' perceptions and attitudes toward the research variables. This scaling technique was chosen because it enables the measurement of consumer perceptions, attitudes, and behavioral intentions in a

systematic and quantifiable manner, which is appropriate for studies examining consumer behavior in digital marketing contexts.

The population of this study consisted of users of TikTok in Indonesia who had previously purchased or tried the product examined in this research. This population was selected because it directly reflects the target consumers exposed to influencer marketing and electronic word of mouth on social media platforms. The sampling technique used was purposive sampling, as not all TikTok users have experience interacting with or purchasing the product discussed in this study. Therefore, specific criteria were applied in selecting respondents. The respondents were required to (1) be active TikTok users in Indonesia, (2) have seen promotional content delivered by the influencer @fujiiian, (3) have read or watched electronic word of mouth (eWOM) related to the product on TikTok, and (4) have purchased or expressed an intention to repurchase the product. Based on these criteria, a total of 200 respondents were selected as the sample, which is considered adequate for statistical analysis using Structural Equation Modeling–Partial Least Squares (SEM-PLS).

The data collection technique used in this research was a survey method. The survey approach was chosen because it enables researchers to collect data directly from a relatively large number of respondents and is suitable for measuring consumer perceptions, attitudes, and behavioral intentions quantitatively. The questionnaire was distributed online through Google Forms, allowing respondents to complete it conveniently using digital devices. The distribution process was conducted through social media platforms and the researcher's personal networks while ensuring that respondents met the predetermined criteria. Online survey distribution was considered efficient and appropriate because the target respondents are active social media users who are familiar with digital platforms. This method also allows researchers to reach geographically dispersed respondents within a relatively short period while maintaining cost efficiency.

The data analysis technique used in this study was Structural Equation Modeling–Partial Least Squares (SEM-PLS) using SmartPLS version 4.0 software. SEM-PLS was selected because it is capable of simultaneously analyzing complex causal relationships among latent variables, including both the measurement model (outer model) and the structural model (inner model). Additionally, SEM-PLS is suitable for research with relatively small sample sizes and does not require normally distributed data (Hair et al., 2021). To ensure the validity and reliability of the research instruments, several tests were conducted, including convergent validity, discriminant validity, and reliability assessments through composite reliability and Cronbach's alpha. These procedures ensure that the measurement indicators accurately represent the constructs being studied and

that the collected data are consistent and dependable for hypothesis testing.

RESULTS AND DISCUSSION

Results

Table 1. Respondent Characteristics

Category	Item	F	%
Gender	Male	74	37.0
	Female	126	63.0
Age	17 – 25	132	66.0
	25 – 45	61	30.5
	46 – 60	7	3.5
Domicile	Kalimantan	98	49.0
	Java	48	24.0
	Sumatra	25	12.5
	Sulawesi	19	9.5
	Bali	6	3.0
	Papua	3	1.5
	Maluku	1	0.5
Education	Junior High School	7	3.5
	Senior High School / Vocational School	103	51.5
	Diploma (D1/D2/D3/D4)	29	14.5
	Bachelor's Degree (S1)	56	28.0
	Others	5	2.5
Occupation	University Student	104	52.0
	Private Employee	48	24.0
	Student	10	5.0
	Civil Servant	2	1.0
	Others	36	18.0

Based on the survey results of 200 respondents, the majority of respondents in this study were female (63%), while 37% were male. In terms of age, respondents were predominantly in the 17–25 age group (66%), indicating that the majority of respondents are young people who actively use TikTok. In terms of domicile, the majority of respondents came from Kalimantan (49%), followed by Java (24%), and Sumatra (12.5%). This indicates a fairly diverse geographic distribution of respondents.

In terms of education level, the majority of respondents had a high school/vocational high school education (51.5%), while in terms of occupation, the majority of respondents were students (52%). All respondents in this study stated that they had seen Bittersweet by Najla promotional content presented by influencer @fujiiian, a percentage of 100%. This indicates that all respondents had been exposed to the promotional content targeted in this study. Therefore, the

data obtained was deemed relevant and in accordance with the research objective of analyzing the influence of influencer promotional content on the variables studied.

Measurement Model

The measurement model in this study was evaluated to ensure the validity and reliability of the latent constructs. Convergent validity was assessed using outer loadings and Average Variance Extracted (AVE) values, while discriminant validity was tested using the Fornell–Larcker criteria and cross-loadings. Furthermore, construct reliability was evaluated using Composite Reliability and Cronbach's Alpha. The test results indicated that the measurement model met the validity and reliability criteria, making it suitable for use in structural model analysis and hypothesis testing.

Tabel 2. Convergent Validity dan Composite Reliability

Variable	Items	Loading Factor	Cronbach's Alpha	CR	AVE
Influencer Marketing	Content created by Fujiiiann feels original and does not imitate other influencers.	0.817	0.811	0.862	0.615
	Fujiiiann presents promotional content for Bittersweet by Najla in a creative and engaging way.	0.824			
	The humor elements in Fujiiiann's content make me interested in the product.	0.571			
	I trust the recommendations provided by Fujiiiann.	0.886			
TikTok Electronic Word of Mouth	Reviews about Bittersweet by Najla on TikTok provide clear and useful information.	0.907	0.827	0.897	0.745
	Many TikTok users share their experiences about Bittersweet by Najla.	0.912			
	I believe in the authenticity of reviews about Bittersweet by Najla.	0.761			
Brand Trust	I always believe that Bittersweet by Najla maintains the quality of its products.	0.910	0.898	0.930	0.769
	I feel that Bittersweet by Najla is honest in promoting its products.	0.915			

	I believe that Bittersweet by Najla has high integrity as a brand.	0.757			
	I trust that the taste and appearance of Bittersweet by Najla products are consistent with the promotions shown on TikTok.	0.914			
Repurchase Intention	I intend to repurchase Bittersweet by Najla products in the future.	0.893	0.850	0.909	0.770
	I prefer this product compared to other brands.	0.924			
	I am willing to recommend this product to others.	0.813			

Source: SEM-PLS 4.0.2026

Based on Table 2, the results of the convergent validity and construct reliability tests show that all variables in this study have met the established criteria. The loading factor values for each indicator in the constructs of Influencer Marketing, TikTok Electronic Word of Mouth, Brand Trust, and Repurchase Intention are above the minimum threshold of 0.70, indicating that each indicator is able to represent the construct it measures well. Furthermore, the Cronbach's Alpha and Composite Reliability (CR) values for all constructs are each above 0.70, indicating a high level of internal consistency and reliability. Furthermore, the Average Variance Extracted (AVE) values for all variables also exceed the threshold of 0.50, confirming that the construct is able to explain more than half of the variance in its indicators. Thus, it can be concluded that the measurement model in this study has met the criteria for convergent validity and good reliability, making it suitable for further structural model testing.

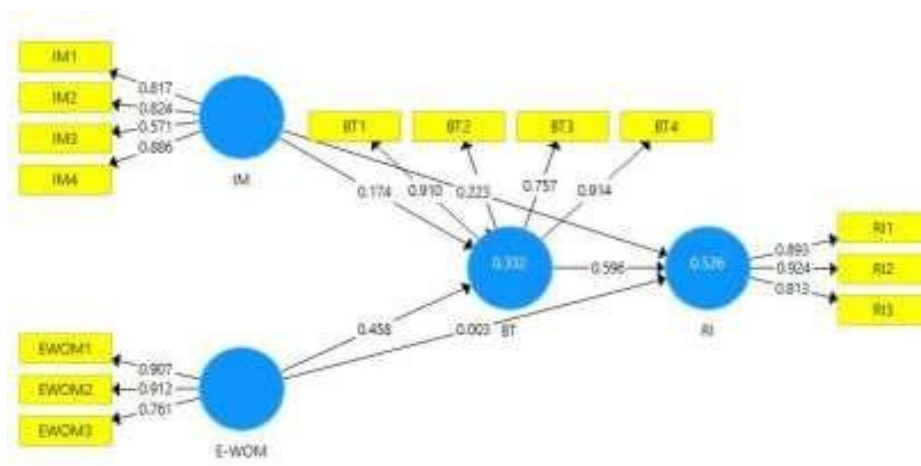


Figure 1. Algorithm Model Result

Discriminant Validity

Tabel 3. Discriminant Validity – Fornell Lacker

Variable	BT	E-WOM	IM	RI
BT (Brand Trust)	0.877			
E-WOM (Electronic Word of Mouth)	0.559	0.863		
IM (Influencer Marketing)	0.439	0.578	0.784	
RI (Repurchase Intention)	0.696	0.466	0.487	0.878

Source: SEM-PLS 4.0.2026

Based on the results of the discriminant validity test in Table 3, using the Fornell–Larcker criteria, it can be concluded that all constructs in this study have met the discriminant validity criteria. This is indicated by the square root of the AVE value for each construct (diagonal value) which is greater than the correlation value between other constructs. Specifically, the constructs of Brand Trust (0.877), Electronic Word of Mouth (0.863), Influencer Marketing (0.784), and Repurchase Intention (0.878) each have the highest diagonal value compared to their correlation with other constructs. This finding indicates that each construct is able to explain its indicators better than other constructs in the model, so it can be stated that the research instrument has good discriminant validity.

Tabel 4. Discriminant Validity – Cross Loading

Indicator	BT	E-WOM	IM	RI
BT1	0.910	0.533	0.401	0.668
BT2	0.915	0.505	0.487	0.658
BT3	0.757	0.428	0.253	0.453
BT4	0.914	0.488	0.369	0.634
EWOM1	0.523	0.907	0.570	0.471
EWOM2	0.510	0.912	0.566	0.415
EWOM3	0.402	0.761	0.324	0.298
IM1	0.279	0.426	0.817	0.353
IM2	0.263	0.485	0.824	0.289
IM3	0.098	0.312	0.571	0.090
IM4	0.514	0.538	0.886	0.550
RI1	0.629	0.499	0.471	0.893
RI2	0.630	0.371	0.466	0.924
RI3	0.572	0.351	0.335	0.813

Source: SEM-PLS 4.0.2026

Based on the discriminant validity test results in Table 4, using cross-loading values, all indicators within each construct showed the highest loading values on the construct they measured compared to other constructs. The Brand Trust indicators (BT1–BT4) had the highest loading on the Brand Trust construct,

the Electronic Word of Mouth indicators (EWOM1–EWOM3) had the highest loading on the e-WOM construct, the Influencer Marketing indicators (IM1–IM4) had the highest loading on the Influencer Marketing construct, and the Repurchase Intention indicators (RI1–RI3) showed the highest loading on the Repurchase Intention construct. These results indicate that each indicator accurately represents its construct and there is no overlap in measurement between constructs. Therefore, it can be concluded that the measurement model meets the criteria for good discriminant validity based on cross-loading.

Structural Model (Inner Model)

The structural model (inner model) evaluation was conducted to assess the causal relationships between latent constructs and the model's ability to explain the variance of endogenous constructs. One of the main indicators used in evaluating structural models is the coefficient of determination (R-square).

Tabel 5. R square

R Square	R Square Adjusted	
Variable	R Square	R Square Adjusted
BT (Brand Trust)	0.332	0.326
RI (Repurchase Intention)	0.526	0.518

Source: SEM-PLS 4.0.2026

Based on Table 5, the R-square value of 0.332 for the Brand Trust (BT) variable indicates that 33.2% of the variation in Brand Trust can be explained by Influencer Marketing and Electronic Word of Mouth, while the remaining 66.8% is influenced by other variables outside the research model. Meanwhile, the R-square value of 0.526 for the Repurchase Intention (RI) variable indicates that 52.6% of the variation in Repurchase Intention can be explained by Influencer Marketing, Electronic Word of Mouth, and Brand Trust, with an Adjusted R-square of 0.518, confirming that the model has fairly strong and stable explanatory power. Overall, these R-square values indicate that the structural model has moderate to strong predictive power, particularly in explaining consumer repurchase intentions.

Hypothesis Testing

The hypothesis testing in this study was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis using the SmartPLS 4 application. This analysis is used to examine the relationships between variables in a complex research model. The hypothesis is accepted if the significance value (p-value) is <0.05 ($\alpha = 5\%$), while the hypothesis is rejected if

the significance value is >0.05 . The results of the hypothesis testing showing the influence between variables in the research model are presented in the following table.

Based on the hypothesis testing results in Table 5, influencer marketing was shown to have a positive and significant effect on repurchase intention, while electronic word of mouth (e-WOM) did not show a significant direct effect. However, both influencer marketing and e-WOM had a positive and significant effect on brand trust, with e-WOM showing a stronger effect. Furthermore, brand trust was shown to have the most dominant positive and significant effect on repurchase intention, confirming its role as a key factor in driving consumer repurchase intention. The results of the indirect effect test indicated that brand trust significantly mediated the relationship between influencer marketing and e-WOM on repurchase intention. Therefore, although e-WOM does not have a direct effect, it may be indirectly influenced by increased brand trust. This finding confirms that brand trust is the primary mechanism bridging the influence of marketing communication strategies on consumer repurchase behavior.

Discussion

The results of this study indicate that influencer marketing has a positive effect on repurchase intention. Promotional content delivered by the influencer @fujiiian is able to directly encourage consumers to repurchase the product. The influencer's credibility, authentic communication style, and emotional closeness with followers make promotional messages easier to accept and trust. In the context of TikTok, content characteristics that emphasize entertainment and personal storytelling further strengthen emotional engagement between influencers and their audiences. As a result, consumers become more inclined to repurchase products recommended by influencers they trust. These findings are consistent with Cheah et al. (2024), who argue that influencers with high authenticity and engagement levels can significantly influence consumer purchasing behavior, including repurchase intention. The results highlight the strategic role of influencer marketing in shaping consumer loyalty by fostering emotional connections and perceived credibility, particularly within social media platforms that emphasize interactive and personalized content experiences.

In contrast, the findings reveal that electronic word of mouth (eWOM) does not directly influence repurchase intention. Although consumers are frequently exposed to online reviews and shared experiences on TikTok, such exposure alone does not necessarily lead to the intention to purchase the product

again. Repurchase intention reflects a longer-term behavioral commitment that is typically formed through direct consumption experiences rather than solely through external information sources. This finding is consistent with Matute et al. (2016), who reported that the characteristics of eWOM do not directly affect online repurchase intention but instead operate through mediating variables such as trust and satisfaction. Furthermore, Park and Lee (2009) suggest that the phenomenon of information overload in eWOM can reduce the effectiveness of information and increase consumer confusion, thereby weakening its influence on behavioral intentions. Consequently, exposure to numerous online opinions does not automatically translate into repeat purchasing decisions without additional psychological reinforcement.

Nevertheless, the results of this study differ from the findings of Valiza Lulu Iqlima and Maftukhah (2023), who reported that eWOM has a negative effect on repurchase intention among users of Lazada. The differences between these findings may be explained by variations in platform characteristics and user interaction mechanisms. TikTok, as a video-based social media platform that emphasizes entertainment and creative storytelling, tends to influence consumers through emotional engagement and creator credibility rather than purely informational reviews. Therefore, consumers may rely more on the perceived authenticity of influencers rather than on textual reviews when evaluating products. This suggests that the persuasive power of eWOM depends heavily on the communication environment in which it occurs. Within entertainment-oriented platforms, emotional connection and perceived credibility may overshadow the informational function of online reviews in influencing consumer decisions.

The study also demonstrates that influencer marketing significantly contributes to the formation of brand trust. Promotional content delivered by @fujiiian is perceived as honest, authentic, and credible, which strengthens consumers' confidence in the brand. This finding supports the arguments of Lou and Yuan (2019) and Hanaysha (2022), who emphasize that trust toward influencers can be transferred to the brands they endorse. When consumers perceive influencers as sincere and transparent in presenting product recommendations, they are more likely to believe that the promoted products are reliable and of good quality. As a result, influencer credibility plays a critical role in shaping positive brand perceptions. In digital marketing environments where consumers often rely on social proof and influencer opinions, the perceived authenticity of promotional content becomes a key factor in building sustainable brand trust.

Furthermore, the findings indicate that TikTok electronic word of mouth also strengthens brand trust. Reviews and consumption experiences shared by other users on TikTok provide social information that helps consumers evaluate product credibility. Exposure to consistent and credible online reviews can reinforce the perception that a brand is trustworthy and reliable. This result aligns with Filieri et al. (2023), who argue that credible and consistent eWOM can significantly enhance trust toward a brand. In this study, eWOM functions as a form of social validation that supports consumer confidence before establishing long-term relationships with a brand. By observing the experiences of other consumers, individuals gain reassurance regarding product quality and reliability, which ultimately contributes to the development of stronger brand trust in social commerce environments.

Finally, brand trust emerges as the most influential factor in driving repurchase intention. Consumers who possess a high level of trust toward a brand are more likely to repurchase because they feel confident about the consistency and reliability of the product's quality. This finding supports the studies of Chaudhuri and Holbrook (2001) and Ebrahim (2020), which identify brand trust as a fundamental foundation for customer loyalty and repeat purchasing behavior. Moreover, brand trust also acts as a mediating variable in the relationships between influencer marketing, eWOM, and repurchase intention. Influencer marketing influences repurchase intention not only directly but also indirectly through the formation of brand trust, as suggested by Weismueller et al. (2020) and Lou and Yuan (2019). Similarly, eWOM influences repurchase intention through brand trust, confirming the findings of Chao and Chen (2016). From a theoretical perspective, repurchase intention reflects post-purchase evaluation and consumers' confidence in the consistent performance of a brand (Hellier et al., 2003). Therefore, in this study, brand trust serves as a critical mechanism that transforms digital communication exposure into long-term consumer commitment and repeated purchasing behavior.

CONCLUSION

This study provides important insights into the role of digital marketing strategies in influencing consumer repurchase intention within social commerce environments. The findings demonstrate that influencer marketing has a direct and significant effect on repurchase intention, indicating that authentic, creative, and engaging communication delivered by influencers can encourage consumers to make repeat purchases. In contrast, electronic word of mouth (eWOM) on TikTok does not directly influence repurchase intention, although it significantly contributes to the development of brand trust. The most important finding of this

research is that brand trust emerges as the strongest determinant of repurchase intention and functions as a key mediating mechanism linking influencer marketing and eWOM to repeat purchasing behavior. These results highlight that in social commerce contexts, the success of digital marketing strategies is not solely determined by the popularity or virality of promotional content but by the ability of brands to build and maintain consumer trust. From an academic perspective, this study contributes to the literature by providing empirical evidence on the mediating role of brand trust in the relationship between influencer marketing, eWOM, and repurchase intention, thereby enriching research on consumer behavior in digital marketing and social commerce.

Despite these contributions, several limitations should be acknowledged. First, the study focuses on respondents who are active TikTok users and therefore may not fully represent consumers on other social media platforms or broader digital environments. Second, the research employs a cross-sectional survey design, which captures consumer perceptions at a single point in time and may not fully reflect changes in consumer attitudes and behavior over longer periods. Third, the study examines a limited set of variables, namely influencer marketing, eWOM, brand trust, and repurchase intention, while other factors such as customer satisfaction, perceived value, or brand experience may also influence repeat purchasing behavior. Future research is therefore encouraged to explore additional variables, expand the scope to different industries and digital platforms, and employ longitudinal approaches to provide a more comprehensive understanding of consumer loyalty in social commerce ecosystems.

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