

Digital Marketing and Customer Trust Effects on Local Perfume Repurchase Intention via Purchase Decisions TikTok

(Pengaruh Pemasaran Digital dan Kepercayaan Pelanggan terhadap Niat Pembelian Ulang Parfum Lokal melalui Keputusan Pembelian TikTok)

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Abstract : Digital transformation in the trade sector has accelerated the use of social commerce platforms, particularly TikTok Shop, for marketing local perfume products

Objective : This study examines the effect of digital marketing and customer trust on repurchase intention, with purchase decisions as an intervening variable among TikTok Shop users in DKI Jakarta.

Methods: A quantitative survey approach was employed, collecting data from 167 respondents who had purchased local perfumes via TikTok Shop. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with SmartPLS 4.1.

Research Results: The results indicate that digital marketing and customer trust have a positive and significant effect on purchase decisions and repurchase intention. Purchase decisions significantly mediate these relationships. The model explains 55.0% of purchase decisions and 56.8% of repurchase intention, highlighting the importance of trust-based digital marketing strategies.

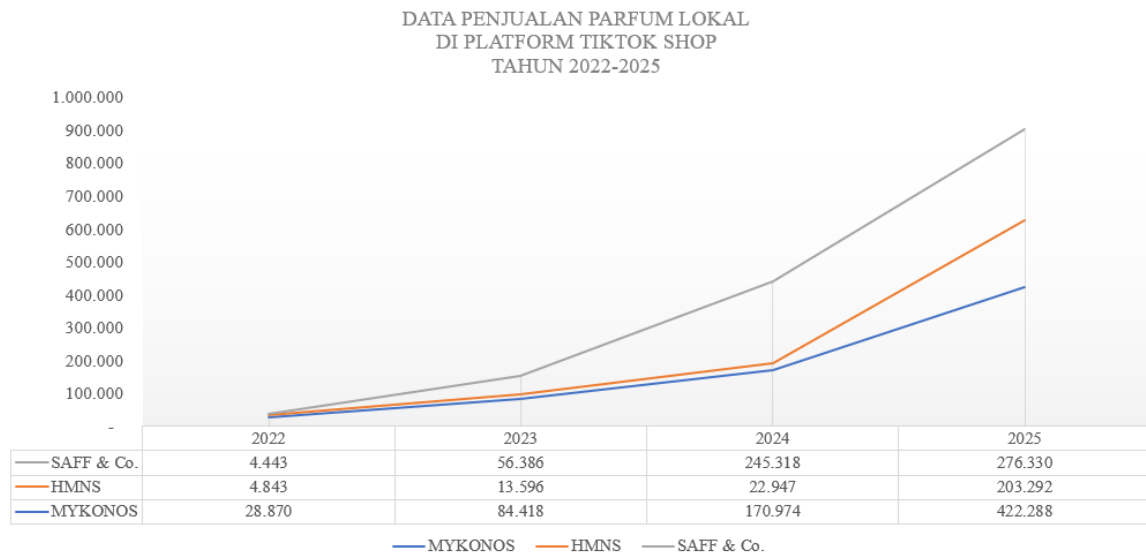
Keywords: Digital Marketing, Customer Trust, Purchase Decision, Repurchase Intention, Tiktok Shop, Local Perfume.

1. Introduction

1.1. Background

Advances in digital technology have led to fundamental changes in the field of business and marketing, especially related to the way companies interact with consumers. The industrial era 4.0 is characterized by the use of digital technology, such as social media, artificial intelligence, *big data*, and internet-based platforms, which significantly affect consumption patterns and consumer behavior. These changes are driving a shift in people's shopping behavior from conventional patterns to digital shopping patterns that are more interactive, personalized, and trust-based (Juliana et al. 2025; Yunus et al. 2022). The phenomenon of marketing digitalization opens up great opportunities for various industrial sectors in Indonesia, one of which is the *beauty care industry*. This industry is showing quite rapid development in line with increasing public awareness of the importance of self-care and the implementation of modern lifestyles. Along with the development of the beauty care industry, local perfume products are present as one of the segments that are increasingly receiving attention and interest from consumers. (Prawira and Maulana 2024) revealed that the demand for local perfumes in Greater Jakarta is increasing rapidly in line with increasing consumer nationalism and the perception that local products are more in line with the characteristics of the skin and tropical climate of Indonesia.

Along with the development of social media, the concept of e-commerce has evolved into *social commerce*. Along with the development of social media, the concept of e-commerce has evolved into *social commerce*. TikTok Shop is one of the *social commerce* platforms that shows very rapid development in Indonesia. Through short video features, live streaming, and real-time interaction between sellers, *influencers*, and consumers, TikTok Shop is able to create a unique and different shopping experience compared to *conventional e-commerce*. (Umarni et al. 2025) show that short video content, *influencer marketing*, and social interaction have a significant influence on consumer purchasing behavior. This condition is reflected in data that shows an increase in local perfume sales from year to year on the Tiktok Shop platform as follows:



Source: Fastmoss December 2025

Figure 1. Local Perfume Sales Data On The Tiktok Shop Platform

From the 1.1 image above, it can be seen that the sales of three local perfumes on the tiktok shop platform in Indonesia have been for the past four years. While TikTok Shop is effective in driving purchase decisions, the characteristics of the platform that tend to trigger impulse purchases raise questions about the sustainability of such behaviors in the long run. In this context, purchase decisions are an important stage that can bridge the influence of digital marketing and customer trust on repurchase intention. Therefore, this study is important to examine the relationship between these variables empirically.

1.2. Problem Formulation

Based on the background that has been described above, the researcher formulated the problems in this study as follows:

1. Does digital marketing affect the repurchase intention of local perfume products on the TikTok Shop platform?
2. Does customer trust affect the repurchase intention of local perfume products on the TikTok Shop platform?

3. Does digital marketing affect the purchase decision of local perfume products on the TikTok Shop platform?
4. Does customer trust affect the purchase decision of local perfume products on the TikTok Shop platform?
5. Does the purchase decision affect the repurchase intention of local perfume products on the TikTok Shop platform?
6. Does digital marketing affect repurchase intention through purchase decisions as an intervening variable in local perfume products on the TikTok Shop platform?
7. Does customer trust affect repurchase intention through purchase decisions as an intervening variable in local perfume products on the TikTok Shop platform?

1.3. Research Objectives

In accordance with the formulation of the problem that has been presented, the objectives of this research are as follows:

1. To analyze the influence of Digital Marketing on the repurchase intention of local perfume products on the TikTok Shop platform.
2. To analyze the influence of customer trust on the repurchase intention of local perfume products on the TikTok Shop platform.
3. To analyze the influence of Digital Marketing on the purchase decision of local perfume products on the TikTok Shop platform.
4. To analyze the influence of Customer Trust on purchasing decisions for local perfume products on the TikTok Shop platform.
5. To analyze the influence of Purchase Decisions on the repurchase intention of local perfume products on the TikTok Shop platform.
6. To analyze the influence of Digital Marketing on Repurchase Intention through Purchase Decisions as an intervening variable in local perfume products on the TikTok Shop platform.

7. To analyze the influence of Customer Trust on Repurchase Intention through purchase decisions as an intervening variable in local perfume products on the TikTok Shop platform.

2. Theoretical Studies

2.1. Digital Marketing

According to (Mukhlis Yunus et al. 2022), digital marketing is a marketing activity that utilizes digital media and internet technology to convey product information, build interaction with consumers, and influence interest and purchase decisions online. Digital marketing in the context of e-commerce has an important role in creating a more personalized and interactive consumer experience. Meanwhile, (Sholihah 2025) defines digital marketing as a social media-based marketing strategy that integrates creative content, two-way communication, and visual message delivery to attract consumers' attention and encourage the formation of purchase decisions. Digital marketing not only serves as a promotional medium, but also serves as a means of building long-term relationships with consumers. Furthermore, (Lestari and Tobing 2024) explained that digital marketing is a company's systematic effort to utilize digital platforms, including social commerce, influencer marketing, and electronic word of mouth (e-WOM), which aims to build a positive consumer perception of products and increase the effectiveness of the marketing process. Based on these definitions, in this study, digital marketing is defined as all marketing activities of local perfume products carried out through the TikTok Shop platform, which includes digital content, influencer marketing, social interaction, and e-WOM, with the aim of influencing the research. In theoretical studies, researchers collect and study various literature, scientific journals, books, and other sources of information related to the topic being studied. This review aims to identify a variety of theories, concepts, and models that are relevant to the research topic. In addition, theoretical studies also function to see developments and debates in the scientific literature related to the topic.

2.1.1. Digital Marketing

Based on previous research (Sholihah, 2025; MDPI, 2025; Yunus et.al, Prakasiwi and Sumiati, 2025; Umarni et.al, 2025; Science Direct, 2025; Scott, 2024; Rizkawati and Abdillah (2025), commonly used digital marketing indicators include:

1. Digital Content (*Content Marketing*)

Digital content refers to the presentation of product information through text, images, videos, and *visual storytelling* that is informative, interesting, and relevant to consumers.

2. Digital Interaction

Digital interaction is the level of mutual communication between sellers and consumers through comments, messages, live streaming, and responses to consumer inquiries.

3. *Influencer Marketing*

Influencer marketing refers to the use of public figures or content creators to convey marketing messages and product recommendations to the audience.

4. *Electronic Word of Mouth* (e-WOM)

e-WOM is a review, comment, and other consumer recommendations that are spread online and are an important reference for potential buyers in evaluating products.

5. Ease of Access to Information

The ease of access to information reflects the extent to which consumers can obtain product information quickly, clearly, and completely through digital platforms.

2.2. Customer Trust

According to Mulyani, (Murni, and Putri 2023), purchasing decisions are a psychological process and consumer behavior in choosing a product based on an evaluation of needs, available information, and perception of the attributes of the product offered. Meanwhile, (Prakasiwi and Sumiati 2025) explained that purchase decisions are a form of actual consumer behavior in purchasing products after

considering various factors, such as digital marketing strategies, information quality, and the level of trust in sellers on e-commerce platforms. Furthermore, (Lestari and Tobing 2024) explained that purchase decisions on the TikTok platform are influenced by a combination of visual content, social interaction, and consumer trust in sellers and platform systems, which encourages consumers to realize their purchase intention into an actual purchase. Based on this definition, purchasing decisions in this study are defined as the actions of consumers in choosing and buying products.

2.2.1. Customer Trust Indicator

Based on the literature (Ingriana, 2024; Lee, 2025; Scott, 2024; Burhanudin and Puspita, 2023; Zhang and Li, 2022 and Rahman et.al 2024), Customer Trust indicators include:

1. Security

Security is the consumer's perception of the ability of digital platforms to protect personal data and ensure the security of transactions during the online purchase process.

2. Credibility & Honesty

Credibility and honesty are the level of consumer confidence that the seller conveys product information correctly, transparently, and in accordance with the condition of the product received.

3. Seller Reputation

Seller reputation is the consumer's perception of the seller's consistency of performance.

4. Platform Reliability

Platform reliability refers to the system stability, ease of use, and consistency of platform services and the ability of the platform system to support transactions reliably and reliably.

5. Consumer Privacy Protection

Privacy protection has to do with consumers' confidence that their personal data has not been misused.

2.3. Repurchase Intention

According to (Cika Melia 2023), repurchase intention is the tendency or desire of consumers to buy the same product online again based on previous purchase experience and the level of trust in the brand or seller. Meanwhile, (Khalikussabir et al. 2025) explained that repurchase intention is a consumer's desire to return to making transactions on digital platforms which is influenced by trust, satisfaction, and perceived value during the previous purchase process.

Furthermore, (Kusariyadi et al. 2024) stated that repurchase intention reflects consumer loyalty, which is shown through preference for certain products, commitment to buyback, and willingness to provide product recommendations to others. Based on this opinion, repurchase intention in this study is defined as the desire of consumers to return to buy local perfume products on TikTok Shop based on previous purchase experience, trust levels, and positive evaluations of products and sellers.

2.3.1. Repurchase Intention Indicator

Refers to (Cika Melia, 2023; Kusariyadi et.al, 2024; Menhardi et.al, 2025; Khalikussabir et.al, 2025; and; Mustofa and Murthado, 2025), Repurchase Intention indicators include:

1. Repurchase Intent

Repurchase intent is the desire and tendency of consumers to repurchase the same product based on previous purchase experience.

2. Product Preferences

Product preference is the tendency of consumers to prefer one product over another due to positive judgment and perceived satisfaction.

3. Purchase Loyalty

Consumers are committed to continuing to use the product in the future.

4. Desire to Recommend

Consumers' willingness to recommend used products to others.

5. Long-Term Interest

Consumers' intention to maintain a purchasing relationship in the future.

2.4. Purchase Decision

According to (Mulyani, Murni, and Putri 2023), purchasing decisions are a psychological process and consumer behavior in choosing a product based on an evaluation of needs, available information, and perception of the attributes of the product offered. Meanwhile, (Prakasiwi and Sumiati 2025) explained that purchase decisions are a form of actual consumer action in buying products after considering various factors, such as digital marketing strategies, information quality, and the level of trust in sellers on e-commerce platforms. Furthermore, (Lestari and Tobing 2024) explained that purchase decisions on the TikTok platform are influenced by a combination of visual content, social interaction, and consumer trust in sellers and platform systems, which encourages consumers to realize their purchase intention into an actual purchase. Based on this definition, purchasing decisions in this study are defined as the actions of consumers in choosing and buying local perfume products on TikTok Shop after considering digital information, trust levels, and suitability of products with personal needs and preferences.

2.4.1. Purchase Decision Indicator

Based on literature (Mulyani et.al, 2023; Sholihah, 2025; Stuart and Stuart 2025; Lestari and Tobing, 2024; and Prawira and Warmika 2025) Purchase Decision indicators include:

1. Information Evaluation & Alternatives

Information and alternative evaluation is the consumer's process of comparing various information and product choices before making a purchase decision.

2. Confidence and Decision Stability

Confidence and decision stability is the level of certainty consumers have in the choice of products that have been decided to buy.

3. Fit with Needs

Suitability with needs is the extent to which the purchased product is able to meet the needs, preferences, and expectations of consumers.

In this study, purchasing decisions are placed as an intervening variable because they act as a link between the influence of digital marketing and customer trust on

repurchase intention. Consumers who have made a confident purchase decision and obtained a positive buying experience tend to have a tendency to make a repeat purchase. This is in line with post-purchase behavior theory which explains that experience and post-purchase evaluation will determine the sustainability of the relationship between consumers and brands. Based on theoretical studies and relevant previous research findings, it can be concluded that digital marketing and customer trust not only have a direct effect on repurchase intention, but also have an indirect influence through purchase decisions. Therefore, this study builds a hypothesis with systematic and structured scientific logic, so that it can be empirically tested using the Partial Least Squares (PLS) approach. Based on the theoretical review, relevant previous research results, and the conceptual framework of the research, the research hypothesis can be formulated as follows:

1. There is a direct positive influence of Digital Marketing (X1) on the Repurchase Intention (Y) of local perfume products on the TikTok Shop platform.
2. There is a direct positive influence of Customer Trust (X2) on the Repurchase Intention (Y) of local perfume products on the TikTok Shop platform.
3. There is a direct positive influence of Digital Marketing (X1) on the Purchase Decision (Z) of local perfume products on the TikTok Shop platform.
4. There is a direct positive influence of Customer Trust (X2) on the Purchase Decision (Z) of local perfume products on the TikTok Shop platform.
5. There is a direct positive effect of Purchase Decision (Z) on the Repurchase Intention (Y) of local perfume products on the TikTok Shop platform.
6. There is a positive indirect influence of Digital Marketing (X1) on Repurchase Intention (Y) through Purchase Decision (Z) as an intervening variable.
7. There is a positive indirect influence of Customer Trust (X2) on Repurchase Intention (Y) through Purchase Decision (Z) as an intervening variable.

2.5. Purchase Intention

Purchase intention is defined as an individual's subjective likelihood of purchasing a specific product or brand (Spears and Singh 2004). It is a direct precursor to actual purchasing behavior and is influenced by various factors, including brand

perceptions (image) and brand knowledge (awareness) (Majeed, Owusu-Ansah, and Ashmond (2021); Lima, Cruz, and Pacheco (2024)).

2.6. Hypothesis Development

Based on the theoretical framework and literature review, the following research hypotheses are proposed:

1. H1: Social Media Marketing Activities (SMMA) positively influence Purchase Intention.
2. H2: Social Media Marketing Activities (SMMA) positively influence Brand Image.
3. H3: Social Media Marketing Activities (SMMA) positively influence Brand Awareness.
4. H4: Brand Awareness positively influences Purchase Intention.
5. H5: Brand Awareness positively influences Brand Image.
6. H6: Brand Awareness mediates the positive effect of SMMA on Purchase Intention.
7. H7: Brand Awareness mediates the positive effect of SMMA on Brand Image.

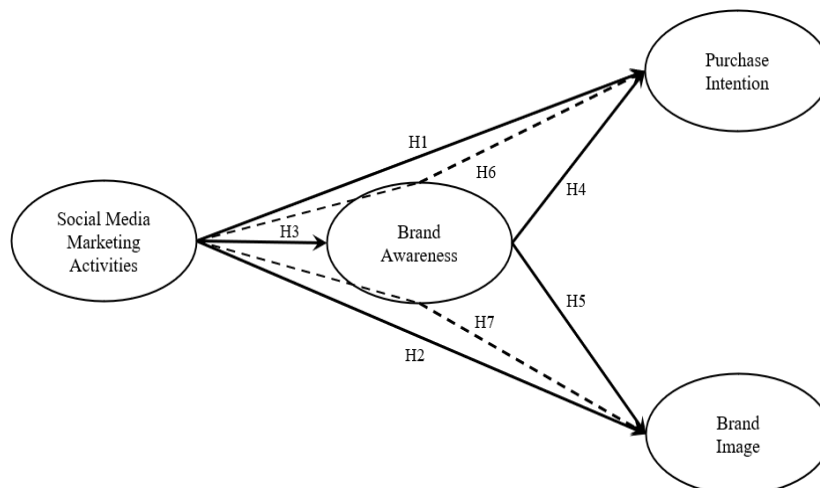


Figure 2. Hypothesized Research Model

3. Research Methodology

This research was conducted on social commerce users, namely Tiktok Shop in the DKI Jakarta Area, with a focus on consumers who actively shop online for local perfumes through the Tiktok shop social commerce platform. The research location is geographically limited, namely only in the Jakarta area, in this study, the researcher uses a quantitative approach with an explanatory research design. The population in this study is TikTok Shop users in the DKI Jakarta area who have bought local perfume products. The research sample amounted to 167 respondents who were determined using purposive sampling techniques with certain criteria. Primary data was obtained through a questionnaire with a five-point Likert scale. Data analysis was carried out using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The model evaluation includes testing the measurement model (outer model) which includes Convergent validity evaluated through the expected loading factor value ≥ 0.70 . In addition, the Average Variance Extracted (AVE) value is also used to assess the validity of the convergent with an expected value ≥ 0.50 . The validity of the discriminant is tested using several approaches, namely the Fornell-Larcker criteria, cross-loading, and the Heterotrait-Monotrait Ratio (HTMT), to ensure that each construct has adequate differences from the other constructs (Henseler, Ringle, and Sinkovics, 2009; Hair et al. 2021). The realism of the construct was evaluated through Cronbach's Alpha and Composite Reliability values, where the expected value ≥ 0.70 . In addition, at this stage, a multicollinearity examination between indicators is also carried out using the Variance Inflation Factor (VIF) value, with a maximum limit of <5 . As well as testing structural models (inner models) to test the relationship between variables and research hypotheses.

4. Research Results

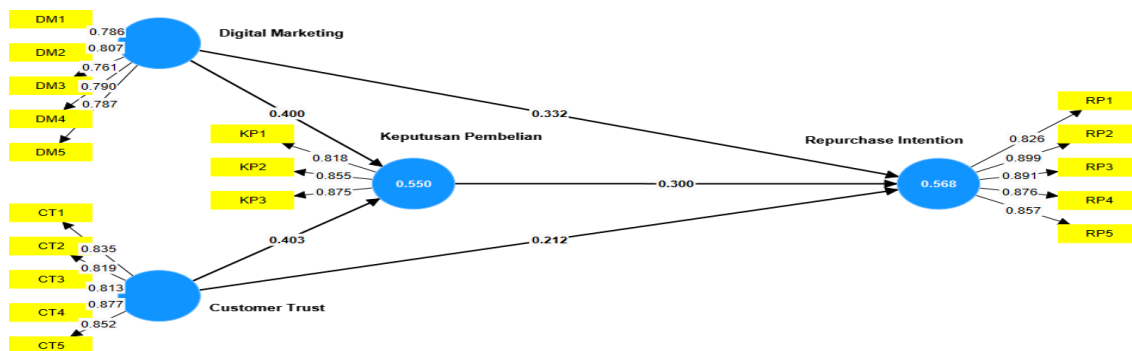
This study involved 167 Jakarta residents who had bought local perfumes on the Tiktok Shop platform. The profile of the respondents is described in table 4.1 below to provide an overview of the characteristics of the sample involved:

Table 1 Responding Identities

Respondent Identities			
	Remarks	Frequency	Presentase
Gender	Male	70	41,92%
	Women	97	58,08%
Age	<20 th	28	16,77%
	20 - 24 years old	38	22,75%
	25 - 29 years old	59	35,33%
	30 - 34 years old	16	9,58%
	>35 years old	26	15,57%
Regional Domicile	Central Jakarta	12	7,19%
	West Jakarta	33	19,76%
	East Jakarta	27	16,17%
	South Jakarta	80	47,90%
	North Jakarta	15	8,98%
Jobs	Student/Student	46	27,54%
	Private Employees	83	49,70%
	PNS	11	6,59%
	Entrepreneurship	13	7,78%
	Others	14	8,38%

Source : Data processed (2025)

Before testing the hypothetical relationship, a crucial step is to evaluate the outer model to ensure that the measurement instrument used is valid and reliable. The form of the outer image of this research is processed as follows:



Sumber: Pengelohan Data Dengan PLS, 2025

Gambar 2 Gambar Outer Model

4.1. Evaluation of the Outer Model

4.1.1. Convergent Validity Test

Respondent profiles exhibited representative diversity. Of the 464 respondents, 54.7% were female and 45.3% male. The largest age group (32.3%) was 21-28 years, followed by 35-44 years (26.1%) and 29-34 years (21.6%). In terms of education, 56.7% held a Bachelor's degree (S1/D4), and 52.6% worked as employees in state-owned or regionally-owned enterprises. Most respondents (30.4%) reported a monthly income between IDR 5,000,000 and 7,499,000. A significant majority of respondents (78.9%) reported using social media more than five times per day and the most common range for monthly online shopping expenditure was IDR 100,000 to 249,999 (37.1%).

The following is the data from the results of outer loading for each indicator owned by each exogenous and endogenous latent variable obtained from data processing using SmartPLS 4.0 in the following table:

Table 2 Outer Loading Convergent Validity

	Customer Trust	Digital Marketing	Purchase Decision	Repurchase Intention
CT1	0.835			
CT2	0.819			
CT3	0.813			
CT4	0.877			

CT5	0.852			
DM1		0.786		
DM2		0.807		
DM3		0.761		
DM4		0.790		
DM5		0.787		
KP1			0.818	
KP2			0.855	
KP3			0.875	
RP1				0.826
RP2				0.899
RP3				0.891
RP4				0.876
RP5				0.857

Source : Data processed (2025)

From table 2 above, the loading factor value (convergent validity) of each indicator of the loading factor value > 0.7 can be said to be valid. From this table, it is known that all the loading factor values of the Digital Marketing (X1), Customer Trust (X2), Repurchase Intention (Y) and Purchase Decision (Z) indicators are greater than 0.7. This shows that these indicators are valid.

4.1.2. Discriminating Validity Test

The following are the results of the Discriminant Validity - Fornell - Larcker Criterion test conducted in this study, which can be seen in the following table 3:

Tabel 3 Discriminant Validity - Fornell - Larcker Criterion

Discriminant Validity - Fornell - Larcker Criterion				
	Customer Trust	Digital Marketing	Purchase Decision	Repurchase Intention

Customer Trust	0.839			
Digital Marketing	0.707	0.786		
Purchase Decision	0.686	0.685	0.850	
Repurchase Intention	0.652	0.687	0.672	0.870

Source : Data processed (2025)

Based on the results of the Discriminant Validity - Fornell - Larcker Criterion test, the value of each loading indicator to the original construct is higher than the loading of other constructs, which can be said that each indicator in each variable in this study has met the requirements of the Discriminant Validity - Fornell - Larcker Criterion.

Another approach that is increasingly used is the Heterotrait-Monotrait Ratio (HTMT) According to Henseler et al. (2015), the HTMT value that is below 0.90 indicates that the validity of the discriminant has been well met. The following are the results of the Heterotrait-Monotrait Ratio (HTMT) test conducted in this study, which can be seen in the following table 4:

Tabel 4 Discriminant Validity - Heterotrait-Monotrait Ratio - Matrix

Discriminant Validity - Heterotrait-Monotrait Ratio – Matrix				
	Customer Trust	Digital Marketing	Purchase Decision	Repurchase Intention
Customer Trust				
Digital Marketing	0.811			
Purchase Decision	0.802	0.824		
Repurchase Intention	0.714	0.775	0.776	

Source : Data processed (2025)

Based on table 4 above, it can be seen that the HTMT value of each indicator in each variable <0.90, then the data in this study has met the requirements for discriminant validity.

4.1.3. Reliability Test

The following are the results of the Feasibility test using the SmartPLS 4.0 application PLS mode evaluation presented in table 5 below:

Table 5. Reality Test

	Cronbach's alpha	Composite reliability (rho_c)	Remarks
Customer Trust	0.895	0.923	Reliable
Digital Marketing	0.846	0.890	Reliable
Purchase Decision	0.808	0.886	Reliable
Repurchase Intention	0.920	0.940	Reliable

Source : Data processed (2025)

From table 4.10 above, each indicator in each of the above variables is from 0.70. According to Hair et al. (2017), a construct is declared to have good reliability if the Composite Reliability value ≥ 0.70 . Composite Reliability is considered more representative than Cronbach's Alpha because it does not assume the same weight between the indicators. So it can be concluded that the construct has good reliability.

4.2. Inner Model Evaluation

4.2.1. Coefficient Determination Test (R^2)

CFA results indicated that all indicator factor loadings on their respective latent constructs exceeded 0.70, demonstrating good convergent validity. The Average Variance Extracted (AVE) for each construct was above 0.50, and Composite Reliability (CR) values for all constructs were above 0.70, thus meeting reliability requirements. These results indicate that the research instrument possesses highly adequate psychometric quality.

Based on the results of data processing using SmartPLS, the R-square and R-square adjusted values are obtained as presented in the following table 6:

Table 6. Coefficient Determination Test (R^2)

	R-square	R-square adjusted
Purchase Decision	0.550	0.545

Repurchase Intention	0.568	0.560
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Source : Data processed (2025)

From the data in table 6 above, the value of R Square Purchase Decision (Z) is 0.550 showing that Digital Marketing (X1) and Customer Trust (X2) are able to explain 55% of the variation in purchase decisions (Z) of consumers of local perfume products on the Tiktok Shop platform in Jakarta, while the other 45% variation is influenced by other variables outside of this study. Furthermore, the R-square value for the Repurchase Intention (y) variable of 0.568 indicates that Digital Marketing (X1), Customer Trust (X2), and Purchase Decision (Z) together are able to explain 56.8% of the variation in consumer repurchase intent. The remaining 43.2% was explained by other variables that were not included in the research model. Hair et al. (2017) classified the R-square value of 0.75 as strong, 0.50 as moderate, and 0.25 as weak. Thus, the R-square values of the two endogenous variables in this study are in the moderate category, which shows that the structural model has a fairly good explanatory ability

4.2.2. Multicollinearity Test

Based on the results of data processing using SmartPLS, the VIF value for each relationship path between variables in this study is presented in table 7 as follows:

Table 7. Multicollinearity Test

	LIVE
Customer Trust -> Purchase Decision	1.999
Customer Trust -> Repurchase Intention	2.360
Digital Marketing -> Purchase Decisions	1.999
Digital Marketing -> Repurchase Intention	2.356
Purchase Decision -> Repurchase Intention	2.224

Source : Data processed (2025)

The test results showed that the entire VIF value was in the range of 1,999 to 2,360, which is still well below the maximum recommended limit. This indicates that there is no problem of multicollinearity between the constructs of Digital Marketing, Customer Trust, and Purchase Decisions in explaining Repurchase Intention. Thus, it can be concluded that each independent variable in this study makes a unique contribution and does not overlap excessively in influencing the dependent variables

4.2.3. Uji Effect Size (F^2)

Based on the results of data processing using SmartPLS, the effect size (f^2) value for each relationship between variables is presented in the following table 8:

Table 8. F Square Test

	Customer Trust	Digital Marketing	Purchase Decision	Repurchase Intention
Customer Trust			0.180	0.044
Digital Marketing			0.178	0.108
Purchase Decision				0.093
Repurchase Intention				

Source : Data processed (2025)

Based on the test results, it was shown that Customer Trust and Digital Marketing had a moderate influence on Purchase Decisions, with values of 0.180 and 0.178, respectively. These findings indicate that these two variables play a strong role in shaping consumers' decisions to buy local perfume products on the TikTok Shop platform in Jakarta. Meanwhile, the influence of Customer Trust and Digital Marketing on Repurchase Intention was directly in the small category, with values of 0.044 and 0.108, respectively. This suggests that while influential, the direct contribution of these two variables to repurchase intent is relatively limited. Furthermore, the Purchase Decision variable also shows an influence in the small category on Repurchase Intention with a value of 0.093. These findings indicate

that purchasing decisions play a supporting role as a supporting factor in encouraging repurchase intentions, but the effect is more optimal when combined with other variables in the research model $f^2 f^2 f^2$

4.2.4. Predictive Relevance (Q^2)

Based on the results of SmartPLS analysis, the predict, RMSE, and MAE values for each endogenous variable are presented in the following table: Q^2

Tabel 9. LV Prediction Summary

	Q^2 predict	RMSE	IT IS
Purchase Decision	0.527	0.696	0.520
Repurchase Intention	0.502	0.717	0.526

Source : Data processed (2025)

Based on the test results of table 4.14 above, it shows that the predict value for Purchase Decision is 0.527 and Repurchase Intention is 0.502. Both values are above zero, so it can be concluded that the research model has good predictive ability in explaining the behavior of consumers of local perfume products on the TikTok Shop platform in Jakarta. This relatively high value indicates that the combination of Digital Marketing and Customer Trust variables is able to predict Purchase Decisions, and together with the Purchase Decision variables are able to predict Repurchase Intention quite accurately. Q^2

4.2.5. Direct Influence Hypothesis Test

Based on the results of the direct influence test between variables in this study, it is presented in the following table 10:

Table 10 Testing of Direct Influence Hypotheses (Path Coefficients)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Customer Trust ->	0.403	0.405	0.089	4.547	0.000

Purchase Decision					
Customer Trust -> Repurchase Intention	0.212	0.221	0.108	1.956	0.050
Digital Marketing -> Purchase Decisions	0.400	0.400	0.110	3.644	0.000
Digital Marketing -> Repurchase Intention	0.332	0.334	0.091	3.645	0.000
Purchase Decision -> Repurchase Intention	0.300	0.291	0.082	3.636	0.000

Source : Data processed (2025)

According to Hair et al. (2017), a relationship is declared significant if the t-statistic value is greater than 1.96 and the p-value is less than or equal to 0.05 at a significance level of 5 percent. Based on table 10 above, the relationship of each variable that has a direct influence on the other variables has a significant and positive impact, which means that the H1, H2, H3, H5 and H5 Hypotheses are accepted.

4.2.6. Test the Indirect Influence Hypothesis

Based on the results of the direct influence test between variables in this study, it is presented in the following table 11:

Table 11 Testing Indirect Influence Hypotheses (Path Coefficients)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Customer Trust -> Purchase Decision -> Repurchase Intention	0.121	0.119	0.044	2.755	0.006
Digital Marketing -> Purchase Decision -> Repurchase Intention	0.120	0.116	0.046	2.619	0.009

The test was carried out using the bootstrapping method using SmartPLS 4.0. An indirect effect is declared significant if the t-statistic value ≥ 1.96 and the p-value ≤ 0.05 (Hair et al. 2017). Based on table 11 above, the relationship between each variable that has an indirect influence on other variables has a significant and positive impact on both Digital Marketing has a positive and significant effect indirectly on Repurchase Intention through Purchase Decisions, with a coefficient value of 0.120, a t-statistical value of 2.619, and a p-value of 0.009. Likewise, Customer Trust has a positive and significant indirect influence on Repurchase Intention through Purchase Decisions, with a coefficient value of 0.121, t-statistic value of 2.755, and p-value of 0.006.

5. Conclusion

This study was conducted to test the influence of Digital Marketing and Customer Trust on the Repurchase Intention of local perfume products on the TikTok Shop platform in Jakarta, with Purchase Decision as an intervening variable. Based on the results of the structural model test using SEM-PLS, the following conclusions were obtained:

1. Digital Marketing has a positive and significant effect on Repurchase Intention with an influence of 33.2%. These results confirm that effective digital marketing not only encourages initial purchases, but also contributes to shaping consumer intent to make a repeat purchase.

2. Customer Trust has a positive effect on Repurchase Intention with a contribution of 21.2%. Although the influence is relatively smaller than digital marketing, trust is still an important factor in building repurchase intent. However, these findings indicate that trust alone is not strong enough without being supported by a real buying experience
3. Digital Marketing has a positive and significant effect on Purchase Decisions with a contribution of 40.0%. This indicates that digital marketing strategies implemented through TikTok Shop—such as visual content, promotions, and digital communication—have a role almost equal to customer trust in influencing consumer purchase decisions.
4. Customer Trust has a positive and significant influence on Purchase Decisions by 40.3%. These findings show that consumers' level of trust in sellers and the TikTok Shop platform makes a strong contribution in encouraging consumers to make purchasing decisions. The higher the trust that consumers feel, the greater their tendency to decide to buy local perfume products.
5. Simultaneously, Digital Marketing and Customer Trust were able to explain 55.0% of the variation in Purchase Decisions. This value shows that more than half of the changes in local perfume consumers' purchasing decisions on TikTok Shop are influenced by these two variables, while the rest are influenced by other factors outside of the research model.
6. Purchase Decisions have a positive and significant effect on Repurchase Intention by 30.0%. This means that consumers who have made a purchase decision and gained an experience that matches expectations tend to have higher intentions to return to buying local perfume products.
7. Digital Marketing, Customer Trust, and Purchase Decisions together account for 56.8% of Repurchase Intention variations. This value shows that the research model has a fairly strong predictive ability in explaining consumers' repurchase intentions on the TikTok Shop platform.
8. Purchase Decisions also mediate the influence of Digital Marketing on Repurchase Intention by 12.0%. These findings confirm that digital marketing

strategies work not only directly, but also through the purchasing decision process as an important stage in shaping repurchase behavior.

9. Purchase Decisions are proven to mediate the influence of Customer Trust on Repurchase Intention with an indirect influence contribution of 12.1%. This shows that consumer confidence will be more effective in increasing repurchase intent if it first encourages consumers to make purchases.
10. Overall, the results of this study show that Purchase Decision plays a strategic role as an intervening variable that strengthens the influence of Digital Marketing and Customer Trust on the Repurchase Intention of local perfume products in TikTok Shop.

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