The Influence of Social Media Marketing on Repurchase Intention: An Empirical Study in the Refill Perfume Shop

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Abstract — *The purpose of this study is to examine the influence of social media marketing activities on repurchase intention through the variables of brand awareness, brand trust, and brand image. This research was conducted using the observation method, which involved collecting data through an online questionnaire in the form of a Google Form. The questionnaire was distributed through social media platforms such as WhatsApp, Instagram, and WhatsApp to 200 respondents residing in Jabodetabek, who have purchased and used refillable perfumes. The data obtained were analyzed using structural equation modeling (SEM) with the assistance of the AMOS program. The results of the analysis indicate that social media marketing has been found to be an effective factor in influencing brand awareness, brand trust, and brand image. Additionally, brand awareness has a positive effect on repurchase intention, brand trust has a positive effect on repurchase intention, and brand image has a positive effect on repurchase intention.*

Keywords — *social media marketing, repurchase intention, brand awareness, brand trust, brand image*

I. INTRODUCTION

Perfume is a mixture of essential oils (fragrance oils) and fixatives (diluents) that can be used to provide a pleasant aroma or fragrance to the body, rooms, or specific objects (Eka Putri et al., 2022). The use of perfume in society, especially in urban areas, is increasingly popular and has become a necessity. People use perfume as a daily requirement, as it can enhance their appearance and boost confidence for those who use it. The existence of perfume is significant in the world of trade because nearly all societies worldwide use perfume, particularly in Indonesia.

The tropical climate in Indonesia, with its warm temperatures, has made perfume even more popular in the country. The large domestic market creates opportunities for micro, small, and medium-sized enterprises (MSMEs) to sell their perfume products. According to Media Indonesia, in 2022, the sales of perfume products on Tokopedia, one of the largest e-commerce platforms in the domestic market, recorded a significant increase in transactions. In 2022, perfume, cologne, and fragrance products experienced almost a two and a half times increase in sales compared to the same period the previous year.

In Jabodetabek, there are many people who enjoy using perfume. Both young and old, from lower-middle-class to upper-middle-class individuals, share a fondness for perfume fragrances. The high demand for specific perfume aromas and brands, coupled with the scarcity of raw materials for fragrance production, has driven up the prices of certain perfume brands. The high demand for perfume, along with the high prices of branded perfumes, has contributed to the growth of several refill perfume stores in Jabodetabek.

Most people choose refill perfumes for several reasons, including:
a.   Firstly, refillable perfume is environmentally friendly since it decreases the amount of plastic packaging waste produced. By utilizing refillable perfume bottles, we can minimize the disposal of plastic waste.
b.   Secondly, refillable perfume can offer long-term cost savings. Although refillable perfume bottles may have a slightly higher initial cost, refilling the bottle is typically more economical than purchasing a new bottle every time the perfume is depleted.

c. Thirdly, refillable perfume provides users with flexibility. They have the freedom to select from various scents they enjoy and refill their perfume bottles with their preferred fragrance without the need to buy a new bottle every time.

Overall, refillable perfume is an environmentally friendly, cost-effective, and practical alternative compared to purchasing a new perfume bottle every time it runs out. This research focuses on refill perfume stores as the object of study due to the current growth of refill perfume businesses in Jabodetabek. There are several examples of offline refill perfume stores in the Jabodetabek area, such as Uchi Parfum, Shaliha Parfum Refill, Go Parfum Fragrance, in Parfum Fragrance, Collector Parfum, Sampono Perfumery, Parfumart, Flora Refill Parfum, Culture Perfumery, and La Paris Parfum. However, some of these perfume stores are also active online, utilizing social media platforms to promote their brands.

Social media plays a crucial role as a means of information and communication between producers and consumers, regardless of their location or distance (Infante & Mardikaningsih, 2022). It is important to note that the primary activity of internet users in Indonesia is using social media. As a result, many companies are now utilizing social media marketing strategies to reach customers and build brand reputation for their products.

One of the goals of social media marketing is to establish brand presence as top-of-mind, trusted, and the preferred choice for consumers, leading to repeat purchases of the offered products. Businesses can utilize social media marketing strategies to create brand awareness, build brand trust, shape brand image, and encourage repurchase intention. Research on the impact of social media marketing on repurchase intention is limited compared to studies that focus on its effect on purchase intention. While there is a considerable amount of research on how social media marketing influences consumers' initial purchase decisions, there is a gap in understanding its impact on repeat purchases. Therefore, there is a need for further research to explore and uncover the relationship between social media marketing and repurchase behavior.

Therefore, the novelty underlying this research is the scarcity of previous studies that specifically investigate the impact of social media marketing on repurchase intention, as well as the absence of relevant research focusing on refill perfumes as the research object. Additionally, supported by previous studies indicating relationships between social media marketing, brand awareness, brand trust, brand image, and repurchase intention, the researcher is motivated to conduct a study titled "The Influence of Social Media Marketing on Repurchase Intention: An Empirical Study in the Refill Perfume Shop."

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. *Repurchase Intention*

Repurchase intention is based on perceived risks and satisfaction with the overall performance of products and services over time (Herjanto & Amin, 2020). It is considered a complex and subjective decision-making process. Throughout this process, different factors such as psychological, cultural, personal, technical, and product-related characteristics influence customers differently, making it challenging to understand which stimuli are stronger at a given time. Repurchase intention is also an expression of loyalty, commitment, and an indication that a company has fulfilled its duties correctly. Furthermore, repurchase intention provides a competitive advantage for a company as it helps in gaining positive word-of-mouth from customers, reducing promotional costs, and maintaining profitability.

According to Ilyas et al. (2020a), repurchase intention refers to the intention to make a repeated purchase of a product. To achieve a level where consumers want to repurchase a product, companies or product providers must meet customer expectations. Satisfied customers are more likely to engage in repeat purchases compared to dissatisfied customers. Therefore, repurchase intention represents the desire of consumers to repurchase a product, whether it be a good or a service, based on the perceived benefits and quality they have experienced previously.

Majeed et al. (2022) argue that repurchase intention refers to the evaluative likelihood that customers will continue to buy products from the same seller or that they will purchase products/services from the same company again. The main drivers of repurchase intention, from a buyer-seller relationship perspective, are trust

and satisfaction, which are recognized as two important predictors. Positive purchase experiences can have a positive influence that encourages consumers to engage in repeat purchases in the future.

B. *Brand Awareness*

Brand awareness is defined as the strength of associations such as name, condition, design, symbol, or anything that can serve to identify a product, product line, or service and differentiate it from competitors (Ilyas et al., 2020b). Brand naming is an essential and unique aspect that surrounds us. In the realm of business and marketing, companies are focused on building awareness among their consumers so that a brand can establish a strong presence in consumers' minds.

According to Noori Ismael (2022), brand awareness essentially refers to what customers remember about a brand, and it reflects what customers generally think about a brand. The ability of a company to maintain its market position can be seen through the positive or negative brand awareness. Positive brand awareness serves to enhance various outcomes, including customer satisfaction, the perceived quality of the services they receive, customer loyalty, and their intention to make additional purchases.

Bergkvist and Taylor (2022) define brand awareness as the ability for an individual to recall a brand and its product category or the need category from memory in situations relevant to the brand. Brand awareness can be divided into two dimensions: depth and breadth. Depth refers to the ease of recognizing or recalling a brand, while breadth refers to the extent of brand usage and the purchasing situations in which the brand is the first to come to mind for consumers.

C. *Brand Trust*

Trust can be defined as the consumer's perception, based on their experiences, of the series of transactions or interactions that fulfill their expectations and lead to satisfaction. The key aspect of trust is the positive perception that is formed through these experiences (Khadim et al., 2018). When it comes to brands, brand trust refers to how consumers perceive a brand's ability to fulfill its promises. Brand trust plays a vital role in influencing consumers' desire to purchase from a trusted brand, indicating their level of attachment to a particular brand. Once a company establishes brand trust, customers are more likely to remain loyal and purchase products across different categories offered by that brand. This fosters loyalty and positive consumer behaviors that influence their purchasing decisions (Kim & Chao, 2019).

Brand trust, as defined by Kwan Soo Shin et al. (2019), is the state of feeling secure when interacting with a brand, based on the perception that the brand will remain reliable and responsible in satisfying customers. Trust is the most crucial variable in building long-term relationships between parties. Trust is built because customers have expectations for the company to act according to their needs and desires. When customers trust a company, they believe that their expectations will be met, and they will not be disappointed. On the other hand, brand trust can also be defined as consumers' willingness to trust a brand when faced with risks and have expectations of achieving positive outcomes (Haudi et al., 2022). The prosperity of a company itself depends on consumer trust.

D. *Brand Image*

Brand image pertains to the way consumers perceive a brand based on their direct or indirect experiences with its products and services. A positive brand image in a successful business reflects customers' favorable attitudes towards the products, services, and other attributes they have encountered, ultimately motivating them to revisit the business and make repeat purchases. Therefore, building a strong brand image for a product is essential as it significantly impacts consumers' attitudes and behaviors (Ratasuk & Gajesanand, 2020).

Furthermore, according to Mao et al. (2020), brand image can be defined as the perception of a brand that is reflected in the brand associations stored in consumers' memories. It helps consumers recognize their needs and desires regarding the brand and differentiate it from competitors. For consumers to have a specific brand image, they must first have brand nodes in their memory that influence how various types of information are linked to the brand. Therefore, brand image evolves and changes over time. It is a crucial predictor of perceptions and behaviors. A company that consistently maintains a positive image in the public eye is more likely to secure a favorable position in the market, sustain a competitive advantage, and achieve increased market share and performance. Additionally, a strong brand image supports a company in highlighting and distinguishing its brand from competitors, thus enhancing consumers' willingness to purchase that brand (S. M. Dam & Dam, 2021).

E. *Social Media Marketing*

Social media serves as a virtual platform that enhances connections among users and fosters social ties. It acts as an online intermediary, facilitating and reinforcing relationships between individuals. Additionally, it plays a crucial role in building social bonds between people (Darmawan et al., 2021).

Social media is an online environment where people with similar interests gather to share their thoughts, comments, and ideas. Many businesses utilize online interactions among their users by encouraging customers to share their purchases with a simple click through their preferred social media channels. Social media is also used by businesses as a platform for direct marketing actions. In this sense, social media transcends the boundaries of space and time in business interactions by promoting a sense of closeness with potential consumers (Bilgin, 2018).

According to Ebrahim (2020), social media marketing is the marketing process of creating two-way communication through social media platforms and providing valuable offerings to gain higher brand/product or service attention to encourage consumer participation. On the other hand, Khoirunnisa and Astini (2021) define social media marketing as the process of encouraging individuals to communicate product promotions through websites and online social channels, utilizing a much larger community compared to traditional advertising channels. In essence, social media marketing involves leveraging social media platforms to engage in interactive communication, deliver valuable offerings, and promote products or services to a broader audience. It focuses on fostering consumer participation and utilizing the vast reach and influence of social media communities.

F. *Hypothesis Development*
1. *Social Media Marketing and Brand Awareness*

Cheung et al. (2019) conducted a study on the impact of social media marketing on brand awareness. The research findings demonstrated that social media marketing has a significant effect on brand awareness. Social media marketing plays a crucial role in introducing and educating consumers about a brand's existence, making it a preferred choice.

Another study by Elaydi (2018) investigated the impact of social media marketing activities on Facebook on brand awareness. The significance of the hypothesis emphasized the implementation of social media marketing activities on Facebook to strengthen brand awareness, which is highly important for most companies. The research findings indicated a positive relationship between social media marketing activities on Facebook and brand awareness, ultimately leading to increased sales revenue in the future.

Overall, social media marketing is a powerful tool for enhancing brand awareness. By leveraging various strategies and features available on social media platforms, brands can reach new consumers, reinforce their brand messages, and create engaging content that resonates with their target market, ultimately boosting brand awareness. Based on the discussions from the studies, the following hypotheses will be tested:

H1: Social media marketing has a positive influence on brand awareness.

2. *Social Media Marketing and Brand Trust*

Haudi et al., (2022) conducted research to determine the influence of social media marketing activities on brand trust on social media. The research findings indicate that social media marketing has a positive impact on brand trust. Social communication carried out by brands can build strong connections and gain value from long-term user interactions, which make the brand trustworthy and beloved.

Khoirunnisa and Astini (2021) conducted a study to examine the effects of experiential marketing and social media marketing on repurchase intention with brand trust. The research revealed that social media marketing has a positive and significant effect on brand trust. From this, it can be inferred that based on the perception that a brand can be trusted and responsible for attracting and satisfying customers, customers are willing to engage in repurchase intention because they believe that they feel comfortable and satisfied in their interactions with the brand, such as interactions on social media.

Another study conducted by Revano Hiendrawan and Bernarto (2021) focused on the positive influence of social media marketing and brand trust on repurchase intention. The research results prove

that social media marketing has a positive influence on brand trust. By enhancing marketing on social media, it increases customer trust in a brand. This is because customers can see reviews from other customers, exchange information among buyers, and verify the credibility of products sold by the company through social media, aligning with their expectations.

By utilizing social media marketing strategies that prioritize transparency, authenticity, responsiveness, and consistent brand messaging, brands can enhance trust among their consumers. Building trust through social media marketing is crucial for establishing long-term relationships with customers and cultivating a positive brand image.

Based on the discussions from the above-mentioned research, the following hypotheses will be tested:
H2: Social media marketing has a positive influence on brand trust.

3. *Social Media Marketing and Brand Image*

Sanny et al., (2020) conducted a study to investigate the impact of social media marketing on brand image. The research findings indicate that social media marketing has a significant influence on brand image. The presence of social media enables companies to seize opportunities by investing in their marketing and developing more targeted campaigns, interacting with their consumers, driving direct sales by leveraging social media as a medium, conducting research and development through consumer behavior, and understanding how they value the brand on their social media platforms. Thus, an increase in brand trust will enhance the value of purchase intention.

Seo and Park (2018) conducted a study on the impact of social media marketing activities on brand image and customer responses in the airline industry. The results showed that social media marketing activities by airlines have a significant influence on brand image. From the company's perspective, their participation in social media generates positive effects equivalent to traditional advertising. Interactions with potential and existing customers enable the company to communicate a positive brand image.

Overall, social media marketing plays a crucial role in shaping and influencing brand image. By strategically and consistently leveraging social media platforms, brands can create a positive, authentic, and desirable brand image that aligns with their target consumers.

Based on the discussions from the above-mentioned research, the following hypotheses will be tested:
H3: Social media marketing has a positive influence on brand image.

4. *Brand Awareness and Repurchase Intention*

Izzudin and Novandari (2018) conducted a study on the influence of brand awareness on repurchase intention. The research findings indicate that brand awareness has a positive effect on repurchase intention. This suggests that the more consumers recognize and remember a product, the more likely they are to purchase it and continue to do so in the future.

Another study conducted by Rimiyati and Khoirul Azmi (2022) aimed to analyze and explain the impact of brand awareness on repurchase intention. Based on the research findings, it can be concluded that brand awareness has a significant effect on repurchase intention. Brand awareness reflects the buyer's ability to recognize and recall a brand as part of a specific product category. Generally, consumers tend to purchase products with well-known brands based on considerations of comfort, safety, and other factors.

Overall, brand awareness plays a crucial role in influencing customers repurchase intention. By enhancing brand awareness through effective marketing strategies, a brand can increase recognition, perception, trust, and customer loyalty, ultimately increasing the likelihood of customers choosing to repurchase from that brand in the future.

Based on the discussions from the above-mentioned research, the following hypotheses will be tested:
H4: Brand awareness has a positive influence on repurchase intention.

5. *Brand Trust and Repurchase Intention*

Khoirunnisa and Astini (2021) conducted a study to examine the influence of brand trust on repurchase intention in the fashion industry. The research findings indicate that brand trust has a positive and significant effect on repurchase intention. This suggests that consumers are willing to engage in repurchase intention because they trust that the product can fulfill their desires and expectations. Therefore, it can be inferred that high consumer brand trust also determines the likelihood of repurchase intention being high.

Nur Hidayati et al. (2021) conducted a study to analyze the impact of brand trust on repurchase intention. The research findings reveal that brand trust has a significant positive impact on repurchase intention. Brand trust develops when consumers find the best product that meets their expectations, thereby increasing their desire to repurchase in the future.

Another study conducted by Sari et al. (2021) shows that brand trust has a significant positive influence on repurchase intention. Consumer willingness to trust a brand, even with inherent risks, arises from the expectation that the brand will provide positive outcomes for the consumer. Therefore, the establishment of good brand trust has a significant impact on customers, leading them to engage in repurchase intention.

Building and maintaining brand trust is crucial to drive repurchase intention. Brands can foster trust through consistent delivery, transparency, exceptional customer experiences, reliable support, and a strong commitment to their values. By cultivating trust, brands can enhance customer loyalty and drive repeat business.

Based on the discussions from the above-mentioned research, the following hypotheses will be tested:
H5: Brand trust has a positive influence on repurchase intention.

6. *Brand Image and Repurchase Intention*

Huang et al. (2019) conducted a study to examine the impact of brand image on repurchase intention. The research findings indicate a significant positive effect of brand image on repurchase intention. Therefore, brand image plays a crucial role in purchase decision-making, and a well-exposed brand image becomes the primary choice for consumers in repurchase intention.

Another study conducted by Putri and Yasa (2022) aimed to investigate the influence of brand image on repurchase intention. The research findings demonstrate a significant positive effect of brand image on repurchase intention. This means that an improvement in positive brand image will affect consumers repurchase intention.

It is important for brands to actively manage and cultivate a positive brand image through consistent branding, effective communication, delivering on brand promises, and maintaining a strong reputation. By shaping a positive brand image, brands can enhance customer loyalty and drive repurchase intention.
Based on the discussions from the above-mentioned research, the following hypotheses will be tested:
H6: Brand image has a positive influence on repurchase intention.

To substantiate the hypothesis and examine the data collected in this study, a conceptual framework was developed, as depicted in Figure 1.
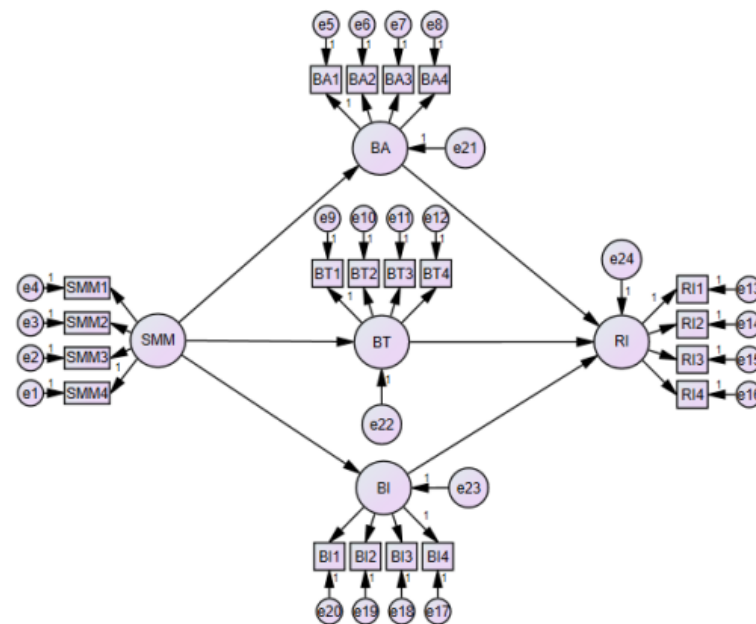
Fig. 1 Research Model

III. METHOD

A. *Population and Sample*

In this study, the population used is all consumers of perfume refills residing in Jabodetabek, while the sample consists of respondents who have purchased and used perfume refills. Since the researcher does not have precise data on the total population of consumers of perfume refills, non-probability sampling technique is used, specifically convenience sampling method.

To determine the sample size in structural equation modeling, the recommended sample size by F. Hair Jr et al. (2021) is the "10 times rule" of the total number of indicators in the study. In this study, there are 20 indicators, so the required sample size would be 20 x 10 = 200 samples.

B. *Data Collection Techniques*

Data collection in this research utilized primary data obtained from the premier data source. The primary data consisted of responses, statements, and assessments from the respondents. The research was conducted through a questionnaire by distributing survey sheets containing questions and statements that needed to be filled out by the respondents. In this case, the respondents answered by marking a certain symbol or option provided.

In this study, the measurement utilized a 5-point Likert scale method to assess the level of agreement of the respondents with the statements provided in the questionnaire. The questions in the questionnaire were designed to gather data and were scored or assigned values based on categories such as strongly agree, agree, neutral, disagree, and strongly disagree.

C. *Data Analysis Techniques*

In testing the structural model as indicated in the theoretical framework and specific hypotheses in this research, the study employs a stepwise analysis using AMOS. A comprehensive structural equation modeling (SEM) analysis typically consists of two main parts, namely the measurement model and the structural model. The measurement model aims to confirm dimensions or factors based on their empirical indicators.

IV. RESULT

A. *Hypothesis Testing*

Once the indicators are analyzed through Confirmatory Factor Analysis and their suitability for measuring their respective latent constructs is confirmed, the complete structural equation modeling (SEM) model can be analyzed. The results of the AMOS analysis are depicted in Figure 2.
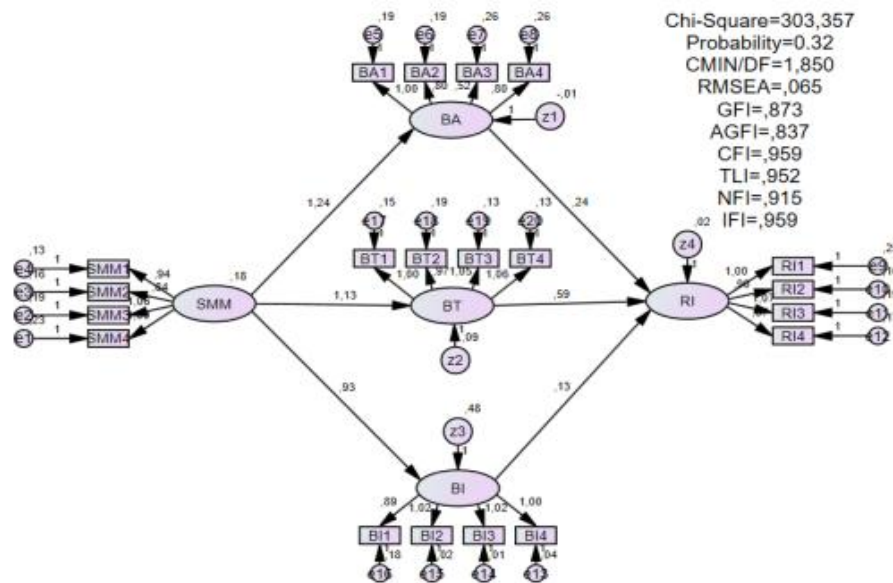
Fig. 2 AMOS Research Structural Model

Figure 2 presents the structural model of the proposed theoretical framework. Furthermore, based on Table 1, it can be observed that out of all the goodness-of-fit measures below, 9 indices indicate a good fit, suggesting that this research model is satisfactory and yields positive results in the Goodness of Fit Test for the structural model.

Table 1
Goodness of Fit Test for Structural Model

Category	Index Name	Accepted Index Value	Results	Evaluation
Absolute Fit	Chi square/p value	> 0,05	0,32	Good Fit
	RMSEA	< 0,07	0,065	Good Fit
	GFI	> 0,90	0,873	Not Fit
Incremental Fit	AGFI	≥ 0,80	0,837	Good Fit
	CFI	> 0,90	0,959	Good Fit
	TLI	> 0,90	0,952	Good Fit
	NFI	> 0,80	0,915	Good Fit
Parsimonious Fit	Chi square/df	1,0 – 5,0	1,850	Good Fit
	PNFI	The higher, the better	0,790	Good Fit
	PGFI	0-1	0,681	Good Fit

The hypothesis is considered accepted if the p-value is less than 0.05. To determine whether the relationship is positive or negative, we can examine the value of ß. A positive relationship between variables is indicated if the estimate (ß) is not negative (Ghozali, 2017). Meanwhile, a p-value marked with "***" signifies a value below 0.001. Table 1 presents the results of hypothesis testing using AMOS.

Table 2
Research Hypothesis Testing

Variable	ß	SE	CR	P Values
BA <--- SMM	1,236	0,130	9,521	***
BT <--- SMM	1,130	0,125	9,069	***
BI <--- SMM	0,932	0,145	6,411	***
RI <--- BT	0,587	0,111	5,303	***
RI <--- BA	0,243	0,109	2,237	0,025
RI <--- BI	0,131	0,034	3,821	***

Based on table 1, the direct effects are as follows:

H1: Social media marketing has a positive effect on brand awareness. H1 is accepted because ß = 1.236 (positive) with a p-value < 0.05.

H2: Social media marketing has a positive effect on brand trust. H2 is accepted because ß = 1.13 (positive) with a p-value < 0.05.

H3: Social media marketing has a positive and significant effect on brand image. H3 is accepted because ß = 0.932 (positive) with a p-value < 0.05.

H4: Brand awareness has a positive effect on repurchase intention. H4 is accepted because ß = 0.243 with a p-value < 0.05.

H5: Brand trust has a positive effect on repurchase intention. H5 is accepted because ß = 0.587 (positive) with a p-value < 0.05.

H6: Brand image has a positive effect on repurchase intention. H6 is accepted because ß = 0.131 (positive) with a p-value < 0.05.

B. *Discussion*

1. *Social Media Marketing and Brand Awareness*

The SEM calculation resulted in ß = 1.236 (positive), C.R = 9.521 (C.R > 1.967), and p-value < 0.05, meeting the established criteria and indicating that the first hypothesis, which posits a positive and significant influence of social media marketing on brand awareness, is accepted. These research findings align with previous studies conducted by Ardiansyah & Sarwoko (2020), Cheung et al. (2019), and Elaydi (2018), which all assert that social media marketing effectively impacts brand awareness.

Consumers tend to buy or prefer brands that they are familiar with because they feel more secure with well-known brands. Respondents provided positive evaluations regarding the relationship between social media marketing and brand awareness, indicating their agreement that through social media, they become aware of perfume stores. Consequently, they are willing to repurchase perfumes from those stores.

2. *Social Media Marketing and Brand Trust*

The SEM calculation resulted in ß = 1.13 (positive), C.R = 9.069 (C.R > 1.967), and p-value < 0.05, meeting the established criteria and indicating that the second hypothesis, which posits a positive and significant influence of social media marketing on brand trust, is accepted. These research findings further support previous studies conducted by Haudi et al. (2022), Khoirunnisa & Astini (2021), and Revano Hiendrawan & Bernarto (2021), all which state that social media marketing effectively impacts brand trust.

Respondents provided positive evaluations regarding the relationship between social media marketing and brand trust, indicating their agreement that through social media, they become more confident and trust the perfume stores. As a result, they become loyal customers to those stores.

3. *Social Media Marketing and Brand Image*

The SEM calculation resulted in ß = 0.932 (positive), C.R = 6.411 (C.R > 1.967), and p-value < 0.05, meeting the established criteria and indicating that the third hypothesis, which posits a positive and significant influence of social media marketing on brand image, is accepted. These research findings further support previous studies conducted by Bilgin (2018), Sanny et al. (2020), and Seo and Park (2018), all which state that social media marketing effectively impacts brand image.

Seo and Park (2018) stated that brand image forms a physical structure in consumers' minds and becomes a crucial element in marketing. When a brand is well-known or has a positive image, it significantly influences consumers' interest in purchasing a product. Once the brand image is established in consumers' minds, they develop specific expectations for that product. When the product meets their expectations, it builds trust in the brand (Takaya, 2019).

4. *Brand Awareness and Repurchase Intention*

The SEM calculation resulted in ß = 0.243, with C.R = 2.237 (C.R > 1.967), and p-value < 0.05, meeting the established criteria and indicating that the fourth hypothesis, which posits a positive and

significant influence of brand awareness on repurchase intention, is accepted. This is further supported by previous research conducted by Amanda et al. (2022), Izzudin and Novandari (2018), and Rimiyati and Khoirul Azmi (2022), all which state that brand awareness affects repurchase intention.

Respondents provided positive evaluations regarding the relationship between brand awareness and repurchase intention, indicating their agreement that the more they are aware of a particular brand, the more likely they are to make repeat purchases from that store. Repeated exposure to the brand will have an impact on consumers' memory, leading to a higher likelihood of repeat purchases when they are familiar with the perfume store.

5. ***Brand Trust and Repurchase Intention***

The SEM calculation resulted in $\beta = 0.587$ (positive), C.R = 5.303 (C.R > 1.967), and p-value < 0.05, meeting the established criteria and indicating that the fifth hypothesis, which posits a positive and significant influence of brand trust on repurchase intention, is accepted. This is further supported by previous research conducted by Khoirunnisa & Astini (2021), Nur Hidayati et al. (2021), and Sari et al. (2021), all which state that brand trust affects repurchase intention.

Respondents provided positive evaluations regarding the relationship between brand trust and repurchase intention, indicating their agreement that the more they trust a particular brand, the more likely they are to make repeat purchases from that store. Trust serves as the foundation for consumer purchases, and when a perfume store proves its product quality and provides excellent service, it will enhance trust and increase the likelihood of repeat purchases.

6. ***Brand Image and Repurchase Intention***

The SEM calculation resulted in $\beta = 0.131$ (positive), C.R = 3.821 (C.R > 1.967), and p-value < 0.05, meeting the established criteria and indicating that the sixth hypothesis, which posits a positive and significant influence of brand image on repurchase intention, is accepted. This finding reinforces previous research conducted by Gusti Ayu Putu Candra Santi et al. (2021), Huang et al. (2019), and Putri & Yasa (2022), all which state that brand image effectively impacts repurchase intention.

Consumers' purchase intentions can be influenced by a positive brand image. If a brand has a positive image, consumers will not hesitate to make repeat purchases of their products. Respondents provided positive evaluations regarding the relationship between brand image and repurchase intention, indicating their agreement that the better the perfume store's image, the more likely consumers are to engage in repurchase intention from that store.

V. CONCLUSION

From the findings of the hypothesis testing conducted, the following conclusions can be drawn:
1. Social media marketing has a positive and significant influence on brand awareness. This is evident from the value of $\beta = 1.236$ (positive) with a p-value < 0.05. The presence of social media marketing indirectly enhances buyer interest through increased brand awareness, making it a preferred choice for consumers.
2. Social media marketing has a positive and significant influence on brand trust. This is evident from the value of $\beta = 1.13$ (positive) with a p-value < 0.05. This is because social media marketing can enhance customer trust, leading them to believe in and subsequently purchase refill perfume products.
3. Social media marketing has a positive and significant influence on brand image. This is evident from the value of $\beta = 0.932$ (positive) with a p-value < 0.05. This occurs because social media marketing can enhance the purchase of refill perfume products based on the information displayed to influence trust, leading consumers to intend to repurchase them.
4. Brand awareness significantly influences repurchase intention. This is evident from the value of $\beta = 0.243$ with a p-value < 0.05. This is because the presence of brand awareness among consumers for refill perfume brands has been shown to increase their repurchase intention.
5. Brand trust significantly influences repurchase intention. This is evident from the value of $\beta = 0.587$ (positive) with a p-value < 0.05. This indicates that the establishment of strong brand trust has a significant impact on customers, leading them to engage in repurchase intention.

6. Brand image has a positive and significant influence on repurchase intention. This is evident from the value of ß = 0.131 (positive) with a p-value < 0.05. It means that the better the brand image of refill perfume products, the more likely they will be the top choice for consumers in their repurchase intention.

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